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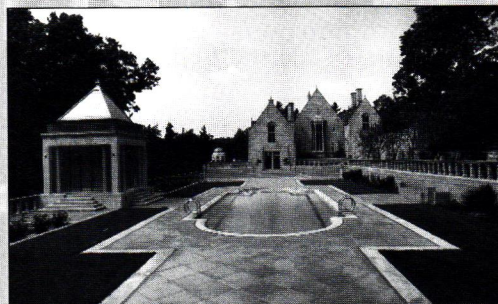


The Armenian room located on the third floor of the Cathedral of Learning at the University of Pittsburgh is the 22nd nationality room to be established at the university. The stone arched room copies the masonry techniques of church and monastery builders of the 11th century. This magnificent classroom was designed by Torkom Khrimian who emigrated from Armenia in 1978.

We offer a full range of contractor services. Our pre-construction planning and value engineering, for example, can detect trouble spots early to help smooth out the production process. This insures your project comes in on time and on budget.

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"Elm Court", a 9-acre private estate located north of Pittsburgh, involves unique additions and renovations. For example, the pool above is heated and has an ozone purification system. The deep blue water is surrounded by a granite surface edged in limestone. The pool is lined with hand made ceramic tile. On the left is a pool house sitting area. To the right is the "Fish Slide" built to hold two antique Indian carved marble panels giving the appearance of two carved fish swimming in the current of the fountain.

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Making a Difference

by Karen Loysen, AIA President

A I A. So, why does it make a difference



"The AIA... is an organization whose clout and effectiveness is directly related to the size of its membership."

to write those three letters after your name?

I wondered about the answer to that question during the Chapter's recent long-range planning session. As often happens, there was much discussion around the topic of membership. We discussed the effectiveness of our chapter, whether the needs of different member contingencies are being met, and whether the benefits of membership are perceived to be worth the dues. We discussed the need for new member recruitment and the need to maintain our current membership, particularly through lean economic times. The AIA is, after all, an organization whose clout and effectiveness is directly related to the size of its membership.

Recruiting or keeping members relies on the answer to the question—why does it make a difference to be a member of the AIA?

Becoming an AIA member means you become a participant in the national, statewide and local community of architects, and becoming a contributor, through your dues, to furthering the causes of architecture and the profession in general. The range of the AIA's activities is rather astounding. Perhaps because it would take an equally astounding amount of paper to communicate each activity to all of its members, the full scope of activities may not be well known. Some of the causes which are supported through your dues include:

National:

- research and publications on a wide variety of issues

- lobbying efforts for/against legislation favorable to architects or in the interest of architecture
- disaster relief
- scholarships
- development of contract documents
- legal advice, briefs on case studies relevant to practice
- financial support of R/UDATS
- international ambassadorship of architecture
- public relations on behalf of architecture
- professional practice continuing education
- member awards and recognition programs
- *Architecture* magazine

State:

- state level legislative lobbying
- state representation on national issues
- representation on registration issues

Local:

- support of a place and staff to distribute AIA documents, and who plan and organize the events of the chapter
- support of a place to exhibit the work of members, publicity for members through the Directory, *Columns* (which has distribution of 2,000 – 450 members and 1,500 non-members), and advertising
- public education and outreach
- public interest activities such as the Wabash Bridge Charette

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The Pittsburgh Chapter AIA serves 12 Western Pennsylvania counties as the local component of the American Institute of Architects and the Pennsylvania Society of Architects. The objective of the Chapter is to improve, for society, the quality of the built environment by further raising the standards of architectural education, training and practice; fostering design excellence; and promoting the value of architectural services to the public. AIA membership is open to all registered architects, architectural interns, and a limited number of professionals in supporting fields.

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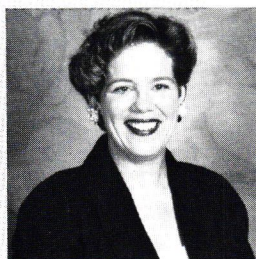
COLUMNS is published by, and primarily for, the members of the Pittsburgh Chapter of the American Institute of Architects. Preference may be given to the selection of works, articles, opinions, letters, etc. of members for publication. However, in the interest of furthering the goals of the Chapter, as stated monthly at the top of the masthead and in the membership directory, COLUMNS will publish the names of and properly credit non-members, whether as participants in the design of works submitted by a member, or as designers of their own work, or as authors of articles, opinions or letters.

Opinions expressed by editors and contributors are not necessarily those of the Pittsburgh Chapter, AIA. The Chapter has made every reasonable effort to provide accurate and authoritative information, but assumes no liability for the contents.

1994: Health Options and Advocacy

by Anne Swager, Executive Director

I grew up in an idyllic village 20 miles outside of Cincinnati.



*New Year's Resolutions:
We have just concluded
negotiations for a
members' health insurance
program, and the Chapter
office is moving.*

Situated upon the banks of the Little Miami River, my hometown boasted tree lined street, a vast variety of housing stock, lots of green space, sidewalks, and a village green for public festivals. The schools had a wonderful reputation and the biggest crime any of us knew about was the time my brother got busted for ringing Mrs. Molehouse's doorbell with the intention of exiting before she answered. True to form, my Dad got involved in the local community, eventually winning a seat on the town council. He went on to distinguish himself by convincing the entire town to pass a bond issue to finance a bomb shelter under the picturesque village green. For subsequent reasons never quite understood by me, several town residents were able to defeat this endeavor in the courts and thankfully the bomb shelter was never built (sorry Dad).

Not easily deterred, and obviously concerned about national safety (after all he was the town's *civil defense director*), my Dad built us our very own concrete block bomb shelter in the basement. I can vividly remember this space, even though I was in it no more than a handful of times. One side consisted of shelves for supplies. In the middle of the floor there was a drain so you could do you know what. There were no windows, no lights, nothing but cold gray block walls. I had a great fantasy life as a child but even I could find no romance in living who-knows-how-many months in that bomb shelter until the radioactive cloud dispersed. The house has long since been sold but I have never stopped wondering what became of the bomb shelter. I can only imagine the faces of the eventual buyers when the real estate agent tried to sell them on the merits of their very own concrete box in the basement.

Sometimes I feel the very same way that long ago agent must have felt when I try to sell the less obvious benefits of AIA membership to someone who only wants to prove me wrong. Fortunately for me, there are not that many of that type of person, but better yet, my job has just been made a whole lot easier. In 1994, the leadership of AIA Pittsburgh has decided to take a quantum leap towards bringing you more value for your money and promoting the success of you, our members. In the face of uncertain economic times, we have decided to take an aggressive stance to succeed as a force for architects and architecture.

Our first move will be to relocate. We are moving the Chapter office. Besides the normal complaint of our space being too small, the reality is it does not put us where we need to be. We need to be where we can market to the public why you should use an architect and how you can best do that. At last count during a non-construction season, we were averaging eight calls a week in response to our yellow pages ad, offering a *free* directory of architects. Our calls range from homeowners looking for help with additions, to school board members wishing to interview firms to build a new high school. The resources we send them are plentiful. (However we lack examples of your work and explanations of your design philosophy to help them choose who they would like to interview.) Patterned after a similar effort by AIA Seattle, our new office space will contain a resource center replete with member portfolios along with AIA information on how to hire an architect. Located in first floor space, this resource center will be accessible, inviting and provide a logical first step for those wishing to hire an architect. Along with expanded exhibit space, we will be where we should be—right in the public's face.

Making Plans: AIA and SMPS Host Strategic Planning Seminar

"Luck is where preparation meets opportunity,"

says Ellen Flynn-Heapes, a nationally known strategic planning consultant whose presentation, *Build Your Firm's Future—Today*, drew architects and builders to the Rivers Club last month for a half day of fruitful learning. The seminar, underwritten by Van Ollefen Associates, was the first event jointly sponsored by AIA Pittsburgh and SMPS (Society for Marketing Professional Services).

Using a hypothetical 35-person architectural firm "in crisis," Flynn-Heapes guided participants through critical planning issues of marketing, operations, human resources, finance and management structure. Within each of these areas, critical issues were identified as they related to the overall vision of the firm, its goals, strategies for reaching those goals, action programs and the final "turbo feature"—follow-through and monitoring.

What are the factors that create a ready environment for strategic planning? According to Flynn-Heapes, considerations can range from very specific threats such as low profit, increased competition or changing markets to more general discomforts such as wanting to be a better steward or "not having enough fun." Whatever the motivation, strategic planning is the vital tool which aligns the strengths and weakness of an organization with environmental opportunities and threats. She calls the process a "high stakes game" whose point is to win. As with any sport, she reminds us, those who practice tend to excel.

Based in Washington D.C., Ellen Flynn-Heapes' firm, Flynn Heapes Kogan, provides planning, marketing and management consulting services exclusively to engineers, architects and construction firms nationwide. The firm has published extensively; a partial bibliography

appears below. *Columns* readers are invited to call Ellen Flynn-Heapes at 703/838-8080 to request copies of articles of interest:

1993 Supplement of Strategic Planning, Design Professional's Handbook of Business and Law, June 1993

Strategic Planning for the Design Professions, AIA Practice Management Newsletter, 1993

The Niche Strategy, Corridor Real Estate Journal, April, 1992

Getting the Most From Your Company's Retreat, SMPS Marketer, November 1992

How to Position Your Firm for the '90's, Washington Business Journal, July 1992

Key Strategic Planning Questions, PSMJ, November 1989

Explorer Scouts Show Strong Interest in Architecture

by Claire Bassett, AIA

The Explorer Scouts organization provides information and meetings on approximately 50 careers, such as architecture, to interested boys and girls who are juniors or seniors in high school. The architecture program—involving both parents and teenagers—advocates for the architecture profession by exposing new people to the field. The Explorer Scouts' architectural program is sponsored by Westinghouse Corp. and AIA Pittsburgh.

We are off and running!

An overflowing crowd attended the "First Nighter" program in the Westinghouse Auditorium in September.

We signed up 73 students interested in the Architecture Career Programs planned for the year. The next week, 21 more enrolled.

Who are the "we"? John Nolan, AIA, Claire Bassett, AIA, Chip Desmone, AIA, Jeffrey Kline, AIA, Chris Haupt, AIA, Regis Zapatka, Associate AIA, and Paula Vorkapich, Associate AIA. A tour of Fallingwater followed a presentation by Chris Haupt—a great start.

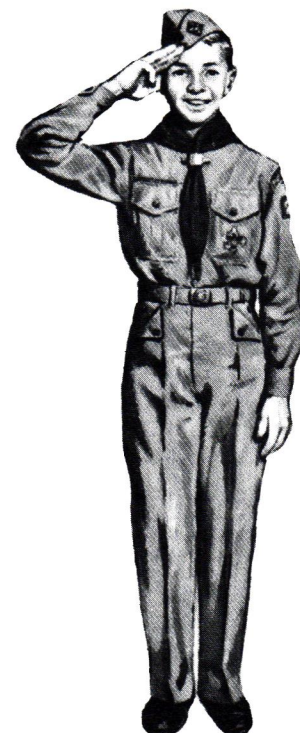
The events for the rest of the year are:

Jan. 5 7:00PM Westinghouse Auditorium: current local architectural projects.

Jan. 19 7:00PM CMU Fine Arts Building Main Hall: College Night, parents invited.

Feb. 2 7:00PM Westinghouse Auditorium: Design. The remaining meeting schedule will be distributed.

Note: Additional tours and site visits may be scheduled on Saturdays. They will be announced at upcoming meetings. 🏠



ENVISION THE FUTURE

As I sit at my computer poised to write

about the outcome of the first in a series of long range planning meetings scheduled for 1994, I can't help but think that many readers will have the same reaction I did when I was first invited to attend this annual chapter event. "You mean we actually do long range planning around here? How long is long? Who else will be there and why haven't I heard about this before?"

most as radically as the annual goals, due to the fact that there is a new president each year. He said each year's long range committee would think they were breaking new ground when all they were doing was reinventing the same plan from two years prior.

Long Range Planning for 1994

by Susan Breslow, Associate AIA

This article is as much about the process of long range planning (LRP) as it is an opportunity to publish a condensed sample of the plan itself.

As directed by chapter policy, the Long Range Planning Committee consists of twelve people representing a mix of the chapter membership and leadership. They meet each fall to review and revise chapter objectives, committees, task forces and organizational issues for the coming year. The result of this session is a plan which is approved by the board and then presented to the membership at a general meeting.

Kent Edwards, AIA, former chapter president, was on four LRP Committees between 1987 and 1990. He said that "back then" the process was that five year goals were established around a fairly stable group of topics: membership, education, legislation, finances, chapter infrastructure, our relationship with Carnegie Mellon University and public outreach. An annual plan was then created in response to the five year goals.

One pitfall he saw was that the five year goals, rather than staying in existence for five years, changed al-

Kent's description exactly matched my experience so far with 1994's LRP process. If nothing has changed in seven years, then what will this year's LRP committee contribute to the process? It seems two historically weak points have been in the area of follow-up: individual accountability for adhering to the annual plan, and communicating the plan to all levels of chapter leadership for their input and endorsement. This year we have committed to four "first time" actions that address these problems:

- 1) The article you are reading has been written and published in order to inform the membership about a process that, for the most part, goes on "behind closed doors."
- 2) The facilitator who led the initial LRP session in November returned to do a follow-up session for the committee in December.
- 3) The facilitator has also been retained for three separate follow-up sessions between the LRP committee and the board, committee chairs and the leadership of Architrave.

Board Basics

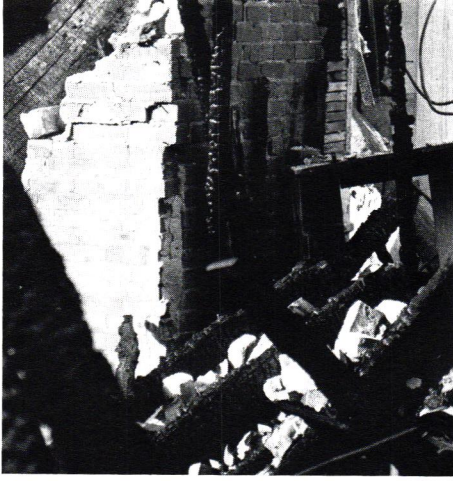
Please join me for a quick educational tour of the chapter's Board of Directors and, along the way, meet the members who have volunteered to serve the membership in 1994.

The total board consists of fifteen members. This includes five officers known as the Executive Board, plus six directors, three representatives to the Pennsylvania Society of Architects, one CMU Liaison and one Associate Member Liaison. Each board member also serves on a committee, acting as the committee's representative to the board and vice-versa.

The Executive Board includes the President, First and Second Vice-Presidents, Secretary and Treasurer. Two things distinguish this group from the rest of the board. First, they are nominated by the previous board for a one year term while all other members of the board are elected by the membership for a three year term. Secondly, they can act for the entire board—if a decision needs to be made between monthly meetings, for example, the Executive Board can meet to do this rather than having all fifteen board members present.

President	Karen Loysen, AIA, UDA Architects
First Vice President	Susan Tusick, AIA, Burt Hill Kosar Rittelmann Associates
Second Vice President	Maureen Gultman, AIA MacLachlan, Cornelius & Filoni, Inc.

Treasurer	Deepak Wadhvani, AIA Williams Trebilcock Whitehead
Secretary	Alan Weiskopf, AIA L.P. Perfidio Associates
PSA Directors	Doug Berryman, AIA, Rob Pfaffmann, AIA, and Doug Shuck, AIA



4) As a follow-up to discussing the plan with the membership at February's Town Meeting, a copy of the plan will be mailed out to every member as an insert in that month's issue of *Columns*.

Where does the opportunity lie for the long range plan to impact the "issues" this year? The answer picks

and Beyond

up with what was started by last year's long range plan, as it represented a transition year in the focus of chapter LRP activity.

In 1993, the LRP Committee had a stable chapter infrastructure on which to stand when determining the issues the chapter would address. "Stable chapter infrastructure" refers to our pro-active, full-time director, our downtown headquarters with space for staff, meetings and exhibits, our effective newsletter and our balanced budget. These items were non-existent just four years ago and represent the sweat and toil of easily five years worth of long range plans. Last year's LRP Committee was free, then, to turn their focus to issues outside the chapter—to legislation/advocacy and relations with other organizations. And they did it very well.

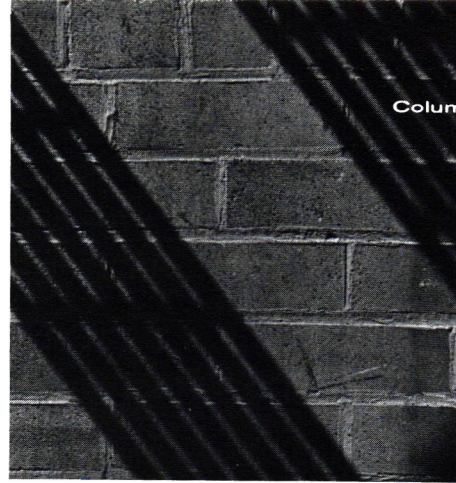
The opportunity of this year's LRP is to continue driving the chapter in the direction it is already going with regard to these new issues just mentioned. Following is a highly condensed sampling of the ten page draft of this year's long range plan for members' review and comment. 🏠



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Summary Plan

Category: Membership

Five Year Goal: Have a membership of 550 (currently 450).

Action for 1994: Begin utilizing fellowship approaches to retain existing members and encourage new members (e.g. increase personal contact on phone and at meetings, determine members' special skills and passions and direct them to appropriate committees).

Category: Public Presence and Professional Development

Five Year Goal: Establish and maintain an annual major regional event.

Action for 1994: Lay the ground work for participating in an existing major event such as the Three Rivers Arts Festival or the Strip District Charette.

Categories: Legislation and Public Presence

Five Year Goal: Secure member appointments to six major boards or public agencies.

Action for 1994: Establish task force to identify the key appointments and communicate them to the membership.

Category: Member Services

Five Year Goal: Expand role of chapter office.

Action for 1994: Develop resource center to showcase member firms and to educate the public on architectural services.

Five Year Goal: Have annual lecture series of six lectures (we currently have three).

Action for 1994: Find co-sponsor and add one lecture to the series.

Category: Chapter Infrastructure and Finances

Five Year Goal: Establish an operating reserve fund and convention reserve fund.

Action for 1994: Select a percentage of the budget each of these funds will represent and set up these accounts.

Category: Public Outreach and Member Services

Five Year Goal: Have *Columns* sold on newsstand/increase readership.

Actions for 1994: Evaluate the market opportunities for *Columns*; have one issue this year geared towards students.

This year's Directors are Dave Brenenborg, AIA, Steve George, FAIA, Roger Kingsland, AIA, Brooks Robinson, AIA, and Gwen Williams, AIA.

The CMU Liaison is John Eberhard, FAIA, head of the architecture department. Sue Breslow is the Associate Liaison.

Community Service That Serves You Too

by Paul Tellers, AIA, CDCP Board President

In this issue of *Columns*, the AIA is highlighting its mission

and opportunities for participation. The chapter has also graciously offered the Community Design Center of Pittsburgh (CDCP) an opportunity to do the same.

Many of you know the CDCP as the source of Design Fund grants that help Pittsburgh's community-based organizations hire architectural and planning assistance at the earliest stages of community revitalization projects. But the CDCP is much more than just a potential source of work. In fact, the CDCP serves architects more by advancing the cause of design awareness—helping community organizations use design as a tool for encouraging neighborhood reinvestment and, now, by initiating programs to communicate with individual residents, too.

Here are some ways you can get involved:

Community Revitalization Projects: To participate in Design Fund and Pittsburgh's Neighborhood Business District Revitalization design assistance projects, see the RFQ sidebar.

Sensitive Home Renovation: The CDCP has convened architects, community representatives and others to develop tools to encourage more—and more sensitive—home renovation in Pittsburgh. The resulting program is likely to include a brochure, video, coordi-

nation with public agencies, and a referral network to link residents with design professionals for low-cost consultations. To participate in planning or in the future network call 391-4144.

Fresh Thinking on New Housing: The winning entry from the CDCP's New Urban Housing Design Competition will be under construction in Garfield this spring. You can get a copy of the competition publication or can help in a future effort—the development of practical "rules of thumb" to help community organizations and public agencies more effectively plan for affordable and livable new home construction.

Pedal Pittsburgh - A Community Design Tour: The May 15th event will showcase community and design landmarks from street level. Sponsor a mile for \$100, volunteer at the event, or just roll out your bike and ride!

Other Opportunities: You can also help the CDCP plan workshops on design issues of interest to community organizations. Or you can assist our work financially with a direct gift or through the United Way's Donor Option program. (We're organization #423.)

These are just some of the ways that you can help bring together "community" and "design." For more information, call us at (412) 391-4144. 🏠

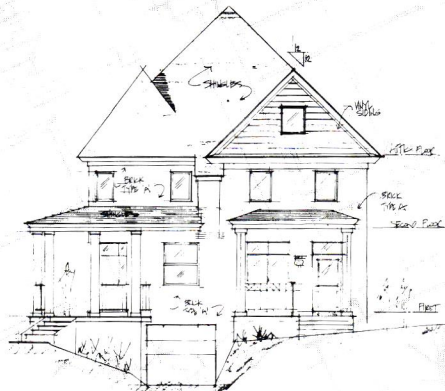
1994 Request for Qualifications

The CDCP will soon mail its annual Request for Qualifications (RFQ) seeking consultants to be considered for Design Fund and Neighborhood Business District Revitalization (NBDR) Program projects.

Beginning in 1994, firms may submit qualifications in CDCP format throughout the year—but you must have done so before our Design Review Committee meets to recommend firms for any given project. The RFQ is annual because personnel and areas of interest change frequently and we want to provide community organizations with up-to-date information.

In 1993, sixty firms submitted qualifications and the CDCP made grants of just over \$50,000. Thirty separate firms were referred for a total of fourteen projects. Community organizations, not the CDCP, made the final consultant selections. In 1994, Design Fund grants should again total \$50,000. Additional NBDR work of \$35,000 is projected for neighborhood business districts.

If you haven't received an information packet by January 31st, or if you want to make sure you're on our mailing list, call 391-4144.



Proposed design for new housing at 5452-56 Black Street, supported through the CDCP's Design Fund.

Architect: STUDIO DeLisio Architecture & Design

Developer: Bloomfield-Garfield Corporation

Part of the Problem or Part of the Solution?

by Susan Ackenheil Snow

In this highly litigious world

we live and work in, it seems to me that when a problem occurs on a project, first considerations are often: "Whose fault is it?" and "How should I cover myself?", not "How can we resolve the problem." Our firm recently was involved in a project that had a "problem." We would like to outline the issues on this project and give you some of our ideas on who was to blame and then offer an attempt to solve the problem.

Background: Our client was an out-of-state developer. The project involved several multi-story, multi-million dollar additions to a modern residential complex. Our assignment was to provide project representation at the site to observe that the construction activities generally conformed to the specifications of the project, to perform compaction/density testing during fill placement and to review any unforeseen conditions in the field if required. These tasks were standard responsibilities for us when asked to perform engineering and testing services during foundation construction. We were engaged because we had performed the original subsurface investigation and also because we were the "low" bidder.

Problems and Outcomes: Excavation was made to subgrade for the basement floor. A deep layer of cinders and black, organic materials was uncovered in three areas of the site that the original subsurface investigation had not encountered. This unsuitable foundation material meant that over 10,000 cubic yards of material would have to be overexcavated and replaced to conform to the original project specifications. Other alternatives were explored but considered too expensive and/or impossible.

The overall delay on the project was almost half a year. The overall cost overrun amounted to almost a half

million dollars. The final geotechnical engineering costs were over three times the original cost of the subsurface investigation.

The original subsurface investigation, including the number and location of the test borings, had been planned by the out-of-state architect. The limited scope for the work was set by them with little to no input from us, the geotechnical engineers, in order to "keep the costs to a minimum."

Lessons Learned: (1) In a subsurface investigation, the geotechnical engineer needs to be directly involved in setting the scope of his work, including determining the number, depth, and location of the test borings. (2) Although fees are a necessary and important issue for an owner (or architect) to consider in establishing the work to be performed by the geotechnical consultant, the cost of addressing "surprises" during construction can far exceed the cost to perform an adequate site investigation.

Responsibilities: When we looked back on this project and tried to identify who was "at fault," we didn't see just one person. Traditionally, when we have dealt with ar-

chitects, the requirement of fee bidding has been blamed on the owner. However, as on this project, the architect must share the blame because they allowed the owner to establish the "low bid" environment for the engineer to respond to. Also, we believe the architect erred by determining the scope of work unilaterally rather than using the expertise of the geotechnical engineer. We must also share the blame because we did not communicate to the architect and the owner the potential risks associated with inadequate site investigations and also low bidding for geotechnical work. If we both must share the blame, we can also share in the solution.

Having been involved directly in a project where unnecessary and costly problems occurred because we didn't stop along the selection process and raise concerns, we plan to be more assertive in discussing alternative approaches like qualifications based selection of consultants and mutually negotiated workscopes and fees both with owners and with the architects. We hope we can make a positive contribution. ■

Susan Ackenheil Snow is the president of Ackenheil Engineers, Inc.



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Kudos

• **Robert M. Suckling, AIA**, partner at **Hayes Large Architects**, has been elected International Director-at-Large of the Council of Educational Facility Planners International. In his new position, Suckling expects to be involved in the development of new programs, projects and research in school facility planning in order to provide students and teachers with optimum learning environments. The organization's purpose is to assess educational facilities in all states to determine the physical condition and educational adequacy of buildings housing children.

Design 3 Architecture won first place in the Adaptive Reuse category of Commercial Renovations 1993 Renovation Awards for their Riverside Commons Innovation Center on Pittsburgh's North Side. The firm also won an Award of Merit for Historic Renovation from the City of Pittsburgh's Historic Review Commission for the same project.

Charles L. Desmone and Associates received the National Association of Home Builders and National Commercial Builders Council's Award of Merit in the 1994 Sterling Awards competition for their Armstrong County Small Business Incubator Building, in Vandergrift, PA. As a winner, the project will be featured in *Professional Builder* magazine and in a special awards inset in this month's issue of *Commercial Builder* magazine.

Williams Trebilcock Whitehead is opening an office in Cleveland, Ohio. Richard Bauschard, a former partner of van Dijk, Pace, Westlake & Partners of Cleveland, will serve as Managing Partner of the new WTW venture.

Transitions

• **John Radelet, AIA** and Janet McCarthy are pleased to announce the formation of **Radelet McCarthy**, a new firm providing architectural, interior, design and tenant planning services. The five person firm can be found at 1400 Arrott Building, 401 Wood Street, downtown Pittsburgh.

Thomas P. Wiley, AIA, William S. Pope and Louis A. Faassen are the latest additions to the professional staff at Williams Trebilcock Whitehead. Wiley joins WTW from L.P. Perfido Associates and is working on the expansion and renovation of Medrad's syringe and disposable equipment manufacturing facility. Pope, a graduate of Penn State University and a frequent design competition winner there, recently completed a five year internship with N. John Cunzolo Associates of Pittsburgh where he was active in a number of design projects. Faassen, a Carnegie Mellon University graduate, recently completed a one year study of affordable housing in Denmark, Norway, Sweden, Ireland and Eastern Europe.

TRANSITIONS (CONT.)

Thomas E. Hansz, AIA, Director of Programming and Planning with Burt Hill Kosar Rittelmann Associates, has been invited by Carnegie Mellon University's Department of Architecture to oversee their fourth-year design studios. As an Adjunct Professor, Hansz will lead the faculty team, deliver a weekly lecture to three studios, and coordinate the assimilation of material into the design class.

From the firms

• **KSBH Architects** recently completed the design of New York Life Insurance Company's 12,500 square foot regional office on the fifth floor of the Commerce Court Building. The office, which currently has 58 employees, expects to expand to over 70 employees within three years.

The United States Postal Service has awarded an open-end contract agreement to **Burt Hill Kosar Rittelmann Associates**. The contract will encompass projects where construction costs are in excess of \$100,000 and will cover Post Offices in the western one-third of Pennsylvania.

Armco Inc. has contracted **Burt Hill** to design their new 50,000 square foot corporate headquarters offices on three floors of One Oxford Center.

Williams Trebilcock Whitehead has been selected to design the renovation and expansion of a facility for Indianola, PA-based Medrad—a developer, manufacturer and marketer of equipment and disposable products used in medical imaging. WTW will also design a major addition and renovation to the nearly 100 year old Butler Country Club in Penn Township, PA.

WTW/Martin Chetlin, Inc., an affiliate of WTW, has been selected to design a major renovation for the new J.C. Penney store at the North Shore Mall in Peabody, MA.

Design 3 Architecture enabled Monroeville youths to kick-off this year's soccer season indoors. The firm recently completed the 40,500 square foot Monroeville Sports Center—featuring a sports field, running track, aerobics room, weight rooms, locker rooms, snack bar, seating for 200 spectators and support facilities.

Design 3 is nearing completion on their second Applebee's Restaurant. The firm worked on the franchises in West Mifflin and Peters Township and plans are underway for an Applebee's at the Galleria Mall in Johnstown, PA.

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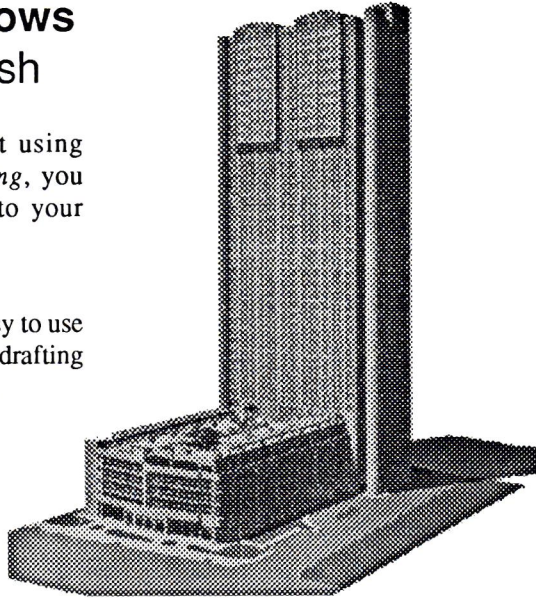
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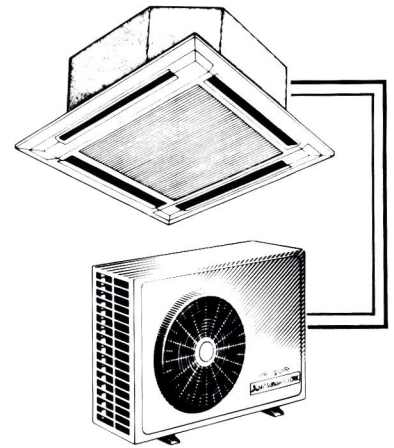
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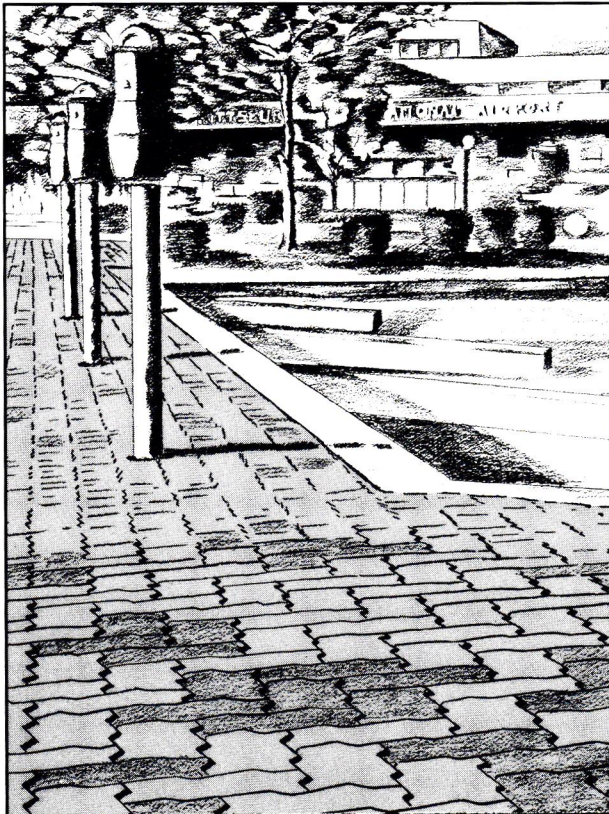


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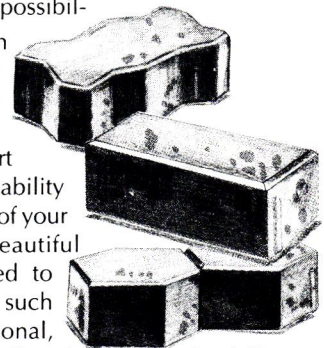
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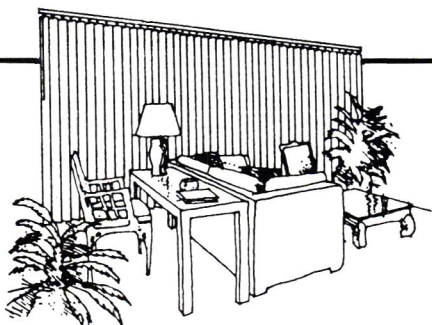
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CALENDAR

AIA ACTIVITIES

MONDAY, January 3

AIA/CMU Committee Meeting, 5:45 PM CMU Architecture office.
Steve Quick, AIA, 687-7070.

TUESDAY, January 4

Communications Committee, 12 PM at the Chapter office, Rob Pfaffmann, AIA, 765-3890.

MONDAY, January 10

Architrave Board Meeting, 5:15 PM at the IKM office, Anne Swager, 471-9548.

TUESDAY, January 11

Pittsburgh Chapter AIA Board Meeting, 5 PM at the Chapter office. All members are welcome.
Anne Swager, 471-9548.

TUESDAY, January 11

January Chapter Meeting, "Susan Maxman, FAIA, on Sustainable Architecture," (see page 19 for details).

WEDNESDAY, January 12

Historic Resources Committee Meeting, noon at the Chapter office, John Martine, AIA, 227-6100.

TUESDAY, January 18

Urban Design Committee Meeting, 5:45 PM at the Chapter office, Steven Hawkins, AIA, 521-9399.

THURSDAY, January 20

Professional Development Committee Meeting, 12 PM in the Chapter office, Dave Brenenburg, AIA, 683-0202.

THURSDAY, January 20

Legislative Committee Meeting, 4:30 PM at the Chapter office, Al Cuteri, AIA, 471-8008.

WEDNESDAY, January 26

AIA/MBA Committee Meeting, 6 PM at the Building Industry Center, Conference Room #1, 2270 Noblestown Road, Kate Lamison, 922-4750.

AROUND TOWN

TUESDAY, January 11

Society of Architectural Administrators Meeting, Leslie Fischer, 281-1337 for information.

TUESDAY, January 11

Construction Specifications Institute (CSI) Monthly Meeting, 5:30 PM at the Embassy Suites Hotel, Sheila Cartiff, 823-5063 for information.

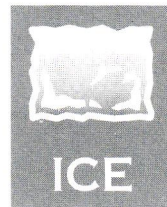
TUESDAY, January 18

Society for Marketing Professional Services Program, lunch with representative of Seven Markets (banking, healthcare, professional services, high technology etc.), The Ruddy Duck Restaurant in the Ramada Hotel, Downtown Pittsburgh; for more information: Marian B. Bradley, 261-0700.

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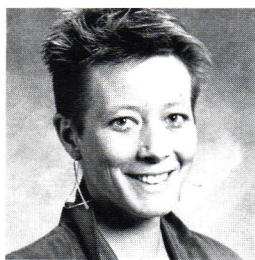
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Karen A. Loysen, AIA

If I hadn't become an architect, I'd be a gentleman farmer.

Columns gets to know the new President of AIA Pittsburgh...



Firm: UDA Architects

School: Bachelor of Architecture, Carnegie Mellon University, 1979

First job: Roadside fruit and vegetable stand.

First architecture job: Jamrom-Keegan Associates, 1975.

If I hadn't become an architect: I'd be a gentleman farmer.

The best part of becoming an architect: The beginning of each job when you can let your imagination run unchecked about all of the potential of a project.

Favorite architect: Carlo Scarpa.

Building I wish I'd designed: Castelveccchio, Verona (Scarpa); Maison de Verre, Paris (Pierre Chareau).

I really wish I'd designed: Aalto's glass vase.

I've always wanted to tell my boss(es): They probably already know this, but I'd really rather start the work day around 9:00 or so.

I've always wanted to tell clients: Set your budget to build a quality building. It's worth the money.

The most annoying thing architects do: Agree to competing for the lowest possible fee.

Advice to young architects: Love making buildings.

Pittsburgh wish list: River quays by Daniel Burnham
an airport by Foster
a jail by Corbu
a science center by Behnisch
a bridge by Calatrava

Worst idea ever proposed for Pittsburgh: The gondola connecting Mount Washington to Three Rivers Stadium.

Best building in Pittsburgh: I can't pick just one. My favorites are the Hornbostel collection at Carnegie Mellon and The Pennsylvanian. The fluted metal columns inside the City-County Building are also a Hornbostel treat.

Building I'd like to blow up: (the first one) Sheraton Station Square.

Best gift for an architect: Money.

Favorite architecture book: *An Architecture of Reality*.

Someday I'd like to: Own 10 acres or so on Martha's Vineyard, grow flowers and raise goats.

CONTINUED FROM PAGE 3

It isn't that belonging to the AIA is all giving. Not at all. In fact, it is very much about getting things back. Many aspects of belonging are self-serving, some with short term and some with longer term pay-backs. When you begin to think about the full range of things which the AIA does and what you receive, it's not a bad value. You certainly get more effect from your dues than if you would have spent them individually towards the same kinds of goals. And that is if you are purely a contributor of dues. Clearly, you get even more if you are an active participant.

It is true that many, if not all, activities and accomplishments of the AIA benefit all architects, whether or not they are members. The reason to join then is to be a participant. When you write those three letters "AIA" after your name you signify membership participation in the professional community of architects and in the collective activities of the AIA on behalf of architecture and architects. When you write "RA" after your name, you are an individual practitioner. That, I think, is the answer to the question. 🏠

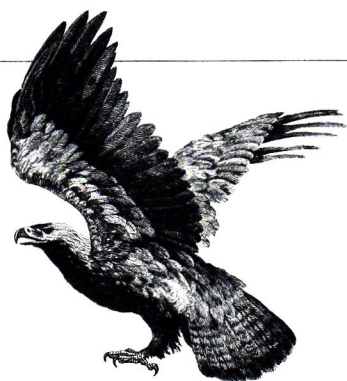
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Flynn Construction, Inc. 610 Ross Avenue, Pittsburgh, PA 15221 243-2483 Contact: Jan McCoy	●	●			●		●	●		●	
Kacin, Inc. 795-22 Pine Valley Drive, Pittsburgh, PA 15239 327-2225 Contact: Jeffrey D. Ferris	●	●			●		●	●		●	●
Kory Builders, Inc. 739 Fifth Avenue, East McKeesport, PA 15035 824-3660 Contact: Nancy A. Krupa	●				●		●	●		●	●
Kusevich Contracting 3 Walnut Street, P. O. Box 95042, Pittsburgh, PA 15223 782-2112 Contact: George Kusevich	●	●		●	●		●	●		●	
A. Martini & Co., Inc. 320 Grant Street, Verona, PA 15147 828-5500 Contact: Angelo Martini, Sr.	●	●			●		●	●		●	
Mosites Construction Company 4839 Campbells Run Road, Pittsburgh, PA 15205 923-2255 Contact: M. Dean Mosites	●			●	●	●	●	●		●	
Peters Building Construction Company 9800 McKnight Road, Pittsburgh, PA 15237 366-7440 Contact: Doug Gawronski	●	●		●	●		●	●		●	
Recco Corporation Expressway Park, Gulf Lab Road, Pittsburgh, PA 15238 828-9070 Contact: Bill Schwartz	●	●		●	●		●	●		●	●
Ross & Kennedy Corporation 1610 Babcock Blvd., Pittsburgh, PA 15209-1696 821-2424 Contact: John N. Broeren	●	●			●		●	●		●	
Trafalgar House Construction, Inc. Suite 345, One Oliver Plaza, Pittsburgh, PA 15222 566-5300 Contact: Dave Figgins	●	●			●		●	●		●	

To include your firm in the Contractors' Directory call Tom Lavelle at 882-3410.

WANTED: Bird Houses for Bird House Exhibition, April 29-August 20, 1994

The Society of Contemporary Crafts is organizing an exhibition of bird houses by known and unknown artists as well as bird enthusiasts and architects. If you have a bird house that is original in its design, imaginative, fun, or just plain outrageous let us know. Our exhibition is designed to capture a wide range of ideas and attitudes about birds and structures. Whether new



or old, heirloom or flea market purchase, your bird house might be a perfect addition to our show.

Please call us at 412/261-7003 for more information about the exhibition and make arrangements to have your bird house viewed.

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To place your ad in Marketplace: Classified Rates:

AIA Members: \$.50/word; non-members: \$.75/word. Mail your typewritten copy to: The Cantor Group, 5802 Douglas Street, Pittsburgh, PA 15217

Check must accompany copy. Deadline for Classifieds for the Feb. issue is Jan. 5

Engineers' Directory

Testing & Inspection Blasting/Vibrations Civil Construction Consulting Electrical Environmental Geotechnical Mechanical Structural Telecommunications Transportation

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Astorino Branch Engineers, Inc. 227 Fort Pitt Boulevard, Pittsburgh, PA 15222 765-1701 Contact: Patrick I. Branch, P.E., President				•	•	•	•		•	•	•	
Civil & Environmental Consultants, Inc. 601 Holiday Drive, Foster Plaza 3, Pittsburgh, PA 15220 921-3402 Contact: Gregory P. Quatchak, P.E.	•		•		•		•	•				
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RCF Engineers, Inc. Two Gateway Center, 13 East, Pittsburgh, PA 15222 281-7706 Contact: Mark S. Wolfgang					•	•			•			
SE Technologies, Inc. 98 Vanadium Road, Bridgeville, PA 15017 221-1100 Contact: Philip J. Damiani			•	•	•	•	•		•	•	•	
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CONTINUED FROM PAGE 4

As we go to press with this issue of *Columns*, we have just concluded negotiations with HealthAmerica of Pittsburgh for a health insurance program for members. The plan offers four different options to help satisfy the needs of single practitioners versus small firms versus mega firms. In these days of receding profits, we specifically chose the most competitively priced product we could find. Additionally, HealthAmerica has the same commitment to service that we have in the Chapter office. We are pleased to be partnering with them to offer you additional member services.

Our mandate is two-fold. We give you value for your dollars through direct member benefits and by raising the public's awareness of the value of your services. Our two latest initiatives help do this. There's only one thing missing. There's no bomb shelter in the basement of our new office space. Maybe we could convert a bathroom? ☮

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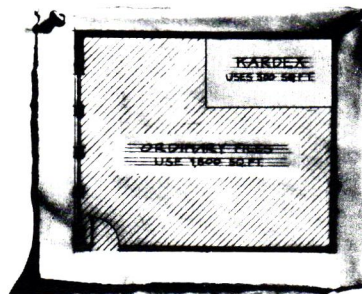
WANTED: Dean, University of Kansas School of Architecture and Urban Design

The School of Architecture and Urban Design was established in 1968 and presently has 790 students and a full-time faculty of 35. The School is composed of accredited professional programs in Architecture, Urban Planning, and Architectural Engineering. It is one of 14 major academic divisions within the University, which is a major educational and research institution with more than 28,000 students and 1,900 faculty.

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skills, and who will foster productive relationships with the professions. Candidates must have an earned terminal degree or professional equivalent in one of the three academic areas of the School, and be eligible for appointment as a full professor. A complete job description is available upon request.

The position is available July 1, 1994. Salary will be commensurate with qualifications and experience. Screening will begin January 4, 1994 and will continue until the position is filled. Applicants must include a resume, a statement of interest, and the names, addresses, and telephone numbers of three references. Applications or nominations should be sent to: Professor Kent Spreckelmeyer, Office of Academic Affairs, 132 Strong Hall, University of Kansas, Lawrence, KS 66045-1515. Questions can be answered at 913/864-5126. EO/AA employer.



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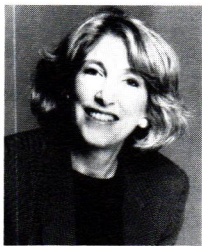
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Sustainable Architecture:

A passion for nature points the way to a new design ethic

"I think architects cannot afford not to be in a position to really come to grips with where things come from, how they're put together and where they end up—in a seamless whole. Anything else at this point in time is either irresponsible, fatuous, or irrelevant," says William McDonough, the veritable guru of sustainable architecture. What's all the hoopla about? Is it a fad? A politically correct phrase for an existing idea? A whole new way architects need to look at their projects? Susan Maxman, FAIA, past AIA President, has worked closely with public and private sectors to promote sustainable design and will answer these and other questions at the January Chapter meeting.



Maxman has made environmentally sensitive design a priority for her administration as AIA president. She has set an agenda that aims to encourage design professionals as well as the public to become more aware of the importance and economic viability of sustainable architecture. She is a frequent lecturer, panelist and juror for environmental programs, conferences, workshops, and design competitions sponsored by such

groups as the Smithsonian Institution, the National Park Service, and the Environmental Protection Agency.

Last Year, Maxman represented the U.S. architectural profession at the International Earth Summit during the U.N. Conference on Environment and Development in Rio de Janeiro, Brazil. She recently participated in private meetings between senior government officials and professionals from the U.S. and France entitled *Buildings, Energy + Environment*. These meetings allowed participants to share their experience and visions regarding the design of successful buildings requiring minimal energy use and having minimal adverse impact on the environment.

Maxman, trained as both an architect and interior designer, is principal of her own 14 person firm, Susan Maxman Architects, in Center City Philadelphia. Maxman graduated with a Masters in Architecture from the University of Pennsylvania and received an Honorary Doctorate of Humanities from Ball State University in May 1993.

UPCOMING ISSUES

February — **Women in Architecture**

April — **Office Furnishings**

March — **Zoning**

May — **Suburbs/Edge Cities**

The deadline for March submissions is Jan. 25. Artwork will not be returned unless a self-addressed stamped envelope is included.

AIA Pittsburgh invites you to hear AIA National past-President Susan Maxman, FAIA speak on:

Sustainable Architecture

Tuesday, January 11, 1994

Skibo Ballroom at CMU

Time: Reception starts at 6pm

Price: free

RSVP by Friday, January 7.



photo: Anthony Fieldman

Sustainable Architecture

Skibo Ballroom at CMU

Tuesday, January 11, 6pm.

name _____

firm _____

address _____

city/state/zip _____

telephone _____

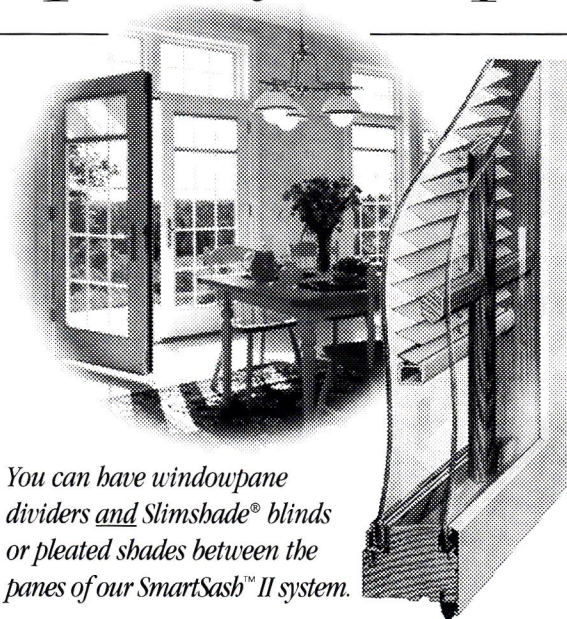
Names of Members: _____

Names of guests: _____

Clip/copy this form and send to: Anne Swager, AIA Pittsburgh, CNG Tower, Suite 200, 625 Liberty Avenue Pittsburgh, PA 15222 or FAX to (412) 471-9051 by **Friday, January 7.**

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