

# CCAIA

California Council, the  
American Institute of Architects

1736 Stockton Street · San Francisco, Ca 94133

(415) 986-0759

June 1980

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Serving Over 5000 Members

# Architecture California



Morris Verger



L to R: Randy Bosch, Donald Gibbs, Denny Jones

— Photos by Kirk Miller

# To Lead, Follow, Or Get Pushed Out of the Way?

by Morris D. Verger, FAIA,  
1980 CCAIA President.

The architects we respect and the architecture we admire have a common quality — leadership. Architectural leadership is quality of design, and direction which helps make social change possible and contributes to the satisfaction of human needs and expectations. Leadership takes place when there is clear and realistic definition of a project's purpose, scope, sequence and articulation

Today's leaders are those who process information rapidly and apply it where and when it is needed — as the construction industry does with Critical Path, Fast Track and Construction Management. The mastery of contemporary tools for information handling and use of modern management techniques in architecture is the most direct and effective means for us to gain public recognition at this time.

## **Where are we now in our quest for that goal?**

We can learn from the past. Take the current wave of nostalgia. It

falls someplace between a salute to the past, and preparing to take off for the great adventure of discovering, then accepting, that the earth is a finite entity and that all its resources have finite quantities that can be measured. The logical progression that we architects can identify with is that finite resources do not necessarily mean reduced standards of living. Quite the contrary. When the distinction is made between non-reversible forms of resources and reversible forms, we can demonstrate how to make a more abundant life that does not deplete our resources. An example is logging. When the trees of a forest are cut down and are not replaced, the forest has disappeared for generations. If, however, seedlings are planted, and tree farms replace the forests, we have lost no resource, but have intelligently used our technology and our management skills to employ the life cycles of our resources without consuming them.

## **How can the CCAIA apply this analogy?**

We must recognize that each Council member knows something no one else knows, but as individuals we don't know exactly how to most productively use that information. Modern information systems and modern management can use the philosophies and talents of the membership to speak for the profession at a level and with force, where we as individuals cannot. We need to use the computer and word processing services now readily and inexpensively available, to codify areas of skills and interests that each member would like to share, and make that information available to Council members and committees. Thus, every member could have available to him the collective wisdom of the profession, and each committee chairman would have the latest "state of the art" available for his committee activities.

When we ask members for money to buy services, beyond a certain point that becomes a used up resource.

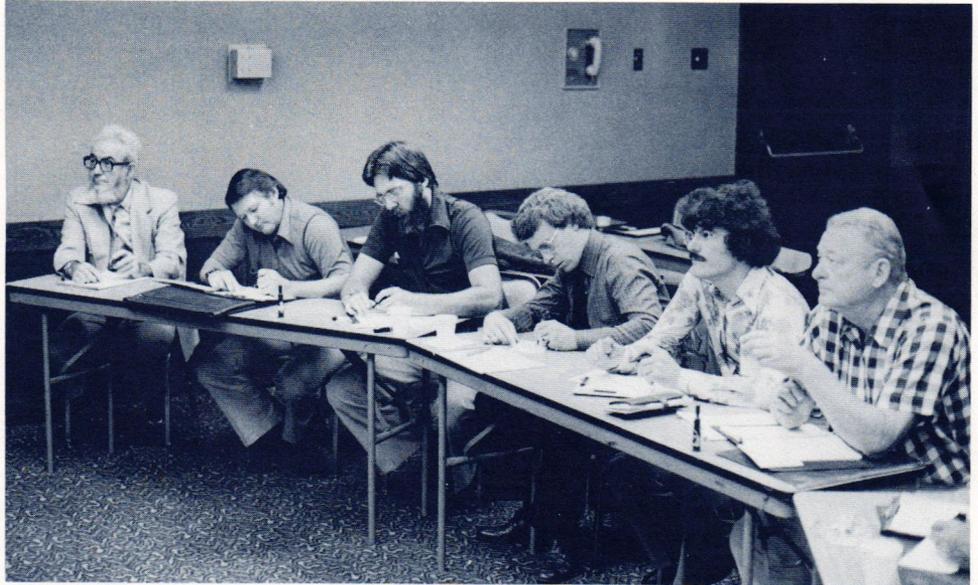
When we ask a member to participate in a group learning situation, we are increasing our resources in direct proportion to the quality of participation. If we

use the most contemporary information processing systems available, we will be the most effective leaders possible.

Contemporary information handling was used in planning the 1980 CCAIA programs. The photos show part of the process we used. The programs for the year were developed by the 1980 Chapter Presidents in several group-think planning sessions. The participants selected and gave priorities to the program elements.

Among the high priorities are a new Practice Act and greatly increased political strength. The Council Vice Presidents are currently implementing the Programs agreed upon by the 1980 Chapter presidents:

- **Richard Bundy**, VP, *Design/Public Awareness Programs*, with his committees, has prepared programs to increase public awareness of the importance of architecture and design in daily living.
- **Merle Gilliland**, VP, *Legislative/Governmental Programs*, and committees are working at developing political clout at Chapter and Council level.
- **Paul Neel**, VP, *Education/Professional Development Programs*, is organizing an overview of the statewide needs and opportunities for education for the profession.
- The committees under the leadership of **George Schreiter**,



R to L: Stanley Smith, Stephen Metsch, Mark Engelein, Mel Cole, Gary Wirth, Thomas Geary

VP, *Economic Programs*, have scheduled a series of seminars and workshops to help members improve their financial and professional well-being.

- The committees working with **Norma Sklarek**, VP, *Human Concerns*, are focusing on opportunities and environments for people with special needs.

Progress reports of committee activities will appear in future issues of *Architecture California*.

**Ward Deems**, with the members of the Registration Steering Committees, **Russ Levikow**; **Bob Allen**; and **Tom Moon**, are ably dealing with the complex task of preparing

the package we need for Regulatory Reform.

In addition to the committees (about 30), the council has a staff of twelve, headed by Dan Sheridan, Executive Vice President. Consultants advising and helping the committees and staff include **Gordon Fleury**, **Jean Klingensmith**, **John Parmna**, **Charles Eley**, and the public relations/public affairs firm of **Deaver and Hannaford**.

The 1981 Planning and Finance Committee under the joint responsibility of **Harry Hallenbeck**, VP/President-Elect, and **Wally Haas**, Treasurer, will use the experience of the 1980 committees in their planning for 1981.

**Bill Patnaude**, Secretary, has undertaken the task of bringing the Council By-Laws and Rules of the Board up to date so they will be relevant to current situations and allow the officers to function within documented procedures.

**Whit Cox** is chairman of the 1980 Convention Committee. As a part of the Convention, we plan to display a summary of the Council's achievements for the year and demonstrate to the public how architects and architecture shape the social, economic and cultural events of the community. □



L to R: Virgil Carter, Bob Odermatt, Peter Winkelstein

## CCAIA Hires Public Relations/ Public Affairs Counsel

**CCAIA, guided by its Public Awareness Committee, has concluded** a major step in its 1980 public awareness program goals—the selection of a public affairs/public relations consultant firm. **Deaver & Hannaford**, a Los Angeles-based firm with offices in Sacramento and Washington, D.C., will serve CCAIA for the remainder of 1980.

The Public Awareness Committee, chaired by **William C. McCulloch, AIA, Newport Beach**, and staffed by Barbara Speer, conducted a campaign to solicit proposals from 45 public relations and public affairs firms throughout the state. Approximately 20 responded. Deaver & Hannaford was selected from among six finalists.

Account Executive duties will be shared by principals **Mike Deaver** and **Craig Fuller**. They were introduced to the CCAIA Board of Directors in Monterey in March, and have since been hard at work on *Architects at the Legislature*, the CCAIA 1980 Convention, the energy campaign (see story page 16), the regulatory reform issue, and other governmental public awareness since their selection.

Deaver & Hannaford was selected because of its extensive governmental work for other association clients, which include the California Trucking Association, and the grocer's association. Other clients include United California Bank and the Country of Taiwan. "Their valuable input will soon become evident in improved public awareness, communications and governmental programs," noted McCulloch.

The 1980 public awareness program is directed primarily at public decision makers and the public and trade media. It will be coordinated with the chapter programs, and is monitored monthly by the CCAIA Public Awareness Committee.

Other members of the Public Awareness Committee include **Ralph Bradshaw, AIA**, San Diego; **David Doll, AIA**, Bakersfield; **Michael Rainforth, AIA**, Sacramento; **Warren Wachs, AIA**, San Francisco; **Larry Yeakel, AIA**, San Diego; and **Richard S. Bundy, AIA**, San Diego, CCAIA Vice President of Design/Public Awareness Programs.

— **Richard S. Bundy, VP Design/Public Awareness Programs**

## Beverly Willis Selected For National Panel On Development

**Beverly Willis, FAIA, former CCAIA President, has been selected to** serve on a blue-ribbon panel of thirty-five distinguished business and government leaders who will forecast national development choices for the next decade and beyond.

Called the *Council on Development Choices for the '80's*, the panel represents a cross section of the country and reflects a wide range of experience in government, the private development industry and urban advocacy. The Council was formed by the Urban Land Institute under funding from the U.S. Department of Housing and Urban Development.

Introducing the Council, HUD Secretary Moon Landrieu noted, "The majority of our cities were designed and built in the 19th century. We cannot in good conscience pass these places on to those who will live in the 21st century unless we begin to plan now for sound development.

"This kind of development can produce energy-efficient, cost-effective and affordable homes and a more liveable environment, but poor development choices now will add unnecessary and harmful burdens to families, local governments and our economy throughout the '80's and beyond. Clearly, we must begin now to plan boldly for development in the decade ahead."

Secretary Landrieu said that the work of the Council will complement the President's Urban Policy. While acknowledging that the Council does not possess any authority to require that its recommendations be implemented, the Secretary pointed out that the Council will have the considerable prestige of its public and private members and the advantage of having weighed contrasting public and private views prior to reaching its conclusions.

Besides studying already existing information, the Council plans to hold four regional meetings and make several on-site inspections before concluding its efforts next January.

# 'Architects at The Legislature' Draws Over 100 To Sacramento

For the second year in a row, CCAIA's *Architects at the Legislature* program drew over 100 architects to the state Capitol May 13 and 14. They heard various legislators speak, and visited their state Senators and Assemblymen in their offices.

Once again issues in the forefront included architectural registration, energy regulations, and building codes and standards. The 1½-day program began Tuesday evening and ended late Wednesday.

On Tuesday attendees heard CCAIA representatives discuss the current status of the Registration Steering Committee work; a report on the activities of the Energy Committee; and a briefing by State Architect **Barry Wasserman** on how architects fit into the California political process.

Wednesday's program was devoted primarily to the state's legislative leaders. As an assembled group in the morning, the architects heard from **Assemblymen Daniel Boatwright (D-Concord), Dave Stirling (R-Hacienda Heights) and Bill Lockyer (D-San Leandro). Assemblyman Patrick Nolan (R-Glendale) and Senator Omer L. Rains (D-Ventura)** each spoke to the issues presented in Proposition 9, the Assemblyman as proponent and the Senator in opposition.

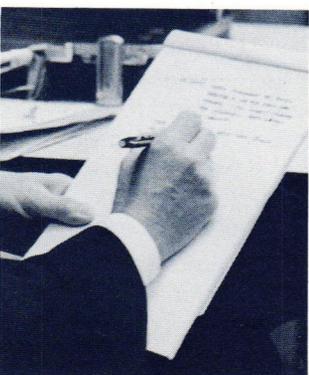
Just before the group broke for lunch, CCAIA Vice President of Legislative/Governmental Programs, **Merle D. Gilliland, AIA, Orinda**, and public relations/public affairs consultant **Craig Fuller**, of Deaver & Hannaford, presented CCAIA's plan for an improved grassroots political contact program.

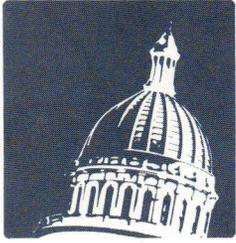
The luncheon guest speaker was State Treasurer **Jesse Unruh**. He presented a forthright discussion about why the current legislative process is not working, and how this has resulted in a huge upswing in the use of the ballot initiative process, such as Proposition 9 and 13.

To cap off the meeting, as they did last year, the architects spent Wednesday afternoon visiting individual legislators in their offices. Over two-thirds of the state's legislators or their representatives had appointments with the architects.

Next year's program is already in the planning stages. It is anticipated that, because May is so near the legislative recess and the legislative calendar is thus so busy, next year's program will be held earlier in the year, probably in February. Details will be announced early enough for any interested architects to participate.

— Merle D. Gilliland, VP Legislative/Governmental Programs





# Current Legislative Priorities

## California Council, The American Institute of Architects

The following are the legislative bills which have been recognized as the current legislative priorities for California architects. This list will alter as new legislation is introduced, bills are amended and hearings develop. In addition to the priority bills, some 25 additional bills are being closely watched for amendments or activity in committee hearings which would change their status.

Bill No./Author	Title/Content	CCAIA Position *	Present Status/Hearing Dates
<b>Registration</b>			
SB 1313/AB 2020 Budget Item #98 Rodda/Boatwright	<b>BAE Budget.</b> Proposes 1980-81 budget of \$613,410, approximately \$31,000 less than 1979-80.	<b>Support budget amount,</b> propose amendments re allocation of funds.	Out of subcommittee to <b>Senate Finance Committee.</b> In <b>Assembly Ways and Means Subcommittee.</b>
AB 46 McCarthy	<b>Sunset BAE.</b> Would abolish Board in 1983 if no justification to remain in existence were established.	No support in view of CCAIA Registration Steering Committee proposals.	Passed <b>Assembly,</b> failed passage in <b>Senate Governmental Organization Committee.</b>
AB 751 Priolo	<b>Sunset all State Agencies.</b> Would sunset all agencies and state boards within next 5 years.	<b>Support</b> comprehensive review of <b>all</b> state agencies.	Passed <b>Assembly,</b> failed passage in <b>Senate Governmental Organization Committee.</b>
AB 2249	<b>Licensing Requirement.</b> Would require demonstration of proficiency in barrier free design as a condition of licensure or renewal of license. CCAIA amended to delete requirement for recertification.	No opposition as amended.	Passed <b>Senate Business and Professions Committee,</b> to <b>Senate</b> floor.
AB 2332 Thurman	<b>Disclosure Statements.</b> Would require a notice on all instruments of service that client may address complaints to BAE. CCAIA amended to only include language on one page of contract or contract documents.	Negotiations continuing on acceptable amendments.	Passed <b>Assembly,</b> to <b>Senate Business and Professions Committee.</b> Hearing date set.
AB 3077 Lockyer	<b>Provision for Arbitration.</b> Would provide arbitration for disputes between licensees and clients. Arbitration would be voluntary.	<b>Support, only if voluntary.</b>	Withdrawn in <b>Assembly Labor, Employment, Consumer Affairs Committee.</b>
SB 1889 Montoya	<b>Provision for Arbitration.</b> Senate version of AB 3077.	<b>Support, only if voluntary.</b>	Not heard in <b>Senate Business and Professions Committee,</b> off calendar.
AB 2890/2891 Young	<b>Eliminate Professional Engineers Board.</b> Would eliminate State Board of Registration for Professional Engineers and create a public corporation known as Chartered Engineers of California, would also enact a California Professional Engineers Act.	Information only. No official position.	Referred to Interim Study.
AB 3094 Gage	<b>Disciplinary Action.</b> Would permit the BAE to establish a system for issuance of citations or assessment of administrative fines as disciplinary action against licensees as well as suspension or revocation of licenses.	Believe <b>Bill unnecessary.</b>	Passed <b>Assembly,</b> to <b>Senate Business and Professions Committee.</b> No hearing date set.

\*As we go to press.

Bill No./Author	Title/Content	CCAIA Position*	Present Status/Hearing Dates
<b>Energy</b>			
SB 1746 Mills	<b>Solar Design for School Buildings.</b> Would require Energy Commission to develop standards for passive solar system designs for school buildings.	<b>Support</b> if suggested amendments adopted.	Passed <b>Senate</b> , referred to <b>Assembly</b> .
AB 2030 Levine	<b>Solar Tax Credit.</b> Would extend 55% tax credit to 1 January 1984 and authorize a credit for energy conservation measures not applied in conjunction with a solar energy system. Eliminates deduction of state and local taxes on sale of gas, diesel fuels, and motor fuels.	<b>Support.</b>	Passed <b>Assembly</b> , referred to <b>Senate</b> .
SCA 28 Alquist	<b>Property Tax Exemption.</b> Would exempt alternative energy systems from property taxes if approved by voters in December 1980 election.	<b>Support.</b>	Passed <b>Senate</b> , referred to <b>Assembly</b> .
AB 1998 Felando	<b>ERCDC—Abolition and Transfer of Functions.</b> Would abolish the State ERCDC and transfer powers and duties to two new agencies—Energy Agency and Energy Regulatory Commission—and to the Department of Housing and Urban Development. Would repeal the Energy Resources Surcharge and create a Powerplant Siting Special Account.	<b>Monitor.</b>	In interim study.
AB 2036 Hart	<b>Solar Tax Credit.</b> Would extend 55% solar tax credit until January 1, 1984. Would allow up to \$3,000 in credits for specified solar systems to be claimed in subsequent years.	<b>Support.</b>	To be heard in <b>Senate Revenue and Taxation Committee</b> .
SB 1306 Alquist	<b>Property Tax Exemption.</b> Would exempt solar systems from property taxes through 1985. Would require voters to approve SCA 28. (See below.)	<b>Support.</b>	Passed <b>Senate</b> , referred to <b>Assembly</b> .
SB 1611 Maddy	<b>Design Competition.</b> Would require ERCDC to conduct a statewide competition of outstanding designs of agricultural applications of solar energy.	<b>Monitor.</b>	On <b>Senate</b> consent calendar.
AB 3046 Levine	<b>Energy Conservation: Residential and Commercial Buildings.</b> Would require owners of existing residential and commercial buildings to install certain conservation measures.	Under study by Energy Committee.	Passed <b>Assembly</b> , referred to <b>Senate</b> .
AB 3157 Deddeh	<b>Solar Energy System.</b> Would specify that a solar energy system include the use of solar devices for daylighting and such system would qualify for the 55 percent solar tax credit.	<b>Support.</b>	To be voted on by <b>Assembly</b> . No hearing date set.
SB 1205 Roberti	<b>Creation of California Energy Development Authority.</b> Would create the California Energy Development Authority to provide financial assistance to eligible applicants for conservation and alternative energy projects.	<b>Support.</b>	<b>Assembly Committee on Resources, Land Use and Energy.</b> Hearing date set.

Bill No./Author	Title/Content	CCAIA Position *	Present Status/Hearing Dates
<b>Building Codes and Standards</b>			
AB 2265 Cline	<b>Repeal of New Building Standards Law.</b> Would eliminate state control of system of writing and adopting building regulations and limit enforcement role of state and local agencies. Places responsibility with Professional Engineers.	<b>Oppose.</b>	Referred to Interim Study.
SB 1453 Garcia	<b>Handicapped Accessibility to Historical Buildings.</b> Would provide reasonable availability to and usability by the physically handicapped.	Under study by Codes and Barrier Free Architecture Committees.	<b>Senate Governmental Organization Committee.</b> No hearing date set.
SB 1511 Marks	<b>Membership of State Building Standards Commission.</b> Would require that at least one member, of 11 member Commission, be a physically handicapped person.	Believe <b>Bill unnecessary.</b> Appointments to new commission will comply.	<b>Senate Governmental Organization Committee.</b> Hearing 24 June 1980.
AB 2457 Wray	<b>Building Access Appeals Boards for Physically Handicapped.</b> Would require that at least 3 members, of 5 member board, be physically handicapped, one a public member. Remaining 2 must have experience in construction.	<b>Support</b> handicapped participation on 3 member board.	Died in <b>Assembly Ways and Means Committee.</b>
AB 2684 Greene	<b>State Building Standards Code.</b> Would incorporate by reference specified uniform codes, applicable National specifications and published standards.	Under study by Codes Committee.	Not heard in <b>Assembly Housing and Community Development Committee,</b> off calendar.
AB 2707 Rosenthal	<b>Building Standards.</b> Would amend specified uniform industry or model codes required in standards adopted by state agencies.	Under study by Codes Committee.	Passed <b>Assembly,</b> to <b>Senate Local Government Committee.</b> Hearing date set.
<b>Construction Law</b>			
AB 2493 Stirling	<b>Payment Bonds for Public Works.</b> Would exempt providers of architectural, engineering and land surveying services from requirement to file bond.	<b>Support.</b> CCAIA sponsored.	Passed <b>Assembly,</b> to <b>Senate floor.</b>
AB 1000 Fenton	<b>Registered Construction Inspectors Practice Act.</b> Would make existing "title" act into "practice" act by prohibiting unregistered persons from practicing. CCAIA would amend to allow Architects, Engineers and employees to act as "construction inspectors."	<b>Support if amendment adopted.</b>	<b>Senate Finance Committee.</b> Hearing date set.
<b>Educational and Health Facilities</b>			
SB 1426 Rodda	<b>State Financed School Construction.</b> Would allow \$250 million of state tidelands oil revenue to fund construction for elementary and high schools.	<b>Support.</b>	Passed <b>Senate. Assembly Resources, Land Use and Energy Committee.</b> Hearing date set.



—Photos by Geoffrey Cathers



It looks like “California 101” is on the map permanently. Nearly 600 professionals, media representatives, students and companions traveled the familiar road to Monterey in March. And, if the evaluations we received are any indication, they are almost unanimous in their desire to return next year. Some say they wouldn’t change a thing, especially the weather (3 days of clear, sunny skies, with just enough breeze on Sunday for Tom Van Sant to launch his 150 foot kite, “Jacob’s Ladder”). Many more offered thorough critiques and creative suggestions to help in our planning for the 1981 conference.

The Program Committee is currently reviewing these good comments and evaluations in planning for the Second Annual *Monterey/Carmel Design Conference*. We’ll be at the Doubletree Inn and Monterey Conference Center again, but earlier—March 6-8, 1981. We’ve tightened up the schedule a bit: we’ll officially begin mid-day on Friday, and end early Sunday afternoon. This way, you’ll be away from the office only one day, and still be able to attend every professional session.

A special thanks for this year’s conference should be accorded to the conference Planning Committee, chaired by Ed Huxley, and Rick Wurman, who served as Professional Advisor. Dan Sheridan, CCAIA Executive Vice President, deserves credit for initiating and overseeing this successful conference. But the people especially responsible for the results were Cris Meyer, Conference Manager, who was assisted by Barbara Alexander, Barbara Speer and Susan Kern.

As promised, we are sharing this year’s experiences with you who attended, as well as with the great majority of you who were unable to join us this time. Through the comments, photos and excerpts from media reviews here and on the next few pages, we hope to spark your interest and encourage you to join us next year.

—Paul R. Neel  
CCAIA VP, Education/Professional Development Programs



**“On a scale of 1 to 101 (what else?) the first Monterey/ Carmel Design Conference gets a strong 85—deservedly high grade for successful first effort.**

**Strongest and most unusual points: everyone talked with everyone. Cliques vanished. Those preposterous basketball uniforms-cum-nightgowns were the meeting’s Great Equalizers. And everyone had fun.**

**Weakest points: too many dissociated focal points preventing any specific direction for the conference. Friday, there was no way of knowing who was speaking when. Saturday’s presentations were ruined by slide projection disasters.**

**Greatest need: more structured time for panels, debates and other confrontation situations among articulate advocates dealing with important architectural and design issues. But don’t let the structured hours squeeze out the important, loosely structured hours. Balance is essential.”**

— John Dreyfuss  
Architecture Critic,  
*Los Angeles Times*



“A major achievement in the state, and CCAIA history. Keep it up in years to come...”

“This convention was a great start, but next year let’s try to go beyond the surface and touch upon causes and reasons for our built environment...”

“In the future, I would like to... discover what our true goals in architecture are and what we can expect in the years to come...”



“An architectural bazaar...”

“Most of the presenters just showed their buildings and talked about them, instead of discussing their personal theories and philosophies on architecture as it relates to man and the environment...”

“‘California 101’ was a success; it could become a hit.

The stated goals of the conference were to promote west coast design, and to establish the CCAIA as a source for and leader in good design. We witnessed carousel after carousel of good and bad design, and generally, we were all impressed. Unfortunately, the program’s confining format took us about as far as a pep rally. I hope the promotion game will start at the next conference. The contribution of architects and their good work needs to be shared with all those other non-architect types.

Next year, let’s have a parade.”

— Richard B. Morrall  
Building Editor,  
*Sunset Magazine*



“With the multi-media foul up Saturday notwithstanding, it was well done...”



“Could use better technology for major presentations or less technology so that Saturday’s slide presentation problems can be reduced...”

“101 designers is too many...”

“It would be more interesting to have some people talk about their process and approach to design...”

“Very good to have people of the calibre of Reyner Banham. Would have enjoyed hearing more from the architectural critics...”

“A very stimulating experience, especially for those of us from smaller offices...”





## State Releases Portfolio Of Solar Design Winners

**The California Energy Commission and the Office of Appropriate Technology** recently released a 119-page portfolio of the single and multi-family home designs that won the California Passive Solar Design Competition.

This book, titled **Solar Gain: Winners of the Passive Solar Design Competition**, contains schematics of thirteen outstanding passive solar homes that save an average of 71 percent of the energy required for cooling a comparable home which meets California's energy conservation standards. With the 55 percent California Solar Tax Credit, the average cost of the passive systems is \$2,355.

Copies of **Solar Gain** are available from the Publications Unit, California Energy Commission, Suite 616, 1111 Howe Avenue, Sacramento, California 95825, at a price of \$3.25 postpaid.

## CCAIA Foundation Requests Proposals for Display House

**The CCAIA foundation is now requesting formal proposals for the design of the Advanced Technology Display House**, announced ATDH Liaison and Foundation Treasurer **David C. Boone, AIA, Orinda**. The deadline for response is July 7, 1980.

The Display House project is jointly sponsored by the Foundation, Nasa-Ames Research Center, and the Pacific Gas & Electric Company. "This is one of the first examples of a joint collaboration between government, industry and the design profession, and hopefully, is the beginning of a more active role by the profession in interacting with other elements of society in shaping our future," said Boone.

The Advanced Technology Display House project is the culmination of several years of effort by the Advanced Technology Applications Committee, which consists of CCAIA architects and NASA scientists, to find an effective way to demonstrate the potential applicability of new aerospace technology to the construction industry.

Requests for Proposals on the project have been mailed to all CCAIA firms. "The public relations value to the architect for this project will be nationally significant and we hope that all qualified firms will respond to the RFP," noted Boone. He continued, "The Advanced Technology Display House project is an unprecedented opportunity to influence the future direction of housing and construction."

Any CCAIA member who has not seen a copy of the RFP and would like to receive one should write to *CCAIA, 1736 Stockton, San Francisco, CA 94133*.

## Architecture California

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**Architecture California** is published bi-monthly by the California Council, the American Institute of Architects, a state and regional organization of the AIA. The Council is governed by a Board of Directors, including the following officers and National AIA Directors:

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Vice President/President-elect

Harry C. Hallenbeck, AIA

Secretary William E. Patnaude, AIA

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Vice President Legislative/Governmental

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Vice President Education/Professional

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Vice President Design/Public Awareness  
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# “INFORMATION...Key to successful architecture and successful architects.”

The Economics of the  
California Architectural Profession

## Professional Liability Insurance

**I** A Study of 689  
Architectural Firms' Insurance Practices

**II** An Analysis of the Major Insurance Carriers,  
their Coverages and Exclusions

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## PROFESSIONAL LIABILITY INSURANCE

This comprehensive study presents:

- The results of a recently conducted survey of 689 California Architectural Firms' Insurance Practices, including valuable information on insurance premiums, reported changes in gross billings, claim histories, average coverage and deductible, and the firms; evaluation of insurance carriers. PLUS! ...

- A clear, concise analysis and comparison of the Major Professional Liability Insurance Carriers... their coverage... and exclusions.

**Cost: CCAIA Members \$10.00,  
Non-members \$20.00**

## SALARY AND BENEFITS SURVEY

A key management tool essential to every architectural firm concerned with improving personnel organization and practices. This thorough study includes the results of a recently conducted CCAIA survey of the:

- Employee Salaries
  - Personnel Practices
  - Employee Benefits
- of California Architectural Firms.

**Cost: CCAIA Members \$7.50,  
Non-members \$15.00**

The Economics of the  
California Architectural Profession

## Salary and Benefits Survey

**I Employee Salaries**

**II Personnel Practices**

**III Employee Benefits**

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## ROSTER OF ARCHITECTS IN GOVERNMENT, INDUSTRY AND EDUCATION

In the spirit of strengthening the awareness among the entire profession, CCAIA presents the listing of California Architects employed in the fields of:

- Government
- Education
- Industry

**Cost: CCAIA Members \$ 1.00  
Non-members \$2.00**

The Economics of the  
California Architectural Profession

## Roster of Architects

**I Government**

**II Industry**

**III Education**

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## CALIFORNIA 101

The photographs and design philosophy statements from the one hundred and one participants of the First Annual CCAIA Monterey-Carmel Design Conference, compiled in an attractively bound reference catalog.  
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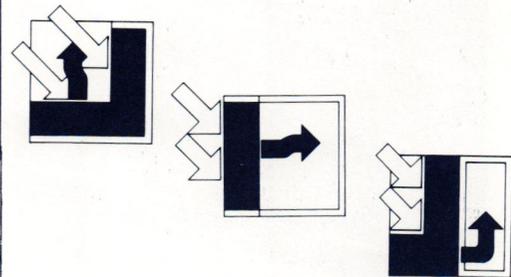
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See page 19 for information on how to order.

The Economics of the California Architectural Profession

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