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THOUGHTS ON THE UPCOMING 1997 AIA COLORADO DESIGN CONFERENCE

I have spent the past week participating in a conference titled “Spirituality in Education.” Though the focus was on “education and the heart of learning,” I could not help but notice that this could easily be rephrased to speak to “Architecture and the Heart of Placemaking.” For there are no boundaries for the need for compassion in all of our professions - in all of our relationships.

Given the world we have created, the numbers of bodies we are populating it with, the rate we are introducing new technologies, information and waste, and our sheer power to effect, compassion or “secular ethics” is our only hope for survival. It is also quite possibly our greatest opportunity for health and happiness.

Parker Palmer, a writer, teacher and activist for educational change talks of our “disconnection of self from the world.” This disconnect can be brought back into relationship by rediscovering the sacred. The sacred, not in a religious sense, but in the “simple respect for otherness.” That the “other” is seen as the beauty of pluralism, of diversity, doing architecture, as we challenge how we fit into a larger picture. As Dr. Rachel Naomi Remen states in her work in helping medical students and practicing physicians deal with their own brand of isolation and disconnection, a disconnection from their feelings and seeing their patient as a whole being, states “compassion is not thought, it is remembered.” We are compassionate when we find ourselves connected, then it is natural. Dr. Remen suggests the first step is for us to drop our masks of professionalism, the costume of competence and isolation that are worn out of fear.

The Dalí Lama conveyed to us at this conference a vision for the next millennium. He conveyed that “human compassion is the basis of survival. We need more self confidence in our ability to change.” His call for “secular ethics” needs to ripple through all of us and our professions. His sense is the independent western mentality must see that beyond the social necessity of this view, lies an attraction to our common desire for the personal benefit of health and happiness. In this way, we all can enjoy such elusive benefits.

I n 1994, an organizational vision was developed to create a “unified AIA” in Colorado. During the course of 1996, three issues threatened the ability of the local chapters and the state AIA organization to achieve this unified version:

- An unequivocal dues structure at the local level
- A growing dependence on “sponsorship revenues” for operating expenses
- An impending threat of jeopardizing current program and member services

Goals of Dues Restructuring:

- Create an equitable dues structure for every member of the AIA in Colorado
- Restructure AIA Colorado dues to $273
- Restructure Professional Affiliate dues to $290
- Eliminate local dues
- Provide each local chapter with a $10,000 grant
- Operate the central AIA office solely off of dues revenue (not sponsorship revenue)
- Create a single organizational budget for the centralized AIA office
- Create a shared office staff of five (5) full time staff members responsible to the state and each local chapter equitably
- Provide equitable member services to each AIA member, regardless of where they live
- Provide equitable local chapter service to each local chapter
- Retain local chapter board leadership and local chapter program delivery
- Retain local chapter decision-making over local programs and budgets
- Provide six technical assistance site visits annually to each local chapter
- Offer increased levels of administrative assistance to the unstaffed chapters

(continued on page 15)

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Plan on coming together October 17-19 to challenge the status quo. Let's begin to redefine our roles as architects as we enter the new millennium.

—David Barrett, AIA
**President’s Message**

On a cold night in 1980, a lone transient in a warming fire in a corner of the vacant historic Mount Saint Gertrude Academy in Boulder, setting it ablaze. Unknown to him, he had touched off a maelstrom of controversy that would pit preservationists against community for the next 16 years. Caught in the middle was the partially burned out masonry shell, now without a roof—an irreplaceable link to Boulder’s past, whose continued existence was as vulnerable to the elements as the passing notions of a host of developers.

In 1990, the property, unbelievably still standing (probably due to a slow economy and a great deal of luck), was acquired by a group of dedicated local citizens who formed a development company with a vision of the possible and a passion for their community’s heritage. Little did they know that their commitment would be continually tested, extending beyond their pro-forma, balancing market conditions against their vision. Now over 100 years after the “Academy’s” story began, this chapter of their history, with preservation work underway and the adaptive reuse for seniors housing promising to extend its useful life another hundred years.

It is a sad fact that in a time where many American children grow up in communities where the only tangible links to their heritage are local cemetery tombstones as the passing notions of a host of developers.

In the light of a long historic perspective, all buildings that have endured the ravages of time and redevelopment enjoy a cherished place in their communities if only for their age, their historic value notwithstanding. However, truly historic buildings—buildings which have played a significant role in the creation of a vital urban fabric, and those heralding the arrival of important changes to a community—these valuable buildings must first survive that awkward traverse from the end of their original use to a time when a new use is devised by minds that can see beyond fashion, to stand long enough to become regarded as historic.

If familiarity breeds contempt, then all buildings at one time or another are at risk of being razed. We must endeavor to identify those buildings and places that require our careful stewardship until enough time has passed that our communities can once again see these important structures for the historic role they play in communicating with past generations in a way no photograph or written word can.

As architects, we must place all our resources into preserving these treasures until they can be seen by the public and their owners as the community asset they are. It is important that architects, of all citizens capable of this intervention, take the lead in this effort... yet another opportunity to rediscover the spirit of being an architect.

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We've all heard it... and many of you probably still wonder: what do marketing people do? What are they supposed to do? Over the next few months, we would like to shed some light on the marketing person's roles and the collaborations necessary for success. Gathering experiences and knowledge from Debbie Hindman, president of SMPS Colorado Chapter, and from ISABELLE, a marketing consultant to the design industry, we will speak on behalf of marketers and address the concerns of design professionals.

We hope to communicate and clarify the role of a marketer in a firm, to help principals and technical team members understand how a marketer can interface with them, to describe typical responsibilities a firm can expect of a marketer at various levels, and to look at what the 20th century marketer can contribute to a firm.

Marketing as a Team Effort

We probably need no reminder that in many firms a golf exists between technical and non-technical team members. Yet the effectiveness of marketing efforts is contingent upon a collaboration between marketers, management and technical staff.

Professional services marketing should be viewed as a team sport. A successful marketing team embraces these three skills: Professional/technical, Sales/Business Development, and Communications. Members of the team may possess some degree of proficiency in all three categories, but each will be stronger in certain areas than others. To score and win, the strategy is to capitalize on each team member's unique strengths.

A marketing person can grasp the company's vision, identify with it and embrace it as their own. Most importantly, marketers know how to communicate that vision in-house and to potential clients. They work hard on creating the valuable relationships that will benefit the company in the long-term and partake in the essential activities that perpetuate the firm's life in the short-term: bringing in business.

Simultaneously, marketers understand the importance of utilizing management and technical staff for some of the new business tasks. Indeed, clients value direct contact with the persons who need to listen to design and produce their project.

The mysterious factor of chemistry between client and architect has proven to be as important as experience in securing work. Principals are realizing that they cannot expect their marketing staff to be the primary source for securing new projects, but rather to prepare the ground work for and with them.

Acting as a coach, the marketer researches, communicates, strategizes, armed with that support, the players are able to run with the ball... they can present their expertise with confidence. As valid as it is for any team sport, the success or failure of sales in the design and construction industry depends on a proper understanding of expectations and the clear definition of team responsibilities. Marketing using the team approach produces results and helps engage the entire firm in its own future.

Attention Associates

This is a notice to all associates to keep your eyes open for future information on the upcoming associate/intern seminar this fall. Plans are to hold a one-day seminar to address issues specific to associates. The meeting will be in Vail and will feature several interesting speakers. So plan to spend a cool and relaxing day in the mountains getting to know your fellow associates and learning more about how to take full advantage of your time as an intern.

Great Job!

Just received the May issue of the Colorado Architect and thoroughly enjoyed reading it. The Editorial Board is doing a terrific job making our key communication pipeline more effective and more enjoyable. The Colorado Architect is getting to be a very good little publication. Hope we can keep it up!—Bill Tracy, AIA

Spread the Word... 18 MONTHS FOR THE PRICE OF 12 AVAILABLE JULY 1997

AIA Colorado is pleased to inform all non-members that starting in July of 1997, all new AIA Colorado members can participate in the 18-for-12 program sponsored by AIA National. The 18-for-12 program is simple and a great deal. All potential members joining and paying their 1997 dues (one year's worth) on or after July 1, 1997 will be active members through December of 1998.

That allows for an extra six months of all AIA membership benefits and opportunities! For a membership application, 1997 dues rates, and any other information about the 18-for-12 dues program, please call Terri Taylor @ 303-446-2266, or stop by the AIA Colorado office at 1526 15th Street, Denver, CO 80202.

LETTERS POLICY

The Colorado Architect welcomes all letters. Letters must be signed with name, street address and daytime phone number. The opinions expressed do not necessarily represent the opinions of the AIA Colorado Board of Directors or its membership.
Continuing Education Opportunities

Producers' Council Stick Program
The 1997 Stick Program, sponsored by the Producers' Council, is available for architectural firms to sign up for a free lunch while learning about technical product information and design assistance. Call Charlie Davis at 303.733.2476 for an appointment.

Breakfast Roundtable Discussion Series:
Redefining the Profession
“Defining Your Ambitions”
August 21
7:30-8:30 AM
Last of a five-part series sponsored by the Denver Design Build Committee. Free. Two Learning Units. Register in advance. Call AIA office at 303.446.2266.

Design Communications Committee Meeting
“Learning about the Internet” brown bag workshop
August 21
Noon at the AIA offices

Do you need continuing education learning units? Come to the AIA offices and check out some of our educational videos for credit. Call Andrea @303.446.2266 for more info, and a list of videos available.

Please support the advertisers who have helped make this publication possible.

 drafts well received at Convention

The 1997 A201 and B141 semi-final draft revisions were distributed to members at the annual AIA Convention held May 15-18. Two forums and a panel discussion were conducted during the convention to familiarize members with the changes to the documents. B141 in particular has changed considerably; instead of a single agreement form, it is now a lot of standardized parts. Initial responses to the revisions to both documents were very positive, and included the following:

- The new, modular format B141 provides flexibility by allowing owners and architects to select from groups of services
- The new B141 contains a more explicit description of the scope of services
- The expanded preliminary project information in B141 provides both parties a more complete knowledge of their assumption and expectations
- The new B141 is very realistic; that is, it does a good job of explaining what is currently going on in practice
- Revising A201 in concert with B141 has ensured that both documents are coordinated
- Those familiar with the old A201 will be comfortable with the new A201

Getting the Word—and the Images—Out

AIA Colorado has an excellent resource/reference area. However, the current demand for more information on Colorado architects and firms has increased dramatically.

AIA Colorado has an outstanding referral service, but very often people want more information than we are able to provide through the referral process. Those looking to hire an architect are more impressed by visual images and pictures of actual projects. Those curious about the Colorado Job Market are interested in seeing the actual finished products of our design professionals.

Therefore, AIA Colorado is proposing to update our current policy regarding our Firm Profile Supplement Booklets. The booklet format consists of a cover page and five one-sided pages which feature projects of the firm’s choice. This can either be five separate projects or five images of the same project. The cover page may contain any information about the firm, e.g. a listing of current & previous projects, firm specialties, web page, if available, and any other pertinent facts. A piece of letterhead works well as the cover page.

The charge to have a Firm Profile Supplement Booklet is $25.00 for a period of six months. At the end of the six-month period, updates and revisions may be made to the existing booklet, or the same one can be used for the next six months.

This is something that has not been available to statewide firms in the past, and it is a great way to get information about your firm out to those who want it. This is another exclusive AIA member benefit. For more information, and to get your firm listed immediately, please call Terri Taylor or Andrea Nicholl @303.446.2266.

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Colorado Architect
FIRM PROFILE: YERGENSEN, OBERING & WHITTA

The AIA 25 Year Award, a major publication by the University of Chicago Press, a flurry of media attention while in design, and a history of controversy that continues today, all describe the United States Air Force Academy. Many of us take for granted the fact that such an icon is in our own backyard, and that is unfortunate. By now, the bad examples of modernism are disappearing (and, without doubt, some good examples also). The good examples that remain must be preserved which is an idea that the true modernist practitioners might find distasteful.

Whether it is the case study houses, the work of Gropius, Mies, Johnson, et al., or the corporate image designs by SOM, these are important our society's development and our profession just now.

My purpose in writing this piece is to raise some pertinent questions about the preservation of modern architecture and to summarize how the Academy is dealing with a growing issue.

1. What does the preservation of modernist buildings entail?

2. In theory, we should be preserving why the building resulted in its present form. Do we consider a modernist viewpoint that change is good? And if we do, does that affect how we preserve?
Where do we get information about preservation?

Do we waiver the department of the Interior rule of thumb that a building must be at least 50 years old to become significant? Note that the AIA believes 25 years is sufficient to determine significance.

How do we manage historic facilities without the red tape associated with a national historic designation?

Since modernism was, and is still in some cases, the predominant style in corporate architecture, and since corporations are profit and mission oriented, can they afford to preserve in light of financial and competitive goals?

First, the Academy does not represent all versions of modernism, only the International Style. With over 8,000,000 square feet of space, most of which was designed by one firm and architectural style, any deviation from that style stands out. To confront the problem the Academy spent a great deal of time developing guidelines for architecture, planning, landscaping, and interiors.

The problem with design guidelines is that they must balance the need for preservation while still allowing design creativity. In response, we wrote our guidelines so that an architect could design creatively within an International Style context. Recently, we have completed a very descriptive set of guidelines that portray in specific terms how design will be accomplished for any project at the Air Force Academy.

The guidelines and its related information comprises our Cultural Resources Management Plan (CRMP) which controls how we manage buildings and archeological sites. The agreement between CRMP and the Colorado Historical Society basically states that as long as the Academy follows the guidelines it has developed, then the coordination of each project with the state (as required by law) is minimized or eliminated. The CRMP, as long as it is followed, is a win-win situation for both the facility and the state.

The Academy plan is the first comprehensive look at the preservation of a large example of modernism. It is one of the largest examples of modernist design and planning in the United States. It is also a pristine example that, for the most part, has remained unaltered by time. We hope that what we have done will become a model for the preservation of other significant examples of the International Style.

Federal properties are instructed by public law to inventory all assets and then nominate all eligible assets to the National Register of Historic Places. The agreement between CRMP and the Colorado Historical Society basically states that as long as the Academy follows the guidelines it has developed, then the coordination of each project with the state (as required by law) is minimized or eliminated. The CRMP, as long as it is followed, is a win-win situation for both the facility and the state.

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A. Eugene Kohn, FAIA, RIBA, JIA
Kohn Pederson Fox Associates, New York, NY
- Steven Ehrlich, FAIA
Steven Ehrlich Architects, Santa Monica, CA
- Patricia O'Leary, AIA
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Annual Awards Gala
Fransen Pittman General Contractors
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JVA, Incorporated
Producer's Council
Saunders Construction
Hoover Berg Desmond announces a new firm name. The new name will be AR7 HooverDesmond Architects. AR7 HooverDesmond Architects will continue the practice of architecture with the commitment of making functional and inspiring environments.

In addition, AR7 has advanced two long time firm members, Ranko Rozic, AIA, and Steven Schonberger, AIA, to Principals. Ranko is a design leader in the firm. He is involved in all aspects of design from inception to implementation.

Steve contributes to programming and master leadership and directs project teams. Steve is a three-year board member of AIA Denver.

AR7 HooverDesmond Architects is a Colorado-based architecture firm practicing in the Western United States. Current clients include: Aurora Higher Education Center, University of Colorado at Denver, Metro State College of Denver, Community College of Denver; Cummins Engine Corporation, Safeco Insurance, United States Air Force Academy, Denver Art Museum, University of Arizona, Red Rocks Community College, and others.

First Performance
At Fort Lewis
College Community
Concert Hall...

Nestled in the southwestern corner of Colorado, in an area known as the “Little Switzerland of America,” a grand, new 620 seat concert hall was christened with a piano concert performed by Artist-in-Residence, Norman Krieges on Wednesday, May 14, 1997.

The grand opening of this $5 million facility is not scheduled until later in the year, but the excitement of the community and Fort Lewis College could not be held until then. Ed Logsdon, Senior Associate at David L. Associates, Inc. (the acoustical and theatrical systems consultants for the project), conducted final acoustical testing and systems checked out on May 13 and 14, 1997.

A heavy snowfall during the winter of 1992 caused the roof of the existing Fort Lewis College performance hall to collapse. The decision was made to build a new hall designed specifically for acoustical performances, rather than just replacing the roof of the existing facility. To make up the difference between the insurance proceeds and the cost for a new facility, both state and private contributions were needed. The community came through with their financial support, and were not disappointed after hearing the first concert.

“The concert hall is something the entire community and college can be proud of,” says Logsdon, “I think the donors will be proud that such a jewel is part of their community and that their contributions were used in such a wonderful way by the project team.”

Logsdon continues, “The architects, Klipp Celussy Jenkins DuBois of Denver, and the college were great to work with and it really is apparent in the final product.”

Klipp Celussy Jenkins DuBois Architects, P. C. is one of the large firms based in Denver. Klipp Celussy Jenkins DuBois has a particular emphasis on public, educational, retail and office. Some examples of their work are: Denver Central Library; Dakota Ridge High School; Denver West Shopping District; and the United Bank Tower.

Our challenge was the windows! We presented product options, rehabilitation suggestions, budget parameters and mock-ups. The top floor was virtually destroyed by fire, so we installed new Marvin windows designed to look like the originals. On the other floors, we are rehabilitating the windows. We remove the sashes, have the lead paint stripped, rebuild, refill and reinstall with attention to new cords and hardware. We’ve increased energy efficiency with integral storm panels and new weatherstripping. We are especially proud of our results and excited about transforming an abandoned building into a vital new assisted living complex.

A fund raiser to benefit Denver Court Appointed Special Advocates (CASA) will provide guests with an inside view of one of Denver’s architectural masterpieces and the opportunity to help our community’s abused and neglected children.

The event will be held Wednesday, July 23, from 6:00 p.m. to 9:00 p.m. at the home of Mr. and Mrs. William Hornby. Located in the Denver Country Club historic district, the Hornby home was designed by the late James Sudler, architect of the Denver Art Museum. Built in 1976, the home provides an excellent example of modernistic-era architecture with efficient land usage and solar heating. Tours of the home, featuring a varied art collection and central courtyard, will be given and hors d’oeuvres and refreshments will be served.

Cost for the fund raiser is $50 per person. To make reservations or for more information, call Barbara Sudler Hornby at 303.777.1616, or Irene Cooke, executive director of Denver CASA, at 303.832.4902.

Denver CASA, a non-profit organization established in 1995, trains community volunteers to serve as independent voices for abused and neglected children in Denver Juvenile Court.

Each Denver CASA volunteer works with one family involved in a juvenile court child abuse or neglect case. The volunteer conducts an independent assessment of each child's situation, visits the home and school, and monitors the court case to ensure that each child in the family receives appropriate attention. Denver CASAs efforts offer children the chance for a brighter future.

Denver CASA volunteers undergo extensive training about the court and social services systems, child development, cultural awareness and more. Volunteers swear in as officers of the juvenile court and make recommendations to the court, advocating for the abused and neglected children they represent.

Currently, forty Denver CASA volunteers champion the causes of nearly 100 children in the Denver Juvenile Court.

PRESERVATION is about BALANCE...

Rejuvenating old structures with features compatible for today’s lifestyles. Successful projects remind us of our past and become an important part of our future.

St. Gertrude’s Academy, Boulder, Colorado
- in progress
Contractor-Master Construction, Inc. - Architect Phil Design

Our challenge was the windows! We presented product options, rehabilitation suggestions, budget parameters and mock-ups. The top floor was virtually destroyed by fire, so we installed new Marvin windows designed to look like the originals. On the other floors, we are rehabilitating the windows. We remove the sashes, have the lead paint stripped, rebuild, refill and reinstall with attention to new cords and hardware. We’ve increased energy efficiency with integral storm panels and new weatherstripping. We are especially proud of our results and excited about transforming an abandoned building into a vital new assisted living complex.

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Mark Wernsing
Preservation Specialist
EDITORIAL PROCEDURES FOR THE DENVER APPOGE AND THE COLORADO ARCHITECT

1. All published letters to the editor should be signed. The writer of a letter, in submitting the letter, gives tacit permission for their identification, and through the publication of their name takes responsibility for the opinions and statements offered.

2. Where the content of a letter to the editor makes reference (by name or otherwise) to an individual or event, the individual of the person(s) referred to in the letter or responsible for the event discussed in the letter will be provided with a copy and offered the opportunity to respond to the letter. Because the newsletter(s), Colorado Architect, and its various components, are published monthly, both the letter and any response should be published together.

3. While the length of the letter to the editor is not currently an issue, if the volume of mail becomes substantial the length of letters and responses would be limited by editing or imposing a word limitation.

4. Letters may reference AIA events not attended by all, or even a majority, of newsletter readers. There will be an editorial review of the content of an exchange or commentary to insure that the discussion is placed in an understandable context. Where necessary, or appropriate, this context will be established by the editor. Procedures to ensure this process will be established. The review will be expeditious and where necessary will involve two perspectives.

Our May committee meeting featured a presentation by landscape architect, Tony Mazzeo with examples of his drawings created by the "Xerox transfer" technique. Tony's method uses both black & white and color copies. He transfers the toner to a receiver paper using special blender markers and then adds pencil rendering to the photographic image creating a dynamic composite drawing.

UPCOMING COMMITTEE TOPICS

July 17th
Learning About the Internet
August 21st
"Drawing Shortcuts" Slide Show
September 18th
Basics of Desktop Publishing
October 16th
Making Great Presentations Using PowerPoint
November 20th
Learning About 3D Modeling Software and Form z

If you would like to become a member of the Design Communication Committee, and start earning continuing education credits, please attend our noontime brown bag workshops on the third Thursday of each month in the AIA conference room. Questions please call Chair, Jim Leggitt, AIA, at 303.312.5515.

Design Communication Committee members reviewing Xerox drawing techniques by Tony Mazzeo at our May meeting

PRODUCERS' COUNCIL

Producers' Council is dedicated to assisting architects in the AIA with the gathering of information about products and processes for the built environment.

Producers' Council members in association with the AIA are seeking to:

- Raise the standards of providing useful data and information.
- Advance knowledge of the most effective use of processes and materials.
- Advance the wide and rapid dissemination of knowledge resulting from research and field experience.
- Assist in the education of practitioners and students of architecture, engineering, design and related arts.
- Encourage and assist in the formation of the collaboration between members of local chapters of the AIA and Producers' Council.

Producers' Council
Colorado Chapter President
P.O. Box 370465
Charlie Davis
Denver, CO 80237
303/733/2476

Contributors to the AIA Design Conference, AIA Scholarship and AIA Denver Sponsorship Program
At the Grassroots meeting in early February, AIA National proposed a national advertising campaign begun two years ago. You may have seen the print advertisements in magazines such as Forbes, Times, and U.S. News & World Report. The seconal phase of the advertising campaign would be used to produce nationally televised advertisements. In May, AIA Colorado asked for a response from members in order to cast votes at the National Convention in New Orleans. The following responses were received at our office.

Dear Steve:

Today, I returned from a business trip to find the “Dues Assessment Proposal” fax in my received basket. In any event the fax presents an opportunity to comment on an issue that has been bothering me, and many of my fellow members, since renewal statements arrived this past December. I thought that the elimination of supplementary dues would make the AIA a better value per dollar. Instead, through an interesting change in the category description at the national level and a change in the dues structure at the regional/local level, my dues barely changed, while dues for firms with employees probably went up. Now comes an announcement of an additional “dues assessment.” This is not good timing. Under the circumstances I must vote NO on the assessment.

There are many architects I talk to about this issue that feel basically there already is not enough value for the dues paid. In reviewing their comments and my own feelings, I have come to the conclusion that in the last decade the AIA went fuzzy on its mission and that a course correction is needed. Most recently this thought applies to the state/local component as well. This change is need to enhance existing members and to attract new members, especially intern architects, to participate in committees and events. This change should direct the AIA, at all levels, to address its core responsibilities as a member service organization.

In my opinion national has three main core responsibilities: public awareness, governmental affairs, and member services. Governmental affairs should address lobbying, codes and other such issues that affect architectural practice. Member services should include committees not covered by the previous responsibilities, documents coordination with NCARB and continuing education. Many of these core responsibilities are also carried out at the local level and this is where the state and local component should concentrate its efforts.

Over the years the AIA has adopted a policy of trying to be everything to everybody in the hopes that existing members would participate more, and non-member architects would be attracted to join. What has happened instead has been a lot of wasted time and attention at the expense of the organization’s core responsibilities. This is true at the local level. I have discussed these issues with cynthia r. scott-morrise on several occasions and she is happy to discuss them with you or any of the board members. I have been an AIA member since 1980 participating and chairing several committees and I want to see this organization provide strong leadership into the next decade. Sincerely,

Robert Schmid, AIA, NCARB RCS Planning/Design/Consulting

The public image of architects is good so a mass media promotion to convince the public of a notion it already accepts raises questions of intent and curiosity about our self-esteem. Attempting to convince the public of our worth society would impair our public image rather than improve it. I imagine the image of lawyers and physicians engaged in a similar promotion.

If there were to be a $50 supplement to current dues, these funds could be used to support architects by changing the licensing exam to a knowledge-based exam. The present exam is a liability to society because it licenses people who are ignorant of elementary design and construction knowledge while screening out those most capable of protecting the public health and safety. The benefits of demonstrated performance and knowledge are more easily understood and respected by both individuals and the public than a campaign of self-promotion.

I did not find listed under the disadvantages the fact that a primary (if not the only) function of the AIA is “support of architects and the profession.” If this program is deemed to support architects it should have priority over other expenditure and therefore be a lead item in the operation funds. If we are able to vote on an assessment it should be for many of the items currently included in the operation funds which do not directly support the profession.

This is like a city government asking for an assessment to support fire and police work while the operating budget contains line items for trails, parks and other luxury items. Do not ask for necessities when money is being spent for luxuries. Therefore, I do NOT support the $50 dues assessment for 1998, 1999, and 2000.

1. Our dues are too high already.
2. TV advertising is too expensive — $50 is nowhere near enough to mount an effective prime-time campaign, unless we take the “Norton Frickey” late-night, ambulance chasing approach.
3. Architects need to be valued for the services we provide, not for the perceived need generated through advertising.
4. I do no advertising as an individual now.
5. TV advertising will be of no impact for us.

Jim Zavist, AIA Z-Plan

I don’t think they have shown the print ads to be effective. In fact, the ads I’ve seen are a pretty poor representation of a creative profession.

Katheryn L. Zeeb, AIA BYZ Architects

I do support AIA Colorado increase. We need to do more at home.

D. A. Bertram, AIA Bertram & Associates

I will commit the $50 to local use and sign up additional members in my office.

Dennis Humphries, AIA Humphries Poli Architects, P. C.

I prefer $50 to Denver and/or Colorado. I feel a “Grassroots” program is going to have much better impact for us.

Ned White, AIA Intergroup, Inc.

The national television advertising campaign proposal was debated during the business session of the New Orleans convention after a presentation by CEO Terry McDermott and lengthy floor debate. While there was support for the initiative, a floor vote and subsequent call of the regions failed to secure the required two-thirds vote for membership assessment. A follow-up resolution was proposed by a member from the Boston Society of Architects that asked for a one-time $10 assessment to fund market research and development of a television advertising campaign; that measure passed easily.

Forbes Times precast.

ROCKY MOUNTAIN
Prestress’ early interaction with design teams helped maximize the economics of precast. 160,000 sq. ft. total precast structure utilizes architectural load-bearing spandrels with two finishes.
A historic preservation has been a long-term interest of mine, I jumped at the chance to do a little research on the state of historic preservation in Boulder County. Research turned out to be a delightful luncheon with Sandy Enright. Discussing historic preservation with these two makes you a believer in a hurry. Their enthusiasm is infectious.

The first point they made was that, in contrast to common perceptions, Historic Boulder Inc. is now working throughout the County. As Paul said, "you can touch the map anywhere and find something significant." To cover this new territory, a part-time staffer has been hired, and already the success stories are starting to take shape. In Louisville, it is a Downtown Economic Plan with a strong historic preservation component. In Gold Hill, it is the preservation of the St. James Chapel through a newly-formed non-profit organization.

Allens Park is preserving the Bunce School, while Erie is working to preserve the Wise Homestead. The range of projects above is informative. No longer content with preservation of the easily recognized historic resources such as the wonderful buildings along the Pearl Street Mall, Historic Boulder Inc. is at work on residential properties, carriage houses, farmhouses and farm complexes, public buildings, and many other often unappreciated building types.

A particularly important recent success story involves Historic Boulder's participation in the Boulder Downtown Alliance—a consortium of organization interested and involved in the future of downtown Boulder, such as Downtown Boulder Inc., the Preservation Board, The Downtown Design Advisory Board, numerous citizens' organizations, and neighborhood representatives. The objective was the development of a vision of downtown Boulder 25 years from now. The Alliance worked hard to develop consensus on this vision and, while success is still to be seen, the degree of cooperation and agreement exhibited by the Alliance was truly encouraging.

Preservation of the downtown historic fabric, scale, and ambiance was an integral component of the group's recommendations. Historic Boulder wants to build on this success by using its consensus-building approach elsewhere in the County. There are lots of County downtowns in need of a vision for the future.

While Historic Boulder builds on its experience in the city of Boulder, a significant challenge for the future is to encourage preservation by meeting the unique needs of the County's cities, towns, mountain communities, etc. An important lesson is that there is no "formula" for preservation that will work everywhere.

North Chapter ties to Historic Boulder Inc. are particularly strong at this time. The organization's current President is our own Kathleen Barth, AIA, and Erik Hartroft, AIA, the Chapter's Treasurer, joined Historic Boulder's Board of Directors in February. Working closely with Historic Boulder Inc. is a win/win situation for the North Chapter. We are all on the same side and we should actively seek to make each other stronger and more effective.

**New Members**

- Carl Rohde, AIA
  *Rehde Design Inc.*
- Robert Sutter, AIA
  *Architectural Horizons*

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**Historic Rialto Theater Tour**

The July membership meeting for the North Chapter will take place at the newly renovated Rialto Theater Center in Loveland at 6:30 PM, Wednesday, July 10. James Maxwell, AIA, project architect from Aller-Lingle Architects, will lead a tour of the facility which was originally designed in 1919 by one of the founding fathers of architecture in Colorado—Robert K. Fuller.

The renovation involved the restoration of the Neo-Classical downtown landmark into a 350-seat theater and conference center. New reception and concession lobbies and state-of-the-art projection and audiovisual rooms were integrated with the historic spaces to create a graceful, functional venue for live performances as well as movies.

The theater had fallen into considerable disrepair since closing in the 1970s, including an ill-advised conversion into a retail mall. Scores of volunteers discovered pieces of the original theater intact during demolition, including the stained glass transom over the entrance doors and the 1920s era painted wall murals. The building is listed on the National Register of Historic Places, and the restoration was guided and partially funded by the Colorado Historical Society.
Northern Exposures A Big Hit

The AIA Colorado North Chapter and piqzet/AIA is proud to announce the success of NORTHERN exposures, the second annual exhibition of selected works from the AIA Colorado North Chapter.

The show proudly displayed work from our chapter members in the following categories: Residential, Commercial, Public and Unbuilt.

Following our chapter’s board meeting at the AIA Colorado headquarters, we kicked off our opening night reception on Friday May 2, 1997 to announce the following winners:

The Meadows
Architect: ALLER, LINGLE ARCHITECTS, P.C., Fort Collins

John Williams, AIA — JOHN WILLIAMS AND ASSOCIATES

It was great to see so many people join us for the celebration of our chapter’s great designers. The exhibit continued throughout May.

Shawn Gaither, Assoc. AIA Associate Director, AIA/CNC piqzet/AIA committee

A big thanks to all those who helped make our exhibit possible, especially to our distinguished jurors from the AIA Denver Chapter:

Paul Jescelnic, AIA — RNL DESIGN
Martha Bennett, AIA — BENNETT, WAGNER & GRODY, ARCHITECTS, P.C.
John Williams, AIA — JOHN WILLIAMS AND ASSOCIATES

that great designers. The exhibit continued throughout May.

Chapter Member News

Congratulations are in order for North Chapter member, William R. Deno, AIA. Bill received the prestigious Robert L. Steams Award at the 67th Annual Awards Ceremony of the Alumni Association of the University of Colorado at Boulder held on May 15th.

The Robert L. Steams Award recognizes members of the faculty and staff for extraordinary achievement or service to the University. As stated in the Awards Ceremony brochure, “Bill Deno has left his gentle signature on the CU-Boulder campus. As campus architect and head of facilities planning, Bill has earned a special spot in campus history...Bill is the conductor who orchestrates this development into harmonious balance, who helps each change find a place without dominating or overbalancing the whole.”

It would be hard to say it any better. Anyone who has known Bill or worked with him will surely agree with this fine tribute.

Far-out (far 'out') adj. Splendid; exalted; exceedingly fine. 2i Far above the norm; extraordinary; to affect with great pleasure; astonish.


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The communities of the Colorado West Chapter share many issues in common as well as having their own problems. The unique character and history of the area, ranging from the high altitude mining camps turned resort towns, to the desert ranching communities grown into bustling urban areas, provides a variety of opportunities for preservation. For this issue on Historic Preservation, several communities contributed short reports on preservation in their area. Presenting either a general approach or a specific project, including two buildings of the 20th century, and one man's efforts at preservation.

The Rock Creek Stage Stop was placed on the National Register of Historic Places in the fall of 1982. Today, the stage station is in serious condition. Continuous heavy snows have placed the structure in jeopardy. The move for preservation of this important site began in late 1990, when the Steamboat Springs based Routt and Medicine Bow National Forests, Division of Wildlife, and Historic Preservation Committee of the Tread of Pioneers Museum joined forces in an attempt to find funding and support for the stabilization of the building and signage to interpret its important history.

The landscape of Western Colorado is one of great contrast and stark beauty. As one gets closer and closer to the mountains to the west, elementary schools from the '30s and '40s are being replaced with new structures. In 1887, a Denver & Rio Grande Railroad line was built into Dolores. The Dolores River was established in 1883. Today, the town of Bedrock, located on the Dolores River, was established in 1883, to support the growing local ranches. In 1891, a prominent rancher and State Senator named J. F. Galloway established the Bedrock General Store. The high point of Bedrock's history came when the nearby Cashin Mine unearthed one of the largest copper nuggets ever found. At the time, from 1899 to 1908, Bedrock had a population of 500 people who were served by a large hotel, two saloons and two stores, of which only the Galloway Store remains.

The current owners, Paul and Rose Morse, are continuing the tradition of the store. They have built up its inventory to serve the local people and the tourists that now travel along Colorado State Highway 90. Although maintenance has been required for the store, all of the work that has been done is consistent with preserving it as it was in the 1890s. Currently, the original store counters, in use for over 100 years, are being restored and Paul has thought about rebuilding the covered porch that used to run around the whole upper level. It was brought down by a team of horses that were tied to a supporting column. In this part of the world, time tends to move a little slower, so this project will certainly happen in its own time.
Preservation, continued from page 1

The Durango Art Center

Suzannah Reid, AIA
with contributions from Jill Seyfarth, Planner, City of Durango
Brian Wagner, Durango Art Center

The Durango area has seen a dramatic increase in construction over the last few years, and the City has worked hard to preserve the historical, in the traditional sense, buildings both commercial and residential.

In the spring of 1996, the City purchased two downtown properties to provide parking next to the downtown core area. One of the properties was home to the first auto dealer in Durango. Built in the 1920s, the building is a classic example of the commercial architecture of the period. As plans for demolition of the building were proceeding, a small group of people from the community, the State Historical Society, and the city’s preservation officer, began a movement to preserve the building. Yet, it was not until the Art Center—a downtown store front operation—submitted a proposal to restore the building in partnership with the City for its new facilities, that the preserving the building became a reality. By this spring, renovations were beginning for a gallery, children’s museum, performance space and offices.

The Art Center embarked on a capital drive for funding the renovations, beginning with the designation as Colorado Enterprise Zone and support from the State Historical Fund. The Art Center went to the community for financial and physical support. Pushing a boom became just as important as writing a check.

In our towns, where property values tend to push community organizations to the periphery, projects like this one not only reinforce the role of the arts in the community, but the role of community in the arts.

Historic Preservation in Telluride

Kay Simonson
Historic Preservation Planner
Town of Telluride

Known as an important mining camp of the late 19th century, Telluride is also significant for constructing the first commercial alternating current electrical system, and its “boom town” architecture. The town was designated a National Historic Landmark District in 1963, the first zoning was established in 1970, and the Telluride Ski Area opened in 1972. Recognizing that the town would grow and the important historic district should be protected, the town established the Historic Preservation Commission in 1973.

At the heart of Telluride’s historic preservation program is an understanding that the Town’s Master Plan and its land use regulations must be compatible with and support preservation goals. To that end, the Town continuously reviews and updates the Land Use Code and the Design Guidelines for Building in Telluride Handbook. Recent amendments include a 1993 citizen-initiated ballot measure that reduced the maximum floor area ratio for commercial buildings, so the mass and scale of new buildings is consistent with historic commercial buildings. A growth management plan is also in the works with an eye toward preserving the community.

Despite tremendous growth and new construction, the architectural character of the Telluride National Historic Landmark District has been preserved, providing community identity and setting the standard for new development.

Look for more information on all these issues and projects in upcoming issues of the newsletter.
1. What will the dues increase be?
For licensed architects, $35 for the North Chapter, $60 for the South Chapter, and $65 for the West Chapter. Denver chapter dues will remain the same.

2. What will we get for an increase in our dues?
Increased levels of administrative and program support from the AIA office and on-site technical assistance from staff members traveling to local chapters to assist with particular programs or events.

3. Will we completely lose our local chapter revenue?
No. Each chapter will receive the same amount of dues revenue return—in the form of a $10,000 grant from AIA Colorado—for their discretionary use. As a separate revenue stream, sponsorship revenue will be returned to each local chapter on a membership ratio. Non-restricted local chapter revenue should actually increase by more than double what local chapters have been operating with under the previous dues structure.

4. Will local chapters lose power or autonomy?
No. Each local chapter will retain a separate board of directors and complete authority over local chapter decision-making. In addition to retaining local chapter boards of directors, each local chapter will have absolute discretion over: a) the programs delivered at the local level, and b) their independent chapter budgets.

5. Will we have to raise additional funds through sponsorship or fundraising?
Yes. Our goal is to offer free continuing education programs and member services to our members. With a well-constructed strategic plan, we should reach this goal in three to five years. Sponsorship revenue is what allows us to offer reduced program rates, and in the future, potentially free programs and member services.

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