PRESIDENT'S REPORT

February 1984
Dick W. Slocum, A.I.A.

It is traditional at this time of year to look back at the year just past to review the major events and highlights. I prefer to look ahead to our future and I do so with great expectations.

I am putting into effect an MSA President's Council, made up of Bob Greager, MSA's Vice-President and President-elect; the chapter Presidents; the Presidents-elect and myself. The purpose of this council is to provide an open dialogue between the MSA and its chapters and to allow for an exchange of ideas with the emphasis this year on Public Awareness.

There will be four meetings of the MSA President's Council in 1984. The first one will take place February 2nd at the National Grass Roots in Washington, D.C. The second meeting will be at the June retreat in Traverse City, another one in August at the mid-summer conference on Mackinac Island and the final meeting in October at the MSA Convention in Detroit.

Recognizing that one person cannot "DO IT ALL," I have appointed several committees to continue some of last year's programs, and have asked the MSA board members to chair these committees. Because the MSA can be no better than the effort put forth by its members, I am also asking help from you. The following is a list of our committees and if you have an interest in serving on any of the committees, please contact the chairman.

MEMBERSHIP
Fred Hall, AIA (616) 363-9007

BYLAWS
Jim Shane, AIA (616) 796-9461

PUBLIC AWARENESS
Norm Hamann, AIA
(616) 343-4641

GOVERNMENT AFFAIRS
Tom Kane, AIA (517) 371-1454

PROFESSIONAL DEVELOPMENT
Lowell Myers, AIA
(517) 793-3581

PROFESSIONAL SERVICES
Jim Graham, AIA
(313) 355-4600

RECOGNITIONS
Dick Fry, AIA (313) 761-4022

IDP
Art Nelson, AIA
(616) 796-0461 ext. 5341

WOMEN IN ARCHITECTURE
Mary-Margaret Munski, AIA
(616) 247-2710

These programs are designed to serve and inform the membership. Only by working together will they succeed.

FROM THE OFFICE OF THE PRESIDENT

It is with great pleasure that I announce that at the January 24, 1984 Board of Directors meeting Rae Dumke was offered and accepted the position of Executive Director for the Michigan Society of Architects. Rae joined the staff of MSA in October 1967 and accepted the role of Acting Executive Director upon Ann Stacy's retirement in July of 1983. In the past six months Rae has maintained a strong continuity with the MSA staff and the board of directors. She was instrumental in the success of this year's Mid-Summer Conference at Mackinac and the MSA Convention in Grand Rapids. With the continued support of the MSA board and the membership I believe we can now get on with the goals and objectives of our society.

Dick W. Slocum
President MSA

SO FAR — SO GOOD

By Dennis M. King, AIA
Detroit Chapter President

It seems to be working! All of the talking, planning and cajoling seems to be showing significant results already for the Detroit Chapter. For example, nearly 100 Chapter members are regularly involved in ongoing Committee and Board activities. Many of these members are stepping forward for their first involvement in our professional organization. Over 20 Chapter Committees are in place and functioning. I can see at this early date that the results are going to be spectacular.

By now you will have received your 1984 Calendar of Meetings. Please make sure it is prominently posted in your office and please encourage your staff to attend and participate. Also, you should have carefully peeled off your stickers and posted them squarely on your appointment calendars as regular reminders of our monthly meetings. This kind of attention to your needs is representative of the effort underway to meet our challenges head on. Have you made your pledge to help yet, or will you continue to sit on the sidelines and be critical? Please participate. The rewards will be more than worth the investment.

With a very successful January meeting behind us, we have scheduled a super meeting for this month. Co-sponsored by the Society for Marketing Professional Services, the program will be a presentation of "Inside Information" by several CLIENTS on "Marketing From The Client's Perspective." Don't miss this one! The event will be held at a special location, Riverfront. It will feature a construction tour, a hosted hors d'oeuvres and cocktail reception—compliments of Riverfront and Barton-Malow Co.—and a special showing of the model apartments in addition to the program. Space is absolutely limited and reservations are on a first-come, first-served basis.

In addition, make sure you don't pass up the following receptions that the Chapter is sponsoring for the LIT Speaker Series: February 2nd for John Carl Wanneke; March 29th for James Luckman; and May 4th for the Great Debate — Modernism vs. Post-Modernism. All three are at LIT and will begin at 6:00 p.m., preceding the speakers.

In closing, let me invite any of theessimists that may still be ignoring the New 1984 Detroit Chapter to step forward and be counted. If you’re not part of the solution, then you are surely part of the problem! Give me a call; I’ll put you to work creating a viable and visible organization recognized as leaders in the built environment.

MARKETING FROM THE CLIENT'S PERSPECTIVE

The second Detroit Chapter, AIA, 1984 program will be co-sponsored by SMPS/Michigan on Thursday, February 16, 1984. The meeting is entitled "Marketing from the Client's Perspective, A Panel Presentation: What Clients Look for When Selecting Architects, Engineers, Interior Designers, Contractors and Related Professionals." Panel members from three well-known companies will discuss what they look for when selecting firms to provide them with professional services. Areas covered will include pre-project relationships, submittals, proposals, interviews, brochures, other marketing materials, and performance. Also covered will be a discussion on why some
clients opt to use their own in-house staff in lieu of acquiring services from outside firms. This will be a presentation followed by open discussion with questions to be addressed to the panel members collected during and after the initial discussion.

The meeting will be held at Riverfront Development, just west of Joe Louis Arena. Riverfront Development is owned and developed by Riverfront Associates with Gruzen & Partners/Architects and Nathan Levine & Associates, Inc./Associates/Architects. Seating is limited so make your reservations early. Spouses and guests are welcome. There will be a Construction Tour beginning at 4:30 p.m. of Riverfront, with the program beginning at 5:30 p.m.

Following the program there will be an open bar hosted by Riverfront and hors d'oeuvres by open discussion with questions asked; subjects and sections given? Do you know the future of the registration exam are members of the American Institute of Architects, organized on over 250 component chapters in about 50 regions. The range of resources offered to members and to the profession is awesome. A glance through the Member Resource Catalog published by the Institute describes over 100 different resources—programs, services, seminars, newsletters, directories, books and more—that AIA members call upon most frequently when they turn to the Institute for help; the catalog ought to be kept right at each member's fingertips. We all know about the AIA award-winning magazine ARCHITECTURE—a magazine that architects have called the most respected magazine in the field. Its outstanding news coverage of architectural events, evaluation of contemporary buildings and feature articles on topics of special interest to design professionals is now available to nonmember archi-tects and lay people interested in architecture. The December 1983 issue of ARCHITECTURE contains several extraordinary articles on Art Deco style; architectural historian David Gebbard writes about the parallels of aspects of present architecture with the early '30s: "...there are so many points of similarity...that we should feel slightly uneasy about our current scene" — "those clashing views of the whys and wherefores of architecture and design." And the course exponents of Art Deco "partook of both (High Art Modernists and the Traditionalists) because their interest lay essentially in design, not ideology."

The following information from the Member Resource Catalog describes two other services to which all members of the AIA may avail themselves:

**AIA LIBRARY:** With 20,000 volumes, a periodical list of 400 titles and impressive slide and film collections, the AIA library may be an Institute member's most complete resource. Slides, films and books are available to members on a loan basis (two weeks for slides and books, three days after confirmed delivery for films). Accessions lists (published bi-monthly and free to members) keep you up-to-date on what's available, as do 400 specially prepared bibliographies covering current books and periodical articles on architecture and related subjects. The Library also provides reference assistance—including a computerized search service—to AIA members over the phone, by mail or in person.

**AIA BOOKSHELF:** Whether you're looking for the broadest architectural encyclopedia or the most specialized practice guide, you'll find the title you need at the Institute's exclusive, one-stop, shop-by-mail bookstore. AIA members can order books by mail or phone from a title list that is continually growing as new tools and aids for practicing professionals are published. The
position. Please send resume first to: Osler/Milling Architects, Inc., 916 Fuller Rd., Ann Arbor, MI 48104.

POSITION WANTED

1982 Architectural grad wishes to associate with a small architectural firm where a rounded architectural experience may be gained, and applied toward architectural registration. Contact P.O. Box 21684, 533 E. Jefferson, Detroit, 48226.

GRAPEVINE

SH&G announcements—Noel Fagerlund has been promoted to Executive Vice President; Robert Anderson, Alex Boedy, James Boltz, Victor Cardona, Robert Davis, Robert Fratti, James Heyl, Michael Tracy, and Thomas Young have been made Associates; and Michael McGunn has been named Director of the Commerce Division . . . Herman Otto, Saginaw Valley Chapter President, has been elected Chairman of the City Planning Commission of Mt. Pleasant for 1984. He served as the Commission’s Vice Chairman throughout 1983 . . . The Beaubien House is your headquarters so why not visit when downtown? You could buy documents, browse in the bookstore, have a cup of coffee, talk to the staff, make a telephone call or even hold a meeting in the conference room. For information call Rae Dunke at (313) 965-4100 . . . Watch for Beaubien House renovation information in the next issue of the newsletter . . . Gary L. Karp, a former LIT grad has moved to the San Francisco area to work as a graphic artist doing computer graphics for the A/V industry. Gary’s office address is 4800 Great America Parkway, Santa Clara, CA . . . Ottavio Marson has been reelected to serve a fourth term as President of the Detroit Ceramic Tile Contractors’ Association . . . Phillip G. Lawson has joined Jickling Lyman & Powell Associates as Vice President for Development and Terry Straka has been elected Vice President for Contract Administration . . . Joseph Neussendorfer, director of communications at the Construction Association of Michigan, was appointed by the Pontiac City Commission to the city’s Building Code Board of Appeals . . . James T. Pappas has been named an associate in the firm of Merritt & McCallum Architects . . . WSU will offer two courses beginning the week of Feb. 6th. ‘Construction Blueprint Reading’ will be taught by Erwin Siporin of HEPY Associates and ‘Building Construction Estimating’ will be taught by Stuart Rodgers of Eberle M. Smith Associates . . . James R. Saule, Richard L. Canfield and Robert H. Throop have been elected to partnership in the Flint firm of SSOE, Inc. . . . John Heslip has accepted the post of Executive Vice President of the National Concrete Masonry Association in Herndon, Virginia. John will be replaced at the Masonry Institute of Michigan with Floyd S. Nixon, Jr., as President of the Institute. The ESD Affiliate Council will sponsor The Engineers’ Week Gold Award Banquet on Feb. 22nd, ticket price is $18/person. For information call Pat Bohy at (313) 832-5400.

SPECIAL REQUEST TO ALL MEMBERS & MSA CHAPTERS

— Please submit calendar items of interest to your Chapter and MSA members in general. If you have a meeting or event you want publicized, please send it to us prior to the 10th of the preceding month of issue. Thank you.

CALENDAR

FEBRUARY

1-4 AIA National Grassroots/Washington, D.C.
2 MSA Dinner with Chapter Component Officers in Michigan Hyatt Regency/ Washington, D.C.
2 John Carl Warneke San Francisco architect, "New Directions in Architecture," AIA/LIT Reception 6:00 p.m. at LIT
7 Beaubien House Committee
13 AIA Resolutions Due
14 CSI/Detroit Legislative & Government Actions Impacting on the Michigan Construction Industry AGC for information (313) 342-5700
14 Grand Valley Chapter Meeting/Economist/ Congressional Consultant from the UM. Joint Meeting with Producers Council

There’s a lot worth saving in this country.

Today more Americans who value the best of yesterday are working to extend the life of a special legacy. Saving and using old ships, docks and urban waterfront areas makes good sense. Preservation conserves valuable energy and materials. We can also appreciate the artistry of our historic maritime resources.

The National Trust for Historic Preservation is helping to keep our architectural and maritime heritage alive for us and for our children. Help preserve what’s worth saving in your community. Contact the National Trust, P.O. Box 2890, Washington, D.C. 20013.
MCPSTA '84 GOVERNMENT DAY

The Michigan Council of Professional, Scientific and Technical Association will host a 1984 Government Day Program in Lansing at the Civic Center. MSA is a participating member of this organization with Paul Bowers, FAIA, as immediate Past President.

There will be a reception at 11:30 a.m. with a special address by Creighton C. Ledderer, Director, Buildings and Safety Engineering Dept., City of Detroit at 11:45 a.m. The luncheon with your legislator will be from 12:15 p.m. to 1:15 p.m. There will be special table assignments to specific legislative committees as well as general discussion tables.

Whether your legislator can attend or not, you can become involved in the program. The fee will be $30.00, which includes member and legislators’ meals and reception.

Invite your senator or congresswoman to lunch on the 15th and send your reservation to the Michigan State Architect’s Office by Friday, and send your reservation to the Michigan State Architect’s Office by Friday, February 11th at Gino & Donna Rossetti’s home and Career Wardrobing: The Success Look for Home or Office on February 21st.

MCPSTA OFFICES by Friday.

WAL NEWS

The Women’s Architectural League announces that two scholarships in architecture have been awarded for the 1984 winter term. Recipients are Donna M. Gambino, fifth year student at the University of Michigan and Kathleen Turmala, fourth year student at LIIT.

WAL Scholarships are open to 4th, 5th and 6th year students enrolled in Michigan schools of architecture and landscape architecture. February WAL meetings include Gourmet Couples night on February 11th at Gino & Donna Rossetti’s home and Career Wardrobing: The Success Look for Home or Office on February 21st.

ICM CONSTRUCTION EDUCATION

The Institute for Construction Management Winter 1984 Program offers the following classes:

- Introduction to Architectural Estimating I, II, and III, beginning January 31st through April 3rd;
- Marketing to The Construction Industry, March 1 through April 5th;
- "Construction Law," dates to be announced. For more information, contact (313) 567-5500.

NCARB PUBLISHES EXAM HANDBOOK

Because candidates for registration are now permitted to take the nationally administered architect’s exam either wholly or in parts, NCARB will offer its 1984 ARCHITECT REGISTRATION EXAMINATION HANDBOOK as a three-volume publication. Each volume contains self-study materials that relate specifically to three of the new examination’s nine divisions.

- Volume I Pre-Design, Site Design and Building Design; Volume II covers Structural Technology — General; Structural Technology — Lateral Forces; and Structural Technology — Long Span; Volume III covers Mechanical, Plumbing, Electrical and Life Safety Systems; Materials and Methods; and Construction Documents and Services.

The MSA Bookstore will receive MPMCMA’s special member rates.

FIRM CHANGES

Hooker/Dejong Architects, PC, have moved their offices to the Clay/Westgate historic district at 557 West Michigan Ave., Muskegon, 49442. Their phone remains 616 722-3407 or 722-2589.

Hoyem-Basso Associates, Inc. have moved to One Northfield Plaza, Suite 200, 5600 Crooks Rd., Troy, 48098. Telephone: (313) 879-1900.

CLASSIFIEDS

HELP WANTED

Growing practice in need of registered or graduate architect to assume partnership position in the near future. Must have diverse experience with emphasis in multi-family development. Send resume and requested salary to Cato Architect, AIA, 1125 E. Millham Rd., Kalamazoo, 49002.

Project Designer to implement and manage all aspects of the design process involving assigned internal HMI facility design projects.

Bachelor's degree in interior or architectural design, preferably from an accredited program. One to two years experience in or related strongly to interior design. Need the creativity to design new/innovative concepts in facilities with strong emphasis on system technology. Contact Herman Miller Inc., #387-83, Mark de Roo, Employment rep., Zeeland, 49464.

SENIOR POSITION

Architect with Job Captain and Construction Management experience wanted for senior posi-
LETTERS
Rae Dumke
MSA
Dear Rae,
There are two proposed regulations to be promulgated that should be of interest to members of the profession.

The standard on Freestanding Surgical Outpatient Facilities replaces the existing guidelines which have been used by the State Fire Marshall for the past several years.

The standard being proposed for HMO Freestanding Facilities is new and might be a surprise to those engaged in the design of this type of facility.

Your comments or those of any of the members can either be addressed to me or to Charles Cribley, Executive Secretary of the State Fire Safety Board.

Sincerely,
Samuel D. Popkin, FAIA
Vice President,
AIA Associates

A/E SYSTEMS '84 ANNOUNCES THEME OF "GETTING IT ALL TOGETHER"

A/E SYSTEMS '84, the fifth annual exhibition and conference on automation in design firms, will present design professionals with the first opportunity to explore how automation, reprographics, and management techniques can interlock to improve their practices. The event will be held at the Baltimore Convention Center on June 4-7, 1984.

Seminars will address specialized needs of the profession each day of the convention. On June 5th, an all-day conference on "Computers in Interior Design/Facilities Management," sponsored by the International Facility Management Association.

June 6th, Engineers' Day, featuring an all-day program, "Computers in the Engineering Office," co-sponsored by the American Consulting Engineers Council, NSPE/PEPP, APEC and CEPA.

June 7th will be Architects' Day, with a program sponsored by the Maryland Society, AIA.

The sponsors of A/E SYSTEMS have also announced the creation of a new, parallel event geared to the interests of building contractors and construction managers. Called CMC '84, it will be held at the Chicago Expo-Center, November 13-15, 1984.

For further information, contact: Ed Mickens, Capelin & Landreth, (212) 421-1900.

UNIVERSITY OF WISCONSIN/EXTENSION

"Energy Aspects of Residential Design and Construction" will be held February 27th and 28th and "Cost Management in Building Design" will be held March 8th and 9th at the UW/Extension. For information, contact Donald Schramm (608) 262-2061.

ARCHITECTS' SUNDAY

Last year's Architects' Sunday Tours proved very successful and it's now time to assemble our 1984 season for the Detroit Chapter Committee headed by Dave Larson.

The Architects' Sunday program provides an opportunity for firms in the metro Detroit area to explain to interested lay-people the process of Architecture using their own projects as examples.

We found that people last year were genuinely interested in what the Architect had to say about the building they designed.

This program requires some volunteer labor, but it also provides free publicity for the participating firm.

If your firm is interested in hosting a tour of one of your projects, please call: Dave Larson (313) 689-3500; Mike Wolk (313) 644-0600; Tim Casai (313) 338-4561; or Richard Mysliwiec (313) 352-8310.

SPONSOR'S COLUMN

CBC Network Computer Graphics Training & Leasing
2D & 3D Applications
424-8630

Cummins & Barnard, Inc.
Ann Arbor, Michigan

Detroit Terrazzo

Contractors' Association
(313) 476-5550
Farmington, MI 48024

Great Lakes Ceramic Tile Council
(313) 476-5559
Farmington, MI 48024

Harley Ellington Pierce

Yee Associates

Architects Engineers Planners

Meek/Beck & Associates, Inc.
Washroom Equipment & Plumbing Accessories
Detroit (313) 471-7402
G.R. (616) 458-8814

Oshkosh Hill, Inc.
"The Openings People"
Kalamazoo-Grand Rapids-Lansing

Tower Pinkster Titus Associates
(616) 343-6133
Kalamazoo, MI

3 E Corp.
(219) 432-2195
Kalwall Roofs-Walls

Western Michigan Chapter, AIA

Call Rae Dumke at MSA for information.
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<td>Lansing Civic Center. See NL for details</td>
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<td>15-17</td>
<td>MPMCA Convention</td>
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<td>Health Facilities/Ann Arbor Marriott Inn</td>
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<td>State Board of Registration for Architects/Lansing</td>
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<td>CSI/Detroit International Night Renovation &amp; Restoration of Historic and Classic Buildings with Hiram Walker Tour</td>
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<td>Grand Valley Chapter Meeting/Tom McKinley, copyright attorney</td>
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<td>Detroit Chapter Meeting/William Porter/Cranbrook</td>
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The Monthly Bulletin is published monthly for the members, as part of the services to the membership provided at the direction of the Board. All members are encouraged to contribute to the Bulletin by sending news items, reports of committees, etc., to the attention of the Editor, Monthly Bulletin, 553 East Jefferson, Detroit, MI 48226.