PRESIDENT'S MESSAGE
By Dick Slocum, AIA
NEW DIRECTIONS FOR 1984

For the past few years much of the MSA's Board of Directors' time has been spent bogged down in paper work. Under the leadership of Roger Margerum, the affairs of the MSA's operations have been put into order, and now that the office is in the capable hands of Rae Dumke, we must look toward new directions.

One of the major goals for 1984 is to make the MSA members more visible to the public. Unfortunately, the image of the architect has been badly distorted by the television media. For some unknown reason we appear as adulterers, chasing after young students, carefree playboys running off to an isolated Greek Island to find ourselves, or talking to a horse. We hope to change that image through Public Awareness and one of the best vehicles we have today to accomplish this is public television.

The theme of the National AIA for '84 will be: "American Architecture and Its Public." While this is a very ambitious program, neither the National AIA nor the MSA can carry these programs to their fullest potential without the help of the local chapters. We must pool our resources, reevaluate our past programs, and together we will be able to improve our image.

THE CHALLENGES
by Dennis M. King, AIA
Detroit Chapter President

Assuming that you have not had an opportunity to review the Chapter's recently published Long-Range Planning Report, I thought that you would appreciate a synopsis of the challenges contained therein. They were used as the basis for the development of the current Chapter goals and they embody the directives that we heard from you, the Membership. So here they are:

- To establish the Chapter as a viable and visible professional organization that is responsive to both the membership and the client/public communities. A Chapter that provides responsible leadership on all issues relating to the built environment.
- To develop and support a dynamic membership that is recognized as the expert provider of the building environment, that is established as the authority on matters of architectural design, and that is accepted as representative of the leaders in the profession.
- To create a sound, progressive and participatory organization that is recognized by the membership as the support group and focal point for all interests, activities and services related to the profession. To create an image that establishes the Chapter as an example for all other similar industry organizations.
- To establish the Chapter as the primary resource for public and governmental action and as an effective force with a strong political presence and legislative influence on all issues relating to the building environment.

Our planned programs, activities and committee efforts for the new 1984 Detroit Chapter are all targeted at meeting these challenges head-on. I am confident that we will make significant progress in that direction.

On Thursday, January 19, 1984, we will hold our first monthly membership meeting for the year. Co-sponsored by the Institute of Business Designers and the American Society of Interior Designers, we will meet at the Engineering Society of Detroit at 5:00 p.m. for a hosted bar cocktail reception, followed by a most controversial panel presentation on "Interior Architecture: A Separate Profession or Another Profit Center." The panel, which will include corporate client representatives, will debate the relationships between architects and interior designers and their roles in the design process.

Support of our regular monthly meetings will strengthen our Chapter's image. Please plan to spend these few short hours with us in January; and don't forget to wear your AIA lapel pin. In February, our meeting will be co-sponsored by the Society of Marketing Professional Services and will highlight another important opportunity for improving our profit potential in the months to come.

And finally, we are still in need of additional committee volunteers. Please send in the enclosed sign-up sheet with your committee selection quickly so that we will be able to have the most effective program possible. In 1984, pride in AIA membership will once again be fashionable. Trust me.

1984 MICHIGAN SOCIETY OF ARCHITECTS ELECTION RESULTS

MSA BOARD OF DIRECTORS

President ............... Dick Slocum, AIA, WMC
Vice President .......... Robert Greager, AIA, DC
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Vice President .......... Edward T. Vermurlen, AIA
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Treasurer .................... Stephen Fry, AIA
THE NEW 1984 DETROIT CHAPTER, AIA
COMMITTEE VOLUNTEER SHEET

Public Services Division

- SPEAKERS BUREAU
  - Lonny Zimmerman, Chairman
- ARCHITECTS' SUNDAY TOURS
  - David Larson, Chairman
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  - Gary Skog, Chairman

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- ARCHITECTS IN GOVERNMENT, INDUSTRY AND EDUCATION
  - John Solo Rio, Chairman
- WOMEN IN ARCHITECTURE
  - Lois Grant, Chairwoman
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  - Michael Mosley, Chairman

Special Services Committee

- PROGRAMS COMMITTEE
  - Donald Root, Chairman
- LONG RANGE PLANNING
- MSA CONVENTION
  - James Pfaendtner, Co-Chairman
  - Carl Pirscher, Co-Chairman
- FRIENDS OF ARCHITECTURE
- PUBLIC/POLITICAL ADVOCACY
  - Carl Roehling, Chairman
- STAFF/CHAPTER SUPPORT
  - Rae Dumke, Executive Director

- MAD MONEY. No time for Committee Activities but I'll gladly make a cash contribution of $___________ to help make this our Chapter's best year ever. Please bill me.

MSA Directors . . . . . . Frederick Hall, AIA; James B. Shane, AIA
Chapter Directors . . . . . . Paul C. Dozeman, AIA; Donald J. Koster, AIA; Charles E. Jylha, AIA; Robert E. Hill, AIA

HURON VALLEY CHAPTER

President . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . ...
The WMC/AIA newsletter "COLUMN" has been issued ten times. Each issue is eagerly awaited not only by the membership but—we are informed—also by our area legislators, city commissioners, and other persons interested in architects' views of things. Editors Mike Marshburn, Nelson Nave, Mark Reile, Gary Johnson, Norm Hamann, and Mark Klepper have established a "winning formula" for the newsletter with a cavalier format and an editorial policy which does not eschew controversy.

The 'COLUMN's" Onion Award to the City of Kalamazoo for its proposed rail-overpass bridge and subsequent press reporting on discussions the Chapter held at our March 1983 Monthly Meeting—together with Nelson Nave's effective activities as president of a committee formed to focus attention on the project, together with newspaper articles by other members of the Chapter—have been influential in causing a re-study of the project and a call for a special election to resolve the issue. National AIA encourages its members to take a stand on architectural issues, to speak out against bad buildings and bad planning; this has been done with some effect in 1983 and it is expected that there will be a continuance by members of the Chapter.

A monthly event of the 1984 WMC/AIA year is being initiated this year: it is planned that each month a past-president of the Chapter will prepare an article relating to the 1984 national AIA theme—American Architecture and Its Public. These 12 articles will be made available for publication to all Western Michigan newspapers; it is expected that articles will be prepared by Nelson Nave, Norm Hamann, Mike Marshburn, Dave Pyle, Jerry Klingele, Bill Hamill, Evie Asken, Glenn Rhodes, Dick Slocum, Bob Tower, Chase Black, Gordon Belson, George Sprau, and Peter Vanderlann—all members of the newly formed Past Presidents' Council, Western Michigan Chapter.

During 1984, the WMC/AIA traveling architectural exhibit will continue to tour Southwestern Michigan with scheduled showings in Battle Creek, Marshall, and St. Joseph. It is estimated that over 2,000 persons have seen the exhibit already during its showing in Kalamazoo and at Southwestern Michigan Community College. The Kalamazoo Public Museum has purchased the exhibit for its permanent collection following the end of its tour this year.

To illuminate contributions to architecture and to design, the Chapter honored Mr. D. J. DuPree, founder of the Herman Miller Company, at its December 1983 meeting held as Kalamazoo Institute of Arts. Mr. DePree spoke to members and guests about the history of the company and events which led to the formation of policies and actions which guide the company. Mr. DePree was presented with a copy of the book written by MSA member William Muschenheim, FAIA, entitled WHY ARCHITECTURE. Guests at the meeting included his daughter and her husband, Dr. and Mrs. L. Van Kley from Zeeland, his granddaughter and her husband, Mr. and Mrs. P. Mott from Kalamazoo, Kalamazoo Mayor and Mrs. F. Hamilton, the Director of the Kalamazoo Institute of Arts, Mr. T. Kayser, and the Director of the Kalamazoo Civic Players and his wife, Mr. and Mrs. J. Carver. Mr. DePree was given an expression of the regard the Chapter holds—the text of which is reproduced:

INTERIOR ARCHITECTURE
Another Profession or a Profit Center?

On January 19, 1984, a jointly sponsored meeting will be held by the Detroit Chapter, AIA, ASID and IBD to discuss the relative roles of architects and interior designers in the development of commercial buildings. The panel, moderated by Graham Dickens, AIA, of Ford & Earl, will consist of two corporate client members of the community, and a member each of AIA, ASID, and IBD. The panel will discuss the positive and negative aspects of the relationship between architects and interior designers. This will be an open panel discussion with questions addressed to the panel collected during and after the initial discussion.

A case study of a recently completed project will be analyzed as the catalyst for the discussion. This meeting is the first of a series of meetings defined by Detroit Chapter, AIA, President, Dennis
King, as a monthly event addressing various subjects to be sponsored by the architectural community.

The meeting will be at the Engineering Society of Detroit adjacent to the Detroit Institute of Arts, 100 Farnsworth and Woodward Ave., Detroit. Refreshments and cocktails will begin at 5:00 p.m. in the Founders Room; the panel discussion will begin at 6:30 p.m. in the Auditorium. Cost per person is $5.00 for AIA, ASID or IBD members and $7.50 for nonmembers. The three organizations will underwrite refreshments and meeting costs to encourage your attendance. Send your check payable to the Detroit Chapter, AIA, to DC/AIA Headquarters, 553 E. Jefferson, Detroit, MI 48226 or call (313) 965-4274 for information.

MICHIGAN DEPARTMENT OF PUBLIC HEALTH
and
MICHIGAN SOCIETY OF ARCHITECTS
Announce
17th Annual Health Facilities Planning Seminar
Thursday — March 1, 1984 and Friday — March 2, 1984
To be Held at:
Ann Arbor Marriott Inn
3600 Plymouth Road
(313) 769-9800
Ann Arbor, Michigan

THURSDAY, MARCH 1st
Morning Session .................. Chairman: Bill J. Graheck
9:00 a.m. Welcome .................. Bill J. Graheck
Department of Public Health ....... Harvey Day
— Health Challenges
— Options to Meet Challenges
— Impact on Health Care Facilities
Mental Health Facilities ............. Robert J. Glees
— Review Process
— Physical Plant Standards
10:30 a.m. Design of Psychiatric Units .... Donald J. Richards
— Levels of Care
— Special Features
— Case Study (Ingalls/Wyman-Gordon Pavilion)
12:00 Noon-1:00 p.m. LUNCH
Afternoon Session .................. Chairman: Larry L. Galehouse
1:00 p.m. Infection Control in Hospitals .... Barry Davis
— Functional Design
— Ventilation
— Legionnaires' Disease
2:00 p.m. Facility Feedback ............ Richard A. Prister
— Continuity of Design
— Compatibility of Systems
— Initial vs. Life Cycle Costs
3:15 p.m. Humana's Design Approach ...... James J. Walters
— Parameters for Hospital Planning
Breakfast $6.00 for
FRIDAY, MARCH 2nd
Morning Session .................. Chairman: Timothy J. Biehl
9:00 a.m. Emergency Departments .......... Michael D. Levine
— Physician Input
— Disaster Planning
10:30 a.m. Emergency Preparedness .... Nicholas J. Dalba
— Classification of Emergencies
— Handling of Spills
11:30 a.m.-12:30 p.m. LUNCH
Afternoon Session .................. Chairman: Samuel D. Popkin
12:45 p.m. Facilities Tour
Catherine McAuley Health Center
— Ambulatory Surgery Facility
— Materials Handling Center
University of Michigan Hospitals
— Hospital Mockups
— Surgical Rooms

SPEAKERS
DALBA, NICHOLAS J., P.M.
Assistant Administrator — General Services
St. John's Hospital Regional Medical Center
Oxnard, California

DAVIS, BARRY, P.E.
Environmental Health Engineer
Epidemiologic Investigations Branch
Center for Disease Control
Atlanta, Georgia

DAY, HARVEY, Ph.D., Deputy Chief
Health Facilities Services Administration
MDPH

GLEES, ROBERT J., Director
Division of Licensing, Monitoring & Accreditation
MDPH

LEVINE, MICHAEL D., M.D., Chairman
Department of Emergency Medicine
St. Joseph Mercy Hospital
Poniac, Michigan

PETERS, JEFFRY A.
Vice President for Planning
Ingalls Memorial Hospital
Harvey, Illinois

PRISTER, RICHARD A., P.E.
Executive Engineer
Hutzel Hospital
Detroit, Michigan

RICHARDS, DONALD J., A.I.A.
Senior Vice President
Director, Health Facilities Planning
Perkins & Will
Chicago, Illinois

WALTERS, JAMES J., A.I.A.
Vice President Design & Construction
Humana Inc.
Louisville, Kentucky

LAWRENCE INSTITUTE OF TECHNOLOGY
1984 CALENDAR

All lectures are open to the profession and are scheduled for Thursday evenings at 7:30 p.m. in the LIT/School of Architecture Auditorium (A-200) except for May 4th which occurs on Friday. Reception for the profession sponsored by DC/AIA precedes these three speakers. For further information please contact Gary Kecskes, Assistant to the Dean, School of Architecture, (313) 356-0200, ext. 171.
PURPOSE
To provide Architects, Engineers, Hospital Administrators and others with the latest available information which will assist them in planning, designing and constructing health facilities.

GENERAL INFORMATION
All arrangements for lodging should be made by the individuals attending.
Applications should be made at the earliest possible date, as the enrollment will be limited.
The registration fee is $75.00 for each person attending, which includes lunch for both days.
Make checks payable to the Michigan Society of Architects and send to:
Michigan Society of Architects
553 East Jefferson
Detroit, Michigan 48226
(313) 965-4100.
Cancellations will be accepted until February 24, 1984.

Seminar Committee
Burdinie, A. Marvin, P. E. Haag, Peter B., P. E.
Clark, Elgin L., P. E. Popkin, Samuel D., F. A. I. A.
Dumke, Rae M. S. A. Schoolcraft, Allen L., P. E.
Graheck, Bill J., A. I. A. Tower, Robert B., A. I. A.

Please register __________ representatives from our office in the Health Facilities Planning Seminar on March 1 and 2. Enclosed is my check $ __________ in the amount of $ __________.
Name of Firm: ____________________________
Address: ____________________________
City: __________________ State: __________________ Zip: __________
Telephone: ____________________________
Please list names of representatives who wish to attend on reverse side. Make checks payable to the Michigan Society of Architects. The registration fee is $75.00 for each person attending, which includes lunch both days.

FIRM CHANGE
The office of Constantine George Pappas, AIA, Architecture/Planning, has relocated to 24724 Farmbrook Rd., Suite 206, Southfield, MI 48034. (313) 356-8988.

SPONSOR'S COLUMN
CBC Network Computer Graphics Training & Leasing
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G.R. (616) 458-8874
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“The Openings People”
Kalamazoo-Grand Rapids-Lansing
Tower Pinkster Titus Associates
(616) 943-6133
Kalamazoo, MI
3 E Corp.
(219) 432-2195
Kalamazoo, MI
Western Michigan Chapter, AIA
Call Rae Dumke at MSA for information.

DESIGN IN AMERICA: THE CRANBROOK VISION 1925-1950
Now through February 19th
The Detroit Institute of Arts is host to the “Design in America: The Cranbrook Vision 1925-1950. The exhibition was organized by the DIA and the Metropolitan Museum of Art in cooperation with Cranbrook Academy of Art; made possible by grants from IBM, The NEA, The NEH and the Founders Society of Detroit Institute of Arts.

1984 DETROIT CHAPTER CALENDAR

JANUARY
19 Interior Architecture:
Another Profession or a Profit Center? Co-sponsored by AIA, ASID & IBD

FEBRUARY
2 John Carl Warneke New Directions in Architecture, Co-sponsored by AIA/LIT
AIA Reception at 6:00 p.m. at LIT
16 Marketing Co-Sponsored by AIA/SMPS

MARCH
15 William Porter Co-Sponsored by AIA/IDSA
29 James Luckman Designing Creative Ideas Co-sponsored by AIA/LIT
AIA Reception at 6:00 p.m. at LIT

APRIL
26 Construction Management vs. General Contracting, Co-sponsored by AIA/AGC

MAY
4 The Great Debate Modernism vs. Post Modernism Co-sponsored by AIA/LIT
AIA Reception at 6:00 p.m. at LIT
5-9 AIA Convention/Phoenix

IT’S GRAND
Ceramic Tile in Computer Rooms Prevents Computer “Crashing”... Eliminates Dust Accumulation.

Static electricity is an ever present problem in computer rooms. Even the slightest electrical shock or spark can cause a computer to “crash”—to lose its memory. This means the potential loss of thousands of facts and figures stored on memory discs. An abrupt, expensive erasure.

Another problem of almost the same intensity is caused by carpet dust and lint. At the very least, dust clogs filters. At worst, a stray particle can come to rest on memory tapes or discs. This can produce false readings.

Marketing Displays of Farmington Hills, a leading manufacturer of “point of purchase advertising” devices, eliminated these potential problems by removing carpet installed in their 600 sq. ft. computer room and replacing it with ceramic tile.

Although the carpet had been installed grounded to a copper wire grid system, it was impossible to keep it completely free of dust. According to James Ward, Data Processing Manager, removal of clogged, dirty filters was almost an everyday procedure.

Today, his IBM equipment consisting of a System 34 Computer, 5211 Printer and 5251 Work Station rests on easily-maintained ceramic tile. The heavy computer and printer can be simply rolled from one side of the room to the other whenever the machines need servicing or the floor needs cleaning. There is no danger of static electricity caused by shoe shuffling on the carpet.

When machines ran hotter, raised floors were necessary to provide proper ventilation for older models. Now, the new machines need only a strong, level, clean surface for proper operation. Ceramic tile shines in this application.

For renovation, a caution should be noted if tiles are to be thin-set. Concrete slabs are never exactly level. “Hills and valleys” exist. These are not noticed when carpet covers a slab. The surface should be leveled before the tiles are installed. There is no way a floor can be evened up with a 3/32-inch setting bed.

GREAT LAKES CERAMIC TILE COUNCIL
33505 State Street • Farmington 48024 • (313) 476-5559

Ask for technical details and names of qualified installers.
were reproduced for sale by the Grand Valley Chapter.

For further information contact Fred L. Hall at (616) 363-9007, or write to: 150 Ann St., NW, Grand Rapids, MI 49505. Make checks payable to the Grand Valley Chapter, AIA, in the amount of $32.00 to cover the CAD binder and shipping.

Architects' small/medium project short form standard spec (5000+ words). Text file on unprotected disk w/hard copy for Apple II Word Processor. $20. GNS, Great Northern Software, Box 530, Houghton, MI 49931.

GRAPEVINE

Steam heat returned to the Beaubien House on Tuesday, December 20th, after five days of downtown chills. The problem occurred when a water main break flooded the steam tunnels which are connected under downtown streets. The tunnels send heat to almost 70 percent of the buildings in the central business district housing almost 300 businesses. The day following the breakdown was the Detroit Chapter Board and Committee Caucus with Dennis King, Chapter President, presiding. MSA President Dick Slucum and his wife, Vera, were on hand to greet the 150 brave guests including Norm and Bertie Hamann from Kalamazoo who stopped by for the Annual MSA Holiday Cheer Reception. On Monday, December 19th, Bob Greager came to the rescue when the building was down to 40° with two kerosene heaters. Fortunately, by Tuesday steam heat had been restored to most downtown businesses and we were back in business . . . The MSA staff is also very grateful to Tony Marino for personally laying pavers in the rear courtyard so we can avoid the mud and snow when entering the building . . . Lawrence Gass of Flint was the first place winner in the Detroit News Fifth Annual Photo Contest . . . Stephen Q. Whitney was named Assistant Chief of Architectural Development at Albert Kahn . . . Gary S. Van Neck has been promoted to Executive Vice President of Rossetti Associates and Michael S. Tomasik and William E. Ahlstrom have been named as Associates of the firm . . . Kriss Hilborn has been named President of Beaver Distributors, Inc. and Fred H. Blackwood III has been appointed Executive Vice President . . . Gunnar Birkerts returned from Baton Rouge where he gave a lecture and slide presentation at LSU. An architectural retrospective of his work, titled "Gunnar Birkerts: Brainwaves Sketches Drawings, Projects and Buildings" will be on exhibit at Ballenford Architectural Books in Toronto December 3, 1983 through January 14, 1984 . . . William Kessler will be at Ferris State College as a visiting architect for the Centennial Festival of the Arts on January 24th . . . Donald Hoey has been appointed to the position of manager of business development for the Blout Construction and Engineering Inc. of Ypsilanti . . . Charles V. Opdyke has been appointed as a funded member to the AIA Codes & Standards Committee for 1984. He has also been appointed to the NFPA Committee on Building Construction . . . Stu Pettitt participated in a Design Charrette at the UM with 10 professionals and 40 students . . . The Warren Holmes-Kenneth Black Co. elected the following officers and directors at their annual meeting: D. S. Budzynski, President; Thomas D. Stein, Vice President; Richard H. Stuckman, Secretary/Treasurer and Chief Operating Officer; and Duncan Black, Director . . . WAL is looking for scholarship recipients — the candidate must be a deserving and needy 4th or 5th year architectural student in the State of Michigan. Contact Florence Binder at (313) 644-7960 for further details . . . A Guide for the regular maintenance of terrazzo floors has been prepared by the Detroit Terrazzo Contractors' Association. A copy may be obtained from DTCA, 33350 State St., Farmington, MI 48024; (313) 476-5560.

CALENDAR

JANUARY

10 CSI/Detroit Energy Program
10 Grand Valley Chapter Meeting/Art Museum/GR NASA “Architecture Beyond Earth”
11 Mid-Summer conference Committee Meeting/Beaubien House
12 Michigan Ready Mixed Concrete Assn. Certification Exam—(517) 337-0551
16 WAL at DIA “Design in America: Cranbrook Vision 1925-1950”
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17 MSA Executive Committee
19 Detroit Chapter Meeting
21 Masonry Institute of Michigan Honor Awards Banquet
24 MSA Board of Directors/Lansing
2 MSA Dinner with Chapter Component Officers in Michigan Hyatt Regency/ Washington, D.C.

2 LIT/John Carl Warnecke, San Francisco architect, "New Directions in Architecture"

2 AIA/LIT Reception 6:00 p.m. at LIT

14 Grand Valley Chapter Meeting/Economist/ Congressional Consultant from the UM. Joint Meeting with Producers Council

16 Detroit Chapter Meeting/Marketing

16-17 MPMCA Convention Kalamazoo, MI

21 WAL/Career Wardrobing: The Success Look Evening Meeting

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2 AIA/LIT Reception 6:00 p.m. at LIT

14 Grand Valley Chapter Meeting/Economist/ Congressional Consultant from the UM. Joint Meeting with Producers Council

16 Detroit Chapter Meeting/Marketing

16-17 MPMCA Convention Kalamazoo, MI

21 WAL/Career Wardrobing: The Success Look Evening Meeting

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