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From our nation’s modest beginning two centuries ago to the Institute’s pre-eminent role as a force in the field of architecture today, we, as architects, have much to be proud of with our accomplishments. True, during the 19th century much of our growth was influenced by the training and examples set by our European counterparts. While an American architecture began to develop in the late 19th century, the early 20th century movements were still heavily influenced by imports from Europe. In post World War II, America emerged as a dominant force in architectural design.

Much as we can be proud of our past heritage and achievements, we must stop and think and ask, “What is it all about?” Recession, energy shortage, re-use of our resources, concern for our environment, bigness in business are but some of the problems the profession must face today. What is the Architects’ part in solving these problems? Must quality of design take a back seat in order to meet the growing complexity of life?

The Convention Committee sought speakers who could address various aspects of our concerns, not so much as to present solutions but to stimulate your thoughts and to challenge you to build on our heritage, seek a dialogue to find solutions for our many challenges.

Keynote luncheon speaker on April 7th will be Peter Blake, F.A.I.A., Chairman of the Boston Architectural Center, former Editor-in-Chief of “Architecture Plus” and Editor of “The Architectural Forum.” Mr. Blake, in his straight forward manner, will lead off the convention speaking to the Bicentennial Theme on the subject, “A Modern Architecture Re-Visited”. The first seminar speaker on April 7th will be Giorgio Cavaglieri, F.A.I.A., of New York City. Mr. Cavaglieri is in private practice and active and experienced in Historic Preservation and adaptive reuse of buildings. Known for his humor, as well as indepth discussions, his topic “Buildings of the Past Become Projects of the Present” will be timely and informative.
The opening seminar on April 8th will highlight Dean Ralph Knowles, Dean of the School of Architecture and Fine Arts of the University of Southern California. Dean Knowles' topic will center on the subject of his recently published book titled "Energy and Form: A Contemporary Design Determinant and Its Influence". Friday, August 9th, the seminar will touch on design and economics with Dr. Rodolfo J. Aguilar, President of Corporate Development Group, Inc., Baton Rouge, Louisiana. Additional information concerning the speakers will be provided in the March issue.

The beautiful setting of The Abbey on Lake Geneva will provide an excellent setting, not only for the speakers, but for additional activities including the 1976 Awards Dinner, special showing of new AIA movie "Conversation With An Architect", a show of slide presentations for your use, the annual meeting of WSA/AIA. In addition, a night of fun with the New Hyperion Oriental Fox Trot Orchestra concert and dancing and highlighted with an original architectural crazy hat contest.

Registration forms are in the mail and it is to your advantage to send in early registrations, taking advantage of the discount for early registration. A room reservation card for The Abbey will also be included in your registration mailing.

An excellent lineup of supplier exhibits is being planned by the Convention Committee. Exhibitors are listed below. Serving this year as Exhibitor Representatives on the 1976 Convention Committee are Jim Donovan, Donovan Equipment Company; Jim Osborne, Osborne Brick; James Kurtz, Toepfer, Inc. and Ron Yeisley, Halquist Stone.

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The Wisconsin Legislature is back in session for their final floor period of the 1975-76 legislative session, and will be considering several bills of interest to the WSA.

Recently, the Senate Judiciary Committee took executive action on SB 600 (reinstituting the Statute of Limitations), defeating an amendment that would have increased the proposed limitation period from six years to eight years, and adopting the original bill as introduced. The efforts of the many WSA members in more fully informing members of the Legislature as to the important considerations of SB 600 has been helpful to the legislators and the WSA in securing committee action on the bill. SB 600 is now before the Senate Scheduling Committee, and is expected to receive full consideration by the Senate during the second or third week of February. If we are able to secure prompt and favorable Senate action, an attempt will be made to secure Assembly passage of the bill prior to final adjournment of the Legislature in March.

Senate Bill 483 (limiting the testing period of candidates for registration of 16 hours) remains before the Assembly State Affairs Committee, awaiting the report studying the current examination process. An amendment may be introduced amending SB 483 to delete the 16 hour maximum testing period, which amendment will continue the primary authority in the Board of Architects to determine the length and content of the examination.

Two additional bills have recently been introduced. AB 1309 requires that an energy impact statement containing an estimate of the amount of energy to be used in the construction and the future maintenance of any building or road be filed with DILHR by any party constructing a building or a road. AB 1221 requires office buildings to have windows that can be opened. Neither of these bills have received committee action to date, but both have been added to the list of those bills being monitored by the WSA Legislative Committee.
EXECUTIVE COMMITTEE ACTIONS

Richard P. Blake, AIA, conducting his first Executive Committee Meeting as President of the WSA welcomed the newly elected members to the Executive Committee. Under the new By-Laws, the four Chapter Vice-Presidents/President-Elect and the three newly elected Directors-At-Large start their terms as of January... Blake outlined his goals for the year in terms of membership expansion, legislative effort and the continued strengthening of the committee structure of the Society which was initiated this past year... Plans were reviewed concerning the Mini-Grassroots Meeting in Green Bay, Wisconsin. This is an annual event which will bring together the leadership of the WSA/AIA, i.e., Society Officers, Executive Committee, Chapter Officers and Society Committee Chairman. President Blake headed up a delegation to the National Grassroots Program in Minneapolis where national and local leaders discussed the important issues to the profession as well as picked up ideas on programming for the coming year. This will be shared at our Mini-Grassroots with the Wisconsin leaders. ... Reports to the Executive Committee are that the Legislative Minuteman Program is working well with 72 Minutemen registered to date. If you are not registered, please do so and participate in this important effort this year.

A Bicentennial project of WSA/AIA through its' Historic Resources Committee, chaired by Gordon D. Orr, Jr., AIA will be the updating and printing of the booklet "Historic Wisconsin Architecture", published by the Wisconsin Chapter of the AIA in 1960. The original book was compiled by member Richard W.E. Perrin, F.A.I.A. Mr. Perrin has agreed to update the book for the new printing. Orr, along with Jeff Dean of the Wisconsin Historical Society and an Associate WSA member will cooperate with Perrin in the updating. Copies of the original book have long been exhausted and the demand for this kind of publication was evidenced by continual requests to the Society Office and members of the Historic Resources Committee. Publication of the updated version is expected toward the end of the Bicentennial Year. As before, the booklet will be sold to support the cost of its' publication.

We have received word from several AIA members in regard to a solicitation and billing from an Arizona Advertising Company for a listing in a "National Architects Directory." Architects are billed for $290.00 for the listing which they never did authorize. This directory is not recognized by the AIA, nor did the Institute have any knowledge of it when reported by the WSA office. The Institute is investigating what appears to be a fraudulent scheme. Please be alert to this kind of solicitation and billing.

G.A.D. Schuett announced that there were 49 appointments to National Committees in the North Central Region which represents Wisconsin, Minnesota, South and North Dakota. The following were appointed to National AIA Committees from Wisconsin: Continuing Education Committee, Robert M. Beckley, AIA; Environmental Education Committee, Alan J. Carlson; Architecture for Arts and Recreation, Ronald G. Bowen, AIA; Architecture for Commerce and Industry, Drake W. Rowe, AIA and John E. Somerville, AIA; Architecture for Health, Mark A. Pfaller, FAIA; Architecture in Industry, Richard P. Griffith, AIA; Design Committee, Elfa O. Foldi, AIA; Historic Resources, Gordon D. Orr Jr., AIA and Leonard M. Schober, AIA; Urban Planning and Design Committee, Maynard W. Meyer, FAIA; Project Management Committee, Carl H. Gausewitz, AIA; Office Management, John P. Jacoby, AIA, Uel C. Ramey, AIA and Douglas H. Smith, AIA; Benefit Insurance Committee, James G. Plunkett, AIA

Wisconsin Architect/February, 1976
This year a new position in the region was established, that of Director-Elect. This position was established upon recommendation of the Institute, especially in Multi-State Regions where distance is a problem for the Regional Director. Elected this past fall at a Regional Meeting, was S. C. Smily, AIA of Minneapolis. Mr. Smily presently serves as Director-Elect and will become Regional Director for the North Central Region when G.A.D. Schuett completes his term in 1976.

ASHRA SEMINAR ON STANDARD 90-75

The American Society of Heating, Refrigeration and Air Conditioning Engineers, Inc. is presenting a one day seminar on the contents and application of Standard 90-75 Energy Conservation on new building design. The meeting is scheduled for February 25, 1976 at the Sheraton Mayfair Motor Inn, 2303 North Mayfair Road, Milwaukee, Wisconsin. Speakers include David Berg, Honeywell, Inc.; C. Wayne Jennings, Iowa Illinois Gas and Electric Company; Robert Lundholm, The Schelble Company; Sam Wray, Kimmel-Jensen-Wegerer-Wray. Registration fees are $35.00 for ASHRA members and $70.00 for non-members. Send registration fee to ASHRA 90-75 Seminar C/O Fred C. Schulz, P.E., 6659 North Sidney Place, Glendale, Wisconsin 53209.

NEW MEMBERS

The following membership actions were taken by the WSA/AIA Executive Committee at their January 8, 1976 meeting:

JOHN H. CAIN — Student Associate of the Southeast Chapter;
GARY A. KRETCHMER — Student Associate of the Southeast Chapter;
GARY A. PACHUCKI — Student Associate of the Southeast Chapter;
EDWIN A. SANBORN — Professional Affiliate of the Southwest Chapter;

MEMBERSHIP ADVANCEMENTS

LAWRENCE R. EARLL — Advanced to Associate member of the Southeast Chapter;
JULIUS S. SANDSTEDT — Advanced to Emeritus membership in the Northeast Chapter;
EDWIN A. WAGNER — Advanced to Emeritus membership in the Southeast Chapter.

MEMBERSHIP RESIGNATIONS

WILLIAM H. OTTEN, Professional Associate in the Southeast Chapter;
RUDOLPH RECHLE, Associate member in the Southwest Chapter;

KEY WORD DIRECTORY TO INSTITUTE ACTIVITIES

The following list is provided for those who wish information, opinions, or analyses on the indicated subjects from Institute staff in Washington. If in doubt dial Institute general information 202-785-7300.

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<td>Dr. Hugo Blasdel, Executive Director, NAAB</td>
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ROSTER
ADDENDA

The following names of Northeast Chapter members were inadvertently omitted from the printing of the roster, which appeared in the January issue of the Wisconsin Architect. Our apologies to those listed below for this omission.

SEABORNE, Benjamin M., A.I.A., 825 W. Lawrence Street, Appleton, WI 54911
SHATTUCK, Frank C., A.I.A., P.O. Box 396, 250 N. Green Bay Road, Neenah, WI 54956
SOMERVILLE, John E., A.I.A., 2020 Riverside Drive, Green Bay, WI 54301
STARK, Roy H., A.I.A., 1252 Fleetwood Drive, Manitowoc, WI 54220
STEINHAUS, Frederick C., A.I.A., P.O. Box 975, 708 Erie Avenue, Sheboygan, WI 53081
TESCH, Walter E., A.I.A., P.O. Box 828, 55 N. Portland Street, Fond du Lac, WI 54935
TWOHIG, Philip J., A.I.A., 243 Ledgeview Avenue, Fond du Lac, WI 54935
UNSIN, Roy E., A.I.A., 2020 Riverside Drive, Green Bay, WI 54301
WEEKS, William, A.I.A., 1518 Saemann Avenue, Sheboygan, WI 53081
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(C) Man's Lav Grooming Center in Tiger Lily.  
(D) Boutique in New Orleans Blue.  
(E) Round-basin Radiant in Espresso.  
(F) Lady Vanity Shampoo Center in Fresh Green.  
(G) A new shape, the Rondelle in Pink Champagne.  
(H) Oval Farmington in Sunflower, a new Kohler Accent.  

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MADISON (Home Office)
Automatic Temperature Supplies, Inc.
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(53703)
Phone: 1-608-257-3755

MILWAUKEE
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(53233)
Phone: 1-414-273-3600

United Plumbing & Heating Supply Co.
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(53225)
Phone: 1-414-464-5100

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(53081)
Phone: 1-414-457-3646

APPLETON
W. S. Patterson Co.
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(54911)
Phone: 1-414-739-3136

THE ROCK COUNTY BRANCH
Automatic Temperature Supplies, Inc.
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Janesville, Wis. 53545
Phone: 1-608-754-8106

RACINE
Thomas Supply Co.
1430 Ninth St.
(53403)
Phone: 1-414-633-8289

BROOKFIELD
The H. W. Theis Co.
3595 North 127th St.
(53005)
Phone: 1-414-781-5260

NEW BERLIN
Builders Plumbing Supply Co., Inc.
15905 Ryerson Road
(53151)
Phone: 1-414-782-1752
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1976 W.A.I.A. ACTIVITIES FOR JANUARY AND FEBRUARY

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<td>February 23-24</td>
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<td>February 25</td>
<td>UW Extension — Real Estate Dev. for A/E's &amp; Planners</td>
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<td>UW Extension — Built-Up Roofs Institute</td>
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<td>UW Extension — Air Conditioning Design Systems</td>
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<td>April 7-9</td>
<td>WSA/AIA Convention, Annual Meeting and Exhibits</td>
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<td>May 10-14</td>
<td>UW Extension — Air Conditioning Design Controls</td>
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<td>UW Extension — Structural Design Loads</td>
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<td>May 24-28</td>
<td>UW Extension — Steel Design</td>
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- Sheraton Mayfair
- Motor Inn - Milwaukee
- UW-Madison
- First Wisconsin
- Tower - Milwaukee
- UW-Madison
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