Wisconsin Architect

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KANSAS CITY, MO., August 9, 1976 — The nation’s architects today called upon the Republican Party to make energy conservation in buildings a key element of the energy plank in its 1976 platform.

Speaking at platform hearings preceding the opening of the Republican convention in Kansas City, Mo., Louis de Moll, FAIA, the president of The American Institute of Architects urged the party’s Committee on Resolutions to encourage a “national conservation ethic” as a means to reduce the nation’s dependence on the dwindling fossil fuels that now supply some 95 percent of the U.S. energy needs.

Energy efficient design of the nation’s new and existing buildings could achieve annual energy savings equivalent to 12.5 million barrels of oil a day by 1990, said the Philadelphia architect.

De Moll cited recent AIA studies that indicate the possibility of reducing fuel consumption by as much as 50 percent in existing buildings, “retrofitted” for energy efficiency. In energy-efficient new buildings, said the AIA president, as much as 80 percent of the fuel that would ordinarily be consumed could be saved.

The major benefits of building for energy efficiency would extend beyond the reduction of operating cost for buildings, said de Moll. He pointed out that the elimination of the need to import 12.5 million barrels a day would avoid “the staggering burden” that otherwise would fall on the U.S. balance of payments.

In addition, he noted, a decrease in fossil fuel consumption would help alleviate pollution hazards. Finally, he said, the creation of an energy efficient built environment would provide an estimated two to three million job opportunities in the depressed construction industry.

The AIA made four major recommendations for the Republican platform:

— The adoption of a high priority national effort to create an energy efficient building inventory;

— The development, by the federal government, of performance standards for energy conservation in new residential and commercial construction;

— The creation of financial incentives to encourage retrofitting of existing buildings and energy conscious design of new buildings;
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— Increased emphasis on research, development, and utilization of alternative energy sources.

The AIA, the 26,000-member national society for the architectural profession, has been conducting an intensive national campaign to increase the wise use of energy in the built environment.

For copies of Mr. de Moll’s testimony and further information: Nicole Gara, Department of Government Affairs, The American Institute of Architects, 1735 New York Avenue, N.W., Washington, D.C. 20006.

Though I support the development of solar heating entirely, I must point out that the problem of its introduction into our society is not a simple one. From a technological viewpoint, solar is feasible right now. The barriers to its widespread use, however, are not technical — they are economic and financial. And, in a broader sense, these financial barriers are directly in conflict with the American spirit we celebrate this bicentennial.

Five years ago we began the Access Project at the School of Architecture at the University of Wisconsin-Milwaukee. Our objectives were to discover ways to use less energy and resources in building environments and to communicate that information to the public. Our emphasis was on technological solutions. Since that time we’ve discovered that, in general, the technology for low energy systems is available: solar heating, wind generated electricity, generation of methane gas from organic wastes are all technically feasible today. The problem is that these far-sighted natural life support systems, though they are certainly integrated with long term survival of man, do not mesh with our current political and economic institutions.

Solar energy is a good example. In the climate of Southeastern Wisconsin it would require about 800-1,000 sq. ft. of collector to supply about 70% of the heat for a 2,000 sq. ft. conventionally designed residence. The “solar premium” required by the owner would be around $14,000. (This amount would cover the cost of roof-mounted solar collectors, storage and system controls.) This is a considerable increase in first cost for the average homeowner who expects to pay about $2,500 for a fossil fuel heating system. Most owners, builders and developers, are supportive of the idea of solar energy, but balk at the first cost figure. This is true irregardless of the long term benefits of solar and other natural energy sources — “free fuel”, clean air, healthy lungs, more energy independence. If these benefits were quantified in dollar terms, we would certainly find that solar and other natural energy sources are a financial bargain for both the user-owner and the country. In fact, in many areas of our country, the life-cycle costs per unit of heat delivered are less with solar than with fossil fuel sources... But the public at large and the building industry — whether it’s residential, commercial or industrial buildings — is first cost and cash flow oriented. In fact, our economic, financial and political institutions are predominantly short term oriented.
The homeowner who does not consider the increased first cost sacrifices worth the gain, in long term benefits of solar energy, is similar to the bank or commercial building owner who does not consider the initial investment in insulated glass more efficient energy control systems, or heat recovery devices worth its three year payback period. Banking and commercial institutions generally require a 2 year investment payback, regardless of the longer term benefits that occur in the investment's later life. Since banking and other financial institutions operate in this short term perspective, and since it is these institutions which influence which projects are built, projects with long term benefits of energy and resource conservation tend to remain on the drawing board, while projects which have quick recovery periods get built. What this means is that our financial methods and perspectives just aren't in line with wise utilization of energy and resources.

Our political system is more emphatic in its demands for quick recovery. Political policy is a function of the polls during election year; and thus, we are a crisis-oriented political-economic society. This is very dangerous for long term energy and resource policy, as we are beginning to find out. President Ford's recent efforts at reducing dependency on foreign oil sources for fossil fuel and on reducing fossil consumption at the same time by removing oil price control, are met with largely short term political reactions from Congress.

What these events reflect is a general unwillingness to sacrifice short term benefits for more significant long term rewards. Thus, the country is faced with the real shortage — not of resources, for they are available at a cost; not energy, for energy sources are abundant at a cost — but a capital funds shortage. Moreover, the longer the capital investment in new energy sources — coal, solar, geothermal, wind — is forestalled, the more severe the future problem becomes. We are building a crisis structure which cannot be overcome by short term policy measures. There is not enough capital in our country right now to provide investment sources even for the short term development of new energy resources. The future prospects are more forbidding if we continue to forstall the conditions which allow this capital to flow — e.g., by maintaining oil and gas controls — we will face a crisis in the future which will deliver large quantities of our existing capital wealth into the hands of future energy creditors — notably the Mideast and, more lately, China, with their rich supplies of oil.

What is the connection between capital and energy shortages and the bicentennial year? It's a simple and direct connection based on sacrifice of short term benefits for more important long term goals. Whether we look to the early years of colonization or the settling of the American West, the primary spirit is based on the notion of short term sacrifice. Consider, for example, the short term sacrifice involved in the voyage from Europe to America in return for the long term freedom and individual responsibility gained for future generations in the new world. Or the sacrifice dealt with on the 9 month journey from St. Louis to the
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Columbia River over the Oregon Trail, for the more important new lands and years of life in California or Oregon. Consider also the wholely different attitude toward the tools of life support. Technology of that day was simpler — wagons, long plains rifles, cabins — but, because of scarcity, was built to last a life time. It's benefits were to be realized over its whole life — and not to be recovered in the first one or two years. There were no planned obsolescence wagons or disposable rifles. If we are to face periods of relative energy and resource scarcity in years to come, we may well discover that it is our values and attitudes which constitute the basic element of the problem, as well as the basic source for its solution. And we may discover that primary element of that source buried under the concessions made to short term luxuries that surround our life style today — the push button windows, electric toothbrush, disposable cigarette lighter technology, garbage disposals and air conditioners — is the spirit of sacrifice in the pioneering ethic that we celebrate this year.

The Federal Energy Administration is conducting regional seminars this fall to discuss revision of building code standards for energy conservation in new and existing buildings. Components are advised that the ASHRAE 90-75 prescriptive standard approach will be promoted — and are urged to monitor and promote the AIA recommended performance standards.

If you act quickly by calling WSA offices at 414-276-2250 for a request for grant application that architects together with a home builder must complete he can participate in the HUD Solar Energy Residential Demonstration Program. The due date for applications to be received in Washington is September 1, 1976. The application must be addressed and mailed to Department of Housing and Urban Development Office of Procurement and Contracts (ACG-S), Room B133, Washington, D.C. 20410. We have a limited number of copies of the application, so please only request a copy if you will be submitting a proposal to HUD.

Wisconsin AIA members working in the area of Solar Energy recently have been covered by news media both in local and national coverage. Eric Gnart, AIA of the Southeast Chapter recently had his solar energy efforts written up in the Milwaukee Suburban Post News July 7, 1976. Gnart has designed a solar home. The residence is expected to be completed by October 1976 and includes both a solar heating system and a home cooling unit.

Members Glen Groth, AIA and Richard Linde, AIA had their efforts in Solar Energy written up in the July 30, 1976 issue of the AIA MEMO, newsletter of the American Institute of Architects. The article outlined their efforts. WSA member Michael Marcheske, a third member of the Linde-Groth firm was also involved in the project. They designed a complete solar energy system which, after some experimentation, was installed in their own office building in early 1975. A separate corporation called Sun Stone evolved to market the new solar energy system. Linde, Groth and Marcheske are all members of the Northeast Chapter, AIA.
The following are available to members through the WSA Library or may be purchased through WSA Documents Service.

**Solar Orientated Architecture** — Prepared for the AIA Research Corporation, by Arizona University College of Architecture.


**Total Energy Management** — National Electrical Manufacturers Association

**Concepts in Thermal Comfort** — By M. David Egan

**Energy Conservation in Buildings: Techniques for Economical Design** — By C. W. Griffin

**Here Comes the Sun (Solar Heated Multi-Family Housing)** — By Joint Venture Inc., for the AIA

**AIA Energy Notebook** — (Information service of AIA)

**Solar Energy and Housing: An Introduction** — AIA Research Corporation

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**What do you say when your client asks about energy?**

There’s no doubt about it. People are starting to see the connection between the energy crisis and the design of buildings. If you don’t believe it, take a look at these quotes:

"The American Institute of Architects has come up with a sensible plan to reduce energy waste . . . Florida certainly ought to closely follow the proposals . . . County and school officials in the state also ought to make sure their new buildings are as energy-efficient as possible." — *Editorial in the Palm Beach (Fla.) Post*

"The American Institute of Architects’ report, ‘Energy and the Built Environment’, stated that an energy savings potential in currently available technology . . . could provide a savings by 1990 of 12.5 million barrels of oil a day." — *Congressman Richard Ottinger, 24th Dist., N.Y., in a letter to the New York Times*

"For information on energy conservation write to The American Institute of Architects." — *Syndicated column by Ralph Nader*

From Congressmen to editorial writers to everyday citizens worrying about fuel bills — our clients, public and private, are beginning to demand Energy Conscious Design.
When your client asks, “What are you doing to make my building energy efficient?” — what do you say?

AIA wants to make sure that practicing architects and their consultants are ready with the answers — the professional knowledge and practical expertise it takes to produce Energy Conscious Design. So we've developed a tool you can't afford to be without. It's the AIA Energy Notebook.

The Notebook is a continuing information service, geared to keeping you abreast of developments in the energy field as they happen. As a subscriber, you'll get quarterly updates of Notebook content, plus an Energy Newsletter (ten issues a year) with late-breaking information on codes and regulations, new energy technology, publications, conferences, seminars, workshops.

WHAT'S IN IT FOR YOU?

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— Case studies, fully documented with facts and figures, kilowatts and BTUs, dollars and cents. So you can profit by other people's experiences.

— Tools and techniques.

— Selected articles, reprinted in their entirety, plus a

— Selected bibliography of useful references.

A SPECIAL OFFER TO EARLY SUBSCRIBERS

AIA offered a special bonus to the first 1200 Notebook subscribers: copies of two other informational publications, “Solar-Oriented Architecture”, prepared by the Arizona State University College of Architecture, and “Solar Heated Buildings, A Brief Survey”, by Dr. William Shurcliff. AIA's supply of these two bonus publications is dwindling fast — but if you're among the next couple of hundred subscribers, you can still get your copies free with your Notebook subscription. So don't procrastinate.

Check the appropriate space on page 13 (member or non-member), fill out the coupon, and mail to:

Publications Marketing, The American Institute of Architects, 1735 New York Ave., N.W., Washington, D.C. 20006. If orders are prepaid, Florida residents add 4 percent sales tax, District of Columbia residents add 5 percent, and Pennsylvania residents add 6 percent. A 2 percent discount is allowable on all prepaid orders. All foreign orders must be prepaid and must include 20 percent of the total amount for postage.
AIA ENERGY BOOKLETS AVAILABLE THROUGH WSA

A limited supply of the following pamphlets are available to members upon request to the WSA office:

Saving Energy in the Built Environment: The AIA Policy

and

Hold Onto Your Heat (And Keep Your Cool)

The first is a concise summary of the Institute's two energy policy reports. The second pamphlet is for homeowners and people in the market to buy or build homes.

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WHY YOU MUST BE A WSA-AIA MEMBER

WSA-AIA COSTS A LOT OF MONEY, AND I RECEIVE VERY LITTLE FOR IT?
KNIFE AND FORK CLUB?
A LARGE FIRM ORGANIZATION, NOT RESPONSIVE TO THE SMALL FIRM?
WSA-AIA IS A MILWAUKEE-MADISON ORGANIZATION?
WHY CAN'T WE ADVERTISE?
TOO SLOW TO CHANGE?

These and many more comments of this type have been and are being heard almost daily by members of WSA-AIA. These comments are being made by not only uninformed non-members, but, also, by relatively ill-informed, non-active members.

As a relatively knowledgeable and active corporate member, comments similar to the above are very disturbing to me.

It is very difficult for me to understand why everyone associated with our profession does not realize the absolute necessity for a strong, effective, responsive central organization; and that it can be thus only with a large, active membership. Do you realize that over 50% of the individuals, registered and non-registered, associated with our profession, do not belong to WSA-AIA, and are literally "free-loading" off of the rest of the profession?

At the present time WSA-AIA is providing services to our profession that as individuals we could not possibly accomplish. Let us look at just a few of these services now being provided by WSA-AIA.

1. GOVERNMENTAL AFFAIRS. WSA-AIA retains the services of a full-time lobbyist-legal counsel to work very closely with our Governmental Affairs Committee. The yearly cost for this expertise is well over $20,000. Committee responsibilities: legislation, codes, registration, etc. Recent activities and accomplishments are:
(1) Legislation: WSA-AIA recently wrote, introduced and the legis­
lature successfully passed legislation to establish a statute
of limitation. Could any of us have accomplished this as indi­
viduals? Think of what this means to our liability insurance
premiums? If WSA-AIA accomplished no more than this each
year, it would be well worth the price of membership.

(2) Registration: This past year WSA-AIA opposed legislation to
permanently eliminate the equivalency portion of the registra­
tion examination. Through effective WSA-AIA lobbying and our
WSA-AIA Minuteman Program, WSA-AIA is now working with
the Legislature and the Registration Board to write a new equi­
table registration examination.

(3) Codes: Energy conservation, sprinklers, barrier-free architec­
ture, etc. WSA-AIA is representing the profession on all of
these State committees or task forces.

2. EDUCATION. WSA-AIA has a permanent Education Committee.
This past year, its most demanding concern has been continuing
education. Legislatures all over the country are attempting to
legislate continuing education as a requirement for registration.
WSA-AIA concurs that continuing education should be a require­
ment for registration. However, WSA-AIA feels that it can be han­
dled best through our professional organization and should not
be legislated.

3. ADVERTISING. WSA-AIA earlier this year authorized an advertis­
ing budget for 1977. We will actively advertise as an organization
throughout the State of Wisconsin to realistically educate the pub­
lic as to what an architect is and what type of services he offers.

These are but a few of the services WSA-AIA is providing its mem­
ers. Once again, these services are not readily accomplished as
individuals.

WSA-AIA is always striving to be effective and responsive to all mem­
ers. Our organization has its shortcomings, as have all organiza­
tions of this type. I have always advocated a positive approach to
everything. If, as a non-member, you feel that our organization is not
responsive to you, join and correct or remedy this situation. We need
you. Sometimes active participation is not desired, or is impractical
for someone. Join anyway. WSA-AIA can effectively use your dollars
to broaden its services to you.

It is imperative that young persons working in the profession become
WSA-AIA members. It may sound idealistic, but the future of our pro­
fession is in your hands. At times, it may appear that WSA-AIA is
mainly principal or firm oriented. This is wrong. If it is not oriented
toward you, it should be. I sincerely invite all young persons to con­
sider membership.

WSA-AIA needs more members and more dollars to be a more viable,
effective, responsive organization. If anyone who is ill-informed rela­
tive to the organization will take the time to become informed, I am cer­
tain they will concur with me very rapidly that WSA-AIA is, right now,
such an organization. But, it can be more so with a larger, active mem­
bership.

— Richard C. Shutter, AIA
WSA Membership Committee Chairman
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**WSA OFFICERS, COMMISSION & COMMITTEE ASSIGNMENTS**

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- Vice President ............................................. Wayne E. Spangler
- Secretary/Treasurer ....................................... John B. Hipp
- Past President ............................................ Richard C. Shutter
- Executive Director ......................................... Alan J. Carlson

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BIDDING

The following expression to the Department of Administration by WSA legal counsel Ray Tomlinson should be of interest to every WSA member. It is reproduced for your information.

Mr. Duane McCrary  
Secretary’s Office  
Department of Administration  
1 West Wilson Street  
Madison, Wisconsin 53702

Re: Study Regarding Award of State Architectural and Engineering Contracts by Competitive Bids

Dear Mr. McCrary:

The Wisconsin Society of Architects (WSA) has requested us, as their legal counsel, to contact you relating their thoughts and comments on your pending study on the captioned matter.

Under current Wisconsin law, whenever the estimated construction cost of a state project exceeds $15,000, separate bids are taken for general construction, plumbing and electrical work, and the Department of Administration (DOA) is required to award the contract to the lowest qualified, responsible bidder [16.855(14), Wis. Stats].

The statutes further provide the DOA with the duty to supervise all engineering and/or architectural services performed for the State and to furnish engineering and architectural services whenever requisitioned [16.85(1) and (2), Wis. Stats.]. On the smaller State jobs, the DOA is able to directly furnish architectural and engineering services from their own staff, however, on larger jobs, DOA retains outside architectural and/or engineering firms.
DOA has in the past utilized internal guidelines in determining the basic qualifications which an architectural or engineering firm must meet in order to be eligible for selection, and additionally, has developed a selection procedure to be used on a job-by-job basis for those architectural or engineering firms qualifying for selection. These qualification criteria include responsibility, experience, residency and capability; and, selection is based on past experience, production capabilities, current work load and geographic relationship of the project to the firm. Qualification has been opened to all firms, and if the job qualification criteria are met, any firm may submit an application for the specific project.

During recent months administrative rules have been proposed, revised and presented at public hearing by DOA codifying the above procedure with some modification. The WSA has actively supported these proposed rules, and is under the impression that they will be adopted in the near future. You might want to check with Mr. Don Campbell of the DOA for an updated report on the current status and wording of these proposed rules.

The WSA understands your charge to be a study of the process by which the State awards contracts to architects and/or engineers, and your determination as to whether competitive bidding for these services would be appropriate.

The WSA firmly believes the taking of bids for architectural and engineering services is contrary to the best interests of the public and the profession, for the following reasons:

1. The "Report of the GSA Special Study Committee on the Selection of Architects and Engineers" in 1974 concluded that it did not believe that competitive bidding or any other direct form of price competition in the selection process would reduce the potential for impropriety, provide a practical or effective tool for selecting the most qualified architects and/or engineers, or give less experienced firms a better chance to qualify for federal work.

"No evidence was presented that competitive pricing would improve the GSA process or services to the public, and, in the opinion of the Study Committee, it would be impractical and unwise for the Government to select design professionals on this basis."


2. In 1972, the U.S. Congress established as federal law, the policy that architects and engineers should be selected on the basis of the highest qualification for each project and at a fair and reasonable price. Public Law 92-582 endorsed the traditional government practice of ranking Architect-Engineer firms according to their qualifications and experience and negotiating a contract with the firm judged most qualified.
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3. We are aware of no evidence that the current procedures utilized by
the DOA for selecting architects and/or engineers could be improved
through the taking of bids.

4. Study Group 13-B, cited above, determined that savings due to
competitive bidding would be negligible, and quoted government
agencies which felt that the amount of money which might be saved by
competitive pricing of the architectural and/or engineering contracts
would be perhaps 1/10 of 6% of the estimated cost of construction, and
that such a miniscule saving would not be worth the potential loss of
design effort on the part of the architect and/or engineer in endeavoring
to compete, and on the theory that the architects and/or firms
unsuccessful in the present effort would have to cover the overhead on
the ensuing job or jobs.

5. Since the fee paid the architect or engineer is related to their time
spent on the project, a reduction in the fee means a reduction of efforts
on their part which could very well result in a more expensive construc
tion and loss in the quality of the design and contract documents.
Additionally, price competition prior to selection of the professional
architect and engineer would mean substantially greater cost to the
architect and engineering firms in preparing proposals, which costs
would ultimately necessarily drive up the total cost for the services
rendered.

6. When construction contractors submit competitive price bids on a
given project, they are based on a very detailed set of drawings and
specifications which have typically been developed over many months
by the architect and owner. Each contractor or subcontractor has
identical detailed plans and printed specifications upon which to sub­
mit a competitive bid. However, the architect or engineer could not
submit such a bid for his professional services. Those services are
based on originality and creativity in the transformation of an idea by
professional determination and decision as to the best way to design,
plan, and to specify the ingredients necessary to serve the needs of the
owner and safeguard the interests of the public within project budget
limitations. The design and specifications and selection and use of
materials can vary greatly.

7. In the long run, competitive bidding often leads to an adversary
relationship between the owner and the professional, the professional
taking the position in dealing with the owner during the design and
construction of the project that he didn’t figure for certain items in his
bid. A successful project requires the utmost cooperation between the
owner and architect, since the architect acts as the owner’s agent in his
dealings with the contractors, subcontractors, materialmen and sup­
pliers on the project.
Competition for professional services is fine, and in fact desirable; but, competition for those services should be based on past performance, experience, qualifications and ability to perform the specific task at a reasonable fee. The health and safety of the public, the maintenance of professional standards, as well as the nature of the services to be performed are not well served by, or conducive to, competitive bidding.

The Wisconsin Society of Architects appreciates this opportunity to indicate their thoughts on this matter. Should you have any questions or require additional information, please feel free to contact undersigned.

Cordially,
Ray A. Tomlinson, Counsel
Wisconsin Society of Architects

EXECUTIVE COMMITTEE ACTIONS

Upon recommendation of the Membership Committee a short term membership campaign was approved. Dates for the campaign are October 1 - December 15 and a total statewide goal of 210 new members was approved. The total includes Corporate members as well as professional Associates, Associates, Professional Affiliates and Student Associates. The Executive Committee has set this challenging goal because of its belief in strength in numbers as the profession speaks through a variety of programs. Upon recommendation of the 1977 Convention Committee, the Executive Committee approved the dates of April 26, 27, 28, 1977 for the WSA Convention at The Abbey On Lake Geneva, Fontana, Wisconsin. President Blake reported on the visitations of Institute staff members to Wisconsin during the past month. Both J. R. Kirkland, head of the Institute Components Affairs Department and Tom Bennett, Governmental Affairs Director for the Institute, met with WSA officers and committees. Bennet was impressed with our legislative efforts this year and indicated a need for continuing to develop positive legislation as well as participation in the “fire fighting effort”. The later comment is in regard to the myriad of bills that are brought before the legislature not always in the interest of the public or the profession, but require the time and efforts of the legislative committee and legal counsel. The Executive Committee approved the distribution of the August Wisconsin Architect magazine to all registered architects in the state to inform them of the activities within the professional society. The Continuing Education Recertification Task Force made a progress report to the Executive Committee and is now currently preparing a presentation to the Architect Section of the Examining Board which recommends a continuing education system for professionals in this state. A complete report to the membership will be made shortly.
Just before going to press, Regional Director George Schuett, AIA informed Alan Carlson, Executive Director, of the Award to WSA of a governmental affairs demonstration project grant from A.I.A. The grant was developed to assist state and local components in developing and testing a governmental affairs initiative in their state or area for possible use by other components. The WSA Continuing Education: Recertification Task Force code chaired by Len Reinke, AIA and Len Widen, AIA applied for the grant assistance to aid in the work of the Task Force as it develops a prototype professional development and recertification program. AIA headquarters will fund 75% of a project’s cost up to $1,000.00. Wisconsin is among four state components who are to receive funds for their projects for 1976.

On September 24, 1976 at 10:00 A.M. in Room 197A, 1400 E. Washington Avenue, Madison, Wisconsin, the A-E Board will hold hearings for purposes of receiving information from the public on matters relating to “Construction Management”. The hearing will focus on the following questions: (1) What is the nature of the services offered and performed by firms providing “construction management” services in the state of Wisconsin? (2) Do firms offering “construction management” services in Wisconsin engage in services which constitute the practice of architecture or the practice of professional engineering? (3) Do the services offered and performed by a “construction management” firm differ from the services offered and performed by an architectural or engineering firm? If so, how do they differ? (4) Are firms offering “construction management” services in Wisconsin qualified to offer and perform such services? WSA representatives will be present. Please express your concerns to Legislative Committee Chairman Dave Lawson, AIA at (608) 238-7144 or Noble E. Rose, AIA Chairman Design Build/Construction Management Task Force at (608) 362-3927.

The Committee on Historic Resources, Wisconsin Society of Architects, American Institute of Architects (WSA/AIA) met for lunch with museum director David Kopitzke and museum intern Barbara Conway. Following lunch the group toured the Warehouse and held a business meeting atop the building where a garden and restaurant are planned.

During lunch the Richland Center project was discussed with Committee members expressing enthusiasm and encouragement for the project.

The Committee on Historic Resources, WSA/AIA, is concerned with the constructive use of historic or architecturally important structures.

The Warehouse is being developed by Richland Museum, Ltd., a non-profit organization. Endorsement of the project was given by the WSA/AIA Executive Committee at their August meeting and reads as follows:

Whereas Frank Lloyd Wright, Wisconsin’s native son, has achieved worldwide recognition for his accomplishments in the development of an American Architecture

Whereas, the A.D. German Warehouse in Richland Center, Wisconsin, stands as a noteworthy example of his architecture and a solid demonstration that a produce warehouse may be a notable work of art
Whereas, the Warehouse, privately incorporated center for local human and natural history, arts, crafts, and architecture in Richland Center has embarked upon a program of restoration, preservation, and museum development, honoring both Frank Lloyd Wright and the building which he designed.

Now Therefore the Wisconsin Society of Architects endorses the work of the Warehouse in preserving this notable example of the work of Frank Lloyd Wright and encourages its members and the citizens of this state to support this timely project in whatever way their talents or resources may be put to best use.

The WSA Historic Resources Committee met recently on the top of the Frank Lloyd Wright A.D. German Warehouse in Richland Center. Pictured above and reading around starting at the left is Michael Kennedy; Gordon D. Orr, Jr., AIA; Uel Ramey, AIA; Jeff Dean; Mike Meyer, AIA (partially hidden) and his wife; David Kopitzke - Director of the A.D. German Warehouse Museum; Barbara Armstrong and Fred Steinhaus.

The Milwaukee Art Center announces the establishment of the Prairie Archives. A multi-faceted program to provide a resource-learning center for the study of American architecture emphasizing the Prairie School.

Areas being developed for the Prairie Archives include, but are not limited to:

1. Architectural Archives

A. Highly specialized materials directed towards the roots, development and horizons of the work of Adler and Sullivan, Frank Lloyd Wright, and followers such as George M. Niedecken of Milwaukee principles gathered from Japan, Europe and the Americas and kneaded them into a new spirit and reality which influenced American architecture with an impact unequalled.

B. General materials which reflect the major portion of American architecture — the dependence upon the classicists. It will direct itself to collections representing architects, architectural firms and related building arts having a continual impact on local or regional buildings. Numerous Wisconsin architects were practicing in the Prairie Idion at the time of Frank Lloyd Wright.
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The Midwest, birthplace of contemporary American architecture, and the Milwaukee Art Center, as the catalyst, emerge as the appropriate and logical locations for this archival facility.

2. **A Center For Research And Development Of Archival Systems**

Archival techniques are being improved to handle the cumbersome task of documenting, filing and storing materials for easy access and use. Thomas A. Heinz of the Frank Lloyd Wright House and Studio Foundation, Oak Park, Illinois and Brian A. Spencer, Project Director, have developed a format for documentation now being implemented in Chicago and in Milwaukee with the Prairie Archives. The Architectural League of New York - Committee for the Preservation of Architectural Records - has endorsed the format and has interested 28 major national archives institutions in adopting the system, among them the National Archives which has begun a pilot program for this year.

Preparations for computerization are underway, as well as cross-referencing of institutional holdings on a national basis.

3. **A Source For University Work/Study Programs**

Discussions on student-faculty participation with the Prairie Archives have been initiated with the University of Wisconsin/Milwaukee School of Architecture and Urban Planning and the Department of Art History. Shared programs are anticipated beginning in the fall of 1976.

4. **A Source-Catalyst-Vehicle For A Wide Range Of Exhibitors And Educational Programs To Integrate Architecture And Related Building Arts With The Fine Arts.**

The Prairie Archives will encourage scholarly in-depth research of American architecture and will provide the general public with the opportunity to develop an understanding of the built environment.

Paul H. Graven, AIA, of Madison, has been elected First Vice President and President-Designate of the National Council of Architectural Registration Boards (NCARB). His election took place recently at the 55th annual meeting of the National Council in San Francisco.

A native of Madison, Graven was appointed to the Wisconsin State Board of Architects in 1965 and was subsequently elected chairman of NCARB’s Central States Regional Conference. Before his recent election as the organization's President-Designate, Graven served as its Second Vice President and Secretary.

The National Council of Architectural Registration Boards is a professional organization that serves 55 jurisdictions — including all 50 states — and is concerned with promoting the educational, licensing and professional standards of nearly 60,000 registered architects in the United States. It also supports architectural interests internationally through professional reciprocity ties with a number of other countries.
Associate Professor Douglas Ryhn has been named Chairman of the Department of Architecture in the School of Architecture and Urban Planning at the University of Wisconsin-Milwaukee. Professor Ryhn received his schooling at the Institute of Design in Chicago and following graduation spent three years in the Chicago office of Skidmore, Owings and Merrill. He then spent several years as a designer with Kaiser Aluminum and Chemical Sales, Inc., before joining Inland Steel Products Company of Milwaukee as manager of Product Development. Prior to joining the faculty of the School of Architecture in 1971 he worked in the office of Maynard W. Meyer and Associates of Milwaukee and was Technical Director of Syncon Corporation. He is an associate member of the Wisconsin Society of Architects.

Starting with this issue, we will accept announcements to the general membership concerning firm relocations, promotions, changes in organizations, etc. Send your information to Editor, Wisconsin Architect, 788 N. Jefferson Street, Milwaukee, Wisconsin 53202.

The Green Bay Architectural-Engineering firm of Surplice Associates, Inc., has relocated their office facilities to 2761 Allied Street in the Ashwaubenon Industrial Park in Green Bay. The fifty-two hundred square foot building is designed to incorporate a future solar heating system. Victor Halloran, AIA is treasurer of the firm and Vice President of the Northeast Chapter, AIA.

The following membership actions were taken by the Executive Committee at their July 8, 1976 meeting:

JAMES C. CANESTARO was approved for Corporate membership in the Southwest Chapter;

KENNETH E. FUNDERBURK was approved for Associate membership in the Southeast Chapter;

ROBERT W. JENNINGS was approved for readmission to Corporate membership in the Southeast Chapter;

GARRETT J. PAUERS was approved for Corporate membership in the Southeast Chapter;

DAVID J. RAJSICH was approved for Associate membership in the Southeast Chapter.

Donn Hougan, AIA member of the Northwest Chapter passed away July 21, 1976.

San Diego, California — Competition Director, Walter Collins, recently announced that the receipt of applications and fee for the 1977 International Chair Design Competition/San Diego have been extended to September 15, 1976. The extension of time was given after numerous requests were received from foreign countries. The slow mail process was also another reason for the extension.
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All other deadlines will remain the same:

September 15, 1976 — Application and fee deadline.
November 1, 1976 — Deadline for first presentation.
December 10-12, 1976 — First jury.
April 15, 1977 — Deadline for submitting prototypes.
June 5-9, 1977 — National Convention, American Institute of Architects.

The competition, sponsored by the San Diego Chapter of the American Institute of Architects, is open to anyone and everyone interested in designing a new chair: architects, designers, craftsmen, furniture designers, students, etc. Membership in the American Institute of Architects is not required.

Any existing designs are eligible, so long as they are not in production or owned by a furniture manufacturer. Designs must be the original work of the entrant. Group designs are eligible. Participants may submit as many designs as they desire. Each design however, must be entered with a separate application and $25.00 (U.S.A.) fee.

Applications may be requested from:
Walter Collins, Competition Director
American Institute of Architects/San Diego Chapter
233 "A" Street, Suite 207
San Diego, California 92101 (USA)
Phone number: Area Code 714, 232-0109

If applications are not available, entrants may forward the entry fee along with their name, address and phone number. Duplication of application forms is permitted.

A minimum of one and a maximum of five chairs will be selected to share in the grand prize money of $30,000.00 (U.S.A.). The winning prototypes will be displayed during the National Convention of the American Institute of Architects in San Diego, June 5-9, 1977. Following the convention the prototypes will travel to major art museums.

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**CALENDAR FOR MONTHS OF AUGUST, SEPTEMBER AND OCTOBER**

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WISCONSIN ARCHITECT/AUGUST 1976
The U.S. Senate has taken the first step toward making this a nation of energy efficient buildings.

One week ago the Senate overwhelmingly approved a bill to stimulate the application of known but largely unused techniques that can dramatically reduce the energy now wasted in the built environment.

Today, these same issues are up for an even more crucial vote in a Senate-House conference. The Senate-passed legislation should be accepted. It would authorize the federal government to:

- Guarantee loans for energy conservation investments in homes and larger buildings.
- Repay a part of such loans.
- Make grants to low-income homeowners for the insulation of their dwellings.
- Pay a quarter of the cost of residential devices for harnessing such renewable energy resources as sun and wind.

In addition, the bill would authorize the development of standards, to be embodied in state and local building codes, to facilitate the design and construction of energy efficient buildings.

For these initiatives, the Senate has earned the wholehearted thanks of the 28,000 members of The American Institute of Architects, and of every other American who still believes there's an energy crisis.

By 1990, measures like these could yield a savings of 12.5 million barrels of oil a day!

We of the AIA know this from the findings of a two-year study during which we calculated the energy lost through the nation's traditionally profligate, energy-intensive methods of design and construction.

The study was grounded in three convictions, drawn from our collective experience in the design of every conceivable kind of structure, from airline terminals to zoos:

1. At least one third of the nation's total energy is consumed by the built environment.
2. The energy used in the construction and operation of new buildings could be reduced 60 percent through energy-conscious design.
3. A saving of at least 30 percent could be achieved by making existing buildings more energy efficient.

That's as much energy—12.5 million barrels of oil a day—as the projected 1990 production of any one of the prime energy industries—domestic oil, nuclear fission, or coal.

The cost? We estimate up to $1.045 billion over 15 years; a sum significantly less than the value of the energy now being wasted.

Clearly, then, it is in the public interest to propose as a key element in a comprehensive national energy policy:

A nation of energy efficient buildings by 1990.

The current and seemingly abundant supply of foreign oil must not blind us to the urgent need for such a policy. We must still move aggressively to reduce our dependency, not merely on overseas sources but on fossil fuels.

To do this we will obviously need more than legislation. Successful execution of a national policy will require the cooperation of that broad segment of the economy responsible for the built environment—financial institutions, developers, the building trades unions, engineers, the designers and manufacturers of building materials, and, of course, architects. It will also require the enthusiastic support of the federal establishment, beginning with the White House. (The present Administration has been far too obsessed with the supply side of the energy crisis.) The cooperation of state and local government is essential.

No one can go it alone.

No single institution or profession should or could carry out this strategy singlehandedly—or even try to dominate the process. But the AIA is ready and eager to coordinate the effort. We have no illusion that our extensive research and careful deliberations contain the last word on energy conservation in the built environment. We're interested in other ideas; we have more of our own to share.

If you'd like a summary of our study report; if you want more information about the policy we're proposing and would like to help develop it further and put it into effect—write: