TABLE OF CONTENTS
3  1977 Officers
3  Chapter Officers Elected
4  WSA 1977-78 Legislative Goals and Concerns
4  Position Paper/State Design Build Projects
7  Legislative Committee Request
7  Carter Responds to AIA Policy Statements
14  1976 Annual Report to AIA, North Central States Region
15  What's Your View: Art and Government Buildings
16  Executive Committee Actions
16  Membership Push Started
16  Institute Produces Ethics Draft
19  Wisconsin Architect Magazine Requests Project
19  Wisconsin
19  Awareness
19  Applicants Sought For Fulbright Lecturing Scholarships
19  Foreign Service Opening
20  New Approach to Redevelopment
21  Suppliers Reserve Booths
21  Membership Actions

ADVERTISERS INDEX
Arnold & O'Sheridan Inc. ........................................ 25
Arwin Builders Specialties ........................................ 8
Automatic Temperature Supplies Inc. ...................... 18
Automatic Temperature Supplies Inc. ...................... 18
Automatic Temperature Supplies Inc. ...................... 22
R. H. Batternman & Co. ........................................ 26
Brust Engineering .............................................. 25
Builders Plumbing Supply Co. ................................ 18
Builders Plumbing Supply Co. ................................ 18
CMA .......................................................... 24
Commonwealth Land Title Insurance Co. ................. 25
Country Roads .................................................. 26
Crichton Corp .................................................... 18
Dolan & Dustin .................................................. 25
Foundation Engineering Inc .................................. 25
Graef-Anhalt-Schoenler & Associates .................... 25
Holland & Kurtz Inc ........................................... 25
Thomas Jaeschke .............................................. 25
J. J. Koepell Co. ............................................... 16
Kohler Co. ....................................................... 17
Manci & Haning ............................................... 25
Mid-State Supply Inc .......................................... 18
A. R. Miller Associates ........................................ 24
Milwaukee Plumbing & Heating ............................. 18
Milwaukee Stove & Furnace Supply ......................... 22
Milwaukee Testing Laboratories ............................. 25
Murphy Supply Co. ............................................ 18
Cliff Navis ....................................................... 24
Olsen & Associates ............................................ 25
Olympia Princess ............................................... 23
Package Boiler Burner Service ............................. 23
Park Electric .................................................... 6
W. S. Patterson Co. ............................................ 18
Soil Exploration Co. ........................................... 25
Soil Testing Services of Wis. Inc. ......................... 25
Strass-Maguire Associates ................................... 25
H. W. Theis Co. ................................................ 18
Thomas Supply Co. ............................................ 16
Trico Masonry Inc. ............................................ 6
Twin City Testing & Engineering ............................ 25
United Plumbing & Heating .................................. 18
Van Hemert Associates ....................................... 25
Warscin Engineering Co. ...................................... 24
Weil McLain .................................................... 22
Weathershield Mfg. Inc. ..................................... 6
Wisconsin Testing Labs ....................................... 24
Witock Supply Co. ............................................. 22

Wisconsin Architect is the official publication of the Wisconsin Society of Architects/A.I.A, published by Wisconsin Architect, Inc.

Address all matters pertaining to Editorial and Advertising to:
788 N. Jefferson Street
Milwaukee, Wisconsin 53202
Phone (414) 276-2250

Wisconsin Architect, Inc.: Board of Directors:
Richard P. Blake, Wayne E. Spangler, Vice-President;
John B. Hipp, Secretary-Treasurer; 605 E. Wisconsin Avenue, Milwaukee, Wisconsin 53202.

Director, North Central Region: G. A. D. Schuett

Southeast Chapter Officers: John H. Simonitsch, President; Jerome A. Kowalski, Vice-President; Richard M. Woods, 2nd Vice-President; Larry H. Kassens, Secretary-Treasurer, 2900 N. 117th Street, Milwaukee, Wisconsin 53222.

Southwest Chapter Officers: Brian F. Larson, President; Gary J. Kucko, Vice-President; Ronald T. Gillen, Secretary-Treasurer, 6200 Mineral Point Rd., Madison, Wisconsin 53705.

Northeast Chapter Officers: Louis H. Fields, President; Victor D. Halloran, Vice-President; Thomas J. Miron, Secretary-Treasurer, 1024 S. 9th St., Manitowoc, Wisconsin 54220.

Northwest Chapter Officers: Brian F. Larson, President; Gary J. Kucko, Vice-President; Edmonds Ozolins, Secretary-Treasurer, 2000 N. 117th Street, Milwaukee, Wisconsin 53222.

Wisconsin Architects Foundation: 788 N. Jefferson Street, Milwaukee, Wisconsin 53202. Phone (414) 276-2250, Alan J. Carlson, Executive Secretary.

Frank C. Shattuck, President; Francis J. Wilson, Vice-President; William K. Davis III, Secretary-Treasurer; Ronald G. Bowen, Brian F. Larson, Terence R. Mooney, Mark A. Pfaller, Ross T. Potter, and Robert L. Yarbro.

Wisconsin Architect disclaims any and all liability for statements made by authors in contributed articles and by suppliers and others in advertisements.

-wisconsin architect/december, 1976-
Your new WSA/AIA Officers were elected at the November meeting of the Executive Committee. Taking over their respective offices on January 1, 1977 will be:

President ......................... Wayne E. Spangler, AIA
Vice President/President Elect ............... David E. Lawson, AIA
Secretary/Treasurer ........................ John B. Hipp, AIA
Past President ...................... Richard P. Blake, AIA

All four Chapters of the Wisconsin Society of Architects/AIA completed their respective elections this past month. Congratulations are in order to the following:

**NORTHEAST CHAPTER**
President ......................... Victor D. Halloran, AIA
Vice President/President Elect ............... Thomas J. Miron, AIA
Secretary/Treasurer ........................ Roy H. Stark, AIA

**NORTHWEST CHAPTER**
President ......................... Brian F. Larson, AIA
Vice President/President Elect ............... James V. Hirsch, AIA
Secretary/Treasurer ........................ Edmunds Ozolins, AIA

**SOUTHWEST CHAPTER**
President ......................... Jay A. McLean, AIA
Vice President/President Elect ............... Frederick E. Zimmermann, AIA
Secretary/Treasurer ........................ Dale T. Volkening

**SOUTHEAST CHAPTER**
President ......................... Jerome A. Kowalski, AIA
Vice President/President Elect ............... Walter E. Zoller, AIA
2nd Vice President ........................ James C. Inloes, AIA
Secretary/Treasurer ........................ John F. Millsap, AIA
PLUMBING CODE REVISIONS
The Wisconsin Department of Administration is currently undertaking a study for the Joint Legislative Committee on Finance regarding the possibility of moving the jurisdiction over Plumbing Codes from the Department of Health & Social Services and transferring it to the Department of Industry, Labor & Human Relations. The WSA has submitted its position papers supporting such a transfer, and currently foresees active efforts in its Legislative Program to enact legislation codifying such a change during the forthcoming Legislative Session.

FRIVOLOUS LAWSUITS
The incidents of malpractice actions against professionals continue to climb, and there are increasing incidents of actions which are brought against professionals for purely harassment purposes and without legal justification, primarily in order to force an economic contribution from them in settling a case. An effort is being made at garnering support from a wide cross section of professional organizations for legislation which will grant full recovery of court costs and attorneys' fees to professionals who are the subject of such actions. At the present time professionals who are forced to defend such actions have no recourse in most states, including Wisconsin.

RENEWAL REGISTRATION REQUIREMENTS
The Legislative and consumer groups continue to put pressure on the Registration Boards (including the Architectural Registration Board) to require renewal registration of professional licenses. The Continuing Education Committee of the WSA has prepared a Recertification Report, proposing a voluntary professional development program, which, if adopted, would place architecture in the forefront of those professions taking positive action in instituting recertification programs. It appears that Legislation will be introduced during the forthcoming session requiring recertification of architects. The WSA feels that it can support such legislation if recertification is grounded upon a set of continuing education criteria, as opposed to the utilization of a re-examination procedure.

At this writing, the following WSA Position Paper is being readied for transmittal to members of the Building Commission for the State of Wisconsin. It is reproduced for WSA member information. Direct any comments to WSA Legislative Committee or the Executive Committee.

Re: Proposed Construction of New State Office Building in Madison

Dear Commission Member,

The members of the Wisconsin Society of Architects (WSA) are most concerned that the State is undertaking a new concept in the construction of State buildings, i.e. design/build, without a clear idea of the consequences. On simple buildings for private owners some satisfactory results have been obtained by using the design/build method. The State is not, however, a private owner and is taking substantial risk in giving up a considerable degree of control on a $6,000,000 building which is to last for many years.
For decades Wisconsin has been committed to the construction of quality buildings with extended life expectancies and minimal maintenance costs. Because of this commitment the initial construction costs have at times been greater than in the private sector, where many owners construct buildings seeking rapid depreciation and ultimate sale prior to the expiration of the buildings life expectancy.

Under the conventional design/bid approach, the owner, with the assistance of the architect, predetermines both the quality and quantity of the building. After this determination is made, the architect prepares a detailed set of plans and specifications which are then released for competitive bids. The competitive bids then determine the most reasonable price for the completion of the work required.

The significant issue in any construction project is cost. It is axiomatic in construction that:

\[ \text{Quality} \times \text{Quantity} = \text{Cost} \]

The owner can best control cost by being ultimately involved in the determination of the quantity and quality of the proposed building. This is best done by the owner's participation in the detailed preparation of plans and specifications, as is done with the design/bid approach.

In utilizing design/build, the owner abdicates its opportunity to be actively involved in the determination of the quality of the proposed building. In fact, the owner will not be fully aware of the quality of the building until after the contract is awarded and the building is being constructed. At that point in time the owner has little or no input into quality unless change orders are accepted approving additional funds.

The real problem appears to be one of cost. The only solution to the State's concern about cost is to decrease either the quality or quantity of the building. This most critical decision should not be left to others as is done in design/build.

The Wisconsin Society of Architects proposes that the Building Commission appoint a study group to determine the following:

1. Where and under what circumstances the State doesn't need a building that is to last 50 to 100 years.

2. Where quality can be reduced in state projects without affecting the desired life expectancy of the building.

3. Where and under what circumstances State buildings are not going to fulfill their traditional function as a leader in the "building for the arts".
The WSA strongly recommends the establishment of a permanent committee, consisting of governmental representatives, public members, representatives of the construction industry, including an architectural representative, which would review all proposed state construction in excess of a minimum size (i.e. 50,000 cubic feet), for the purpose of determining and establishing the required quality and to determine to what extent the construction is to be a "building for the arts" as a public building. In this manner the State could make an informed policy decision regarding the quality of each future public building based on individual purpose, use, and desired artistic achievement. Such an approach, in combination with established competitive bidding procedures, will achieve much greater economies...
in construction, assure obtaining the desired quality and maintain the most desirable procedure for obtaining minimum cost, namely, competitive bidding on a pre-established quality determination.

The design/build process is not in the public’s interest because:

1. The design/build process waives the protections of competitive bidding, and the owner has no detailed way of determining whether or not he is receiving the most building for his construction dollar.

2. The owner waives participation in the determination of the quality of the building. Under the proposed procedure for GEOFF II, the State will not have working drawings and be fully advised as to the specific detail of the building until after final selection. The State will be contracting to purchase the building without knowing the specific quality, i.e. buying the proverbial “pig in a poke”.

Architects will be involved in State projects either way, for their services are integral to the design and construction of the state facilities. The concern of the Wisconsin Society of Architects is that the commitment of the State of Wisconsin to minimizing construction expenses not be misdirected toward design/build under the misconception that it will resolve existing cost problems. While the cost per square foot may ultimately diminish under design/build, the quality of the building will decrease and the increased maintenance costs, decreased life expectancy, and loss of the advantages of competitive bidding, will ultimately more than offset any immediate savings.

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

The Legislative Committee is extremely interested in obtaining your participation and input into the WSA Legislative Program. You can do this by contacting the Legislative Committee with any thoughts or comments which you may have regarding current laws or administrative rules and their need for revision and/or change. You can also participate by maintaining contacts with Legislators on matters of interest to the WSA. For further information contact Al Carlson (or) Ray Tomlinson (608/255-9493).

Earlier this year, AIA Government Affairs Department prepared statements on AIA policy on eight issues of major concern to architects and to the nation in this presidential year. The Editorial Advisory Board thought it might be interesting to you as either a barometer or scoreboard to present President-Elect Jimmy Carter’s response.

The Construction Industry and the Economy: As the second largest industry in our economy, the construction industry cannot be allowed to continue absorbing the brunt of the current economic retrenchment if the industry is to play its traditional role of leading the country out of recession.
The exterior walls, fascias and the soaring contoured pilasters of the new 15-story Arlington Hyatt House may appear to be expensive, heavy precast concrete to the casual observer. But instead pre-fabricated GRANOSTRUCT components have been used for these exterior areas of this prestigious project.

Why? For many good reasons!

GRANOSTRUCT components weigh only one-tenth of equivalent precast concrete units. At approximately eight pounds per square foot, they eliminate tons of expensive design dead-load and permit easy, quick erection.

GRANOSTRUCT also offers excellent energy-saving insulation values in a wide range of versatile custom-fabricated contours and finishes to meet your own project requirements.

And in addition, GRANOSTRUCT is a very effective answer for projects that are on a tight completion schedule or on a restricted budget.

We'd like the chance to show you why GRANOSTRUCT deserves your consideration. If you have a project in design stage, or out for bids, call us at (414) 782-1090 or write to Arwin Builder's Specialties, Inc., 2145 South 162nd Street, New Berlin, Wisconsin 53151.
Carter: I agree wholeheartedly with the issue statement of the AIA on the importance of the construction industry to a healthy economy, and will support steps to get planning underway for future construction.

Saving Energy in the Built Environment: A high priority national effort to create an energy efficient building inventory is necessary to reduce American energy consumption and dependence on fossil fuels. Savings of 12.5 million barrels of petroleum equivalent per day could be achieved by 1990 through such a program. The government should provide financial incentives to stimulate this energy conservation effort.

Carter: Because energy has historically been cheap and abundant in the U.S., we have become one of the most wasteful of the world’s societies. Better than 50 per cent of the energy we use goes to waste—a luxury which this country can no longer afford. The Ford administration has failed to provide the kind of leadership and the incentives needed to initiate a comprehensive and aggressive energy conservation program. If elected, I will initiate and fully implement programs to reduce the amount of energy we waste in our homes, commercial, and industrial buildings. We must undertake a program to retrofit existing structures as well as establishing performance standards for new construction. The energy savings realized from these programs, along with conservation efforts in other areas, such as the pricing of electricity, improvement of energy efficiency in our industrial processes, and development of energy efficient transportation systems, are critical to bridging the gap between our current sources of energy and the development of new technologies for renewable energy sources.

Housing: To achieve the goal first stated in 1949—a decent home in a suitable living environment for every American family—this country must have a wide range of housing programs, including adequate mortgage credit, solid production programs to develop new and rehabilitate or preserve existing housing, and subsidies for low- and moderate-income families and individuals who cannot enter the private housing market on their own.

Carter: The AIA has very clearly identified the basis of a realistic and successful national housing policy. We must use an array of programs and policies if we are to meet our housing goals. We must also design and administer these programs so that they are responsive to the needs of those they are meant to serve. Honest, efficient and active leadership is long overdue in meeting our national housing needs.

Urban Rehabilitation and Rebuilding: A major program of urban rehabilitation and rebuilding must be begun to reclaim the vast resources contained in our cities. A combination of private capital and public funding should be made available to municipal governments, which must be vested with new, broader authorities and more flexibility.
Dear Colleague:

You may be one of the architects with whom, at our request, an independent opinion research firm had a recent visit about your interests in the areas of energy-conscious design and energy conservation.

If so, you probably told us that your direct involvement in such energy sources as solar, wind, hydro, etc., may still be down the road a bit. But you reported that more and more of your clients are showing interest. The time for alternate energy sources is getting closer! (Many architects insist it is already here.)

You may also be among those who reported that energy retrofit of existing buildings is a growing source of new business in your practice — and that there's increasing marketplace demand for energy conservation in new construction.

Your fast-growing need to keep abreast of the explosion of information and interest in energy... and the opportunity which energy conservation offers for your income development... led the AIA to create The Energy Notebook.

Please let me tell you a little about the Energy Notebook and what it means to more than 900 architects who are currently using it in their offices. I invite you to join them, as a subscriber.

If you were one of these architects recently interviewed about energy you probably told us that to help answer client questions and to prepare yourself for future work:

You want case histories, well documented, to help you discuss energy applications with your clients... you need dependable information to keep you abreast of developments in renewable energy and in energy-conscious tools and methods.

You also want information about the sources and capabilities of the hardware of energy and energy conservation... you want professionally selected articles available to you as they are reprinted from technical and professional media... you would be helped by a frequently updated bibliography of the pertinent literature of the field.

You want to keep abreast of the codes and regulations in your own area and nationally... and you want a convenient means of helping associates in your office keep alert and knowledgeable about all energy development.

Those are the benefits offered to you by the Energy Notebook.

The Energy Notebook is a comprehensive information service developed and constantly updated by The American Institute of Architects. One of its users described it as, "the only sure way I have of being certain I don't miss anything significant in energy design, and the best thing there is for ready reference when questions come up."

At the heart of it is a 400-page looseleaf manual, which you will receive as a new subscriber. It includes all of the kinds of information described on the flap at the side of this letter. Case studies, reference guides, design approaches, a bibliography, article reprints, the Energy Newsletter -- they're all there for your ready reference, for study, for discussion with your clients and your engineers, for sharing with others in your office.

Then, every three months throughout 1977 you, as a subscriber, will receive the "update packet" of new information for various sections of your manual.

And, to keep you even more current with developments, you will receive an Energy Newsletter 10 times during the year. It is filled with news on standards, technical developments, publications, seminars and workshops, research projects.

I am certain you will benefit from the Energy Notebook, the periodic updates and the Newsletters — far more than their modest cost. The complete service, including the manual with its hundreds of pages of existing material, is just $80 to AIA members ($110 to others).

Let me urge you to send your order now — today, while you are thinking about it. I am sure you will agree with an architect in the midwest who said: "Don't you dare let the AIA ever stop the Energy Notebook!"

Cordially,

Joseph A. Demkin, AIA
Director of Energy Programs

P.S. The price of the Energy Notebook service is $10 less right now than it will be in just a few weeks. So I urge you to put your order in the mail right now!
Carter: We have too long ignored the importance of conserving both our natural and man-made resources. Just as government cannot afford to waste its fiscal resources, we cannot afford to lose the wealth of our nation's cities. A cooperative effort on the part of every level of government and the private sector is essential to our urban conservation strategy. The foundations of this urban program will be sound policies and support for programs to revitalize the economies of our urban areas and restore a stable pattern of growth in our chronically depressed regions.

Land Use: The federal government should provide financial support to states for the development of state land use plans and implementation mechanisms. While the primary responsibility for land use planning and management rests at the state level, state programs should take into account national policies on such issues as housing, environmental quality, and civil rights.

Carter: As I stated to the Democratic Platform Committee, I recognize the need for better land use planning. I favor giving planning assistance to the states to help them exercise their responsibility for specific land use and management decisions. While the primary responsibility for these activities must remain with the states, individual state plans must take national policies in the areas of environmental quality and civil rights into account.

Historic Preservation and Adaptive Use: The historical and cultural foundations of the nation should be preserved as a living part of our community life and development. Preservation and adaptive use of our architectural and historic assets can provide an energy-conservative, labor-intensive means to accomplish this goal. Private initiatives, revolving funds, and tax credits are currently supporting preservation and adaptive use projects. Other possibilities which should be explored include new tax laws to encourage rehabilitation of older buildings and federal insurance loans to restore historic buildings for residential and commercial purposes.

Carter: Preservation of our historic and cultural areas is vital to maintaining our sense of heritage, community, and neighborhood. These structures are rich in the history of this country, and as the AIA's restoration of the famous Octagon demonstrates, they can provide a sense of the past which increases the meaning of the present. I would agree that we should support efforts to use and to preserve our historic resources.

To the two additional issue statements given the candidates by AIA — one calling for consideration of the concerns of the architectural profession in professional liability and the other a statement in opposition to procurement of federal A-E services by competitive bidding — Mr. Carter responded that, if elected, he would give continuing attention to these issues and applaud steps taken independently by AIA to deal with them.
<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>25</strong></td>
</tr>
<tr>
<td><strong>DECEMBER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>CHRISTMAS</strong></td>
</tr>
<tr>
<td><strong>DECEMBER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>JANUARY</strong></td>
</tr>
<tr>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>Deadline Director At Large Ballots</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td><strong>31</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>SW Chapter Student Luncheon</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>NEW YEARS</strong></td>
</tr>
<tr>
<td><strong>2</strong></td>
<td><strong>3</strong></td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td><strong>8</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>SW Chapter Seminar With James Canestaro AIA</strong></td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td><strong>13</strong></td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td><strong>Existing Housing Inspection Institute UWEX/Madison</strong></td>
<td></td>
<td></td>
<td><strong>WSA Executive Committee Meeting</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event Description</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>-------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td><strong>DEADLINE</strong> Housing Theme Material (See Article This Issue)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Final Date For WSA Entry Blanks and Fees AIA Grass Roots Houston</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>William Wenzler Talk on Housing Noon UWM/SARUP</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>CHRISTMAS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Final Date WSA Awards Entries Systematic Bldg. Material Evaluation And Selection UWEX/Madison</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>FEBRUARY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>01</td>
<td>Soil Testing UWEX/Madison</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02</td>
<td>WSA Executive Committee Mtg. Energy Conserving Methods For HVC Systems UWEX/Madison</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>WSA Mini-Grassroots Milwaukee WSA Awards Judging</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>Lincoln's Birthday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>Projects For Valve Studies UWEX/Madison Rental Space Management UWEX/Madison Valentine's Day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>07</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>08</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>09</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>WSA Awards Refresher</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Economic Health

The midwest normally does not experience the degree of severity relative to economic peaks and valleys. The influxes generally lag somewhat behind the east and west coasts (6-12 months). Therefore, many firms have not as yet seen the upturn in their practices. Most hard hit are the major cities, Minneapolis-St. Paul, Milwaukee and Madison. The outlying areas although having felt some decline are maintaining a reasonably good workload. North and South Dakota are experiencing reasonable conditions with most offices busy.

There has been a hesitancy in the large metropolitan areas caused by the national elections coupled with high interest rates. Presumably the "wait and see" attitude will continue into the middle of 1977. Naturally the large urban centers of the country are more dependant on federal spending and therefore until Washington gets its act together, things will not change radically in the cities.

AIA Health

The continuous concerns in the region remain, changes in membership and ethics. The care with which the Institute has handled these questions is commendable. The fact that the issues at hand have been broadly and openly discussed at local and regional levels has initiated new credence in the importance of the member.

The Minnesota Society, Wisconsin Society and the joint North/South Dakota Chapters held successful conventions. These annual meetings continue to be the most attended forum for the profession in each state.

The increasing costs of liability insurance for adequate coverage continues of greatest import to the practitioner. Most states have some form of study committee addressing this issue, however the membership looks to the Institute for the ultimate solution.

A broad range of useful programs are available to all members in both Minnesota and Wisconsin. The Dakotas with limited membership and funds available, coupled with the difficulty of travel, hamper their ability to provide the necessary programs. There is a sensitivity to the need and therefore continued effort will no doubt improve this area of service.

Governmental

The Minnesota Society has continued its exemplary leadership in governmental programs. Wisconsin is making great strides in improving their program which has been reasonably good to date. As in many other states, Wisconsin has so many bills pending which affect the architectural profession and/or the construction industry, it is difficult to give adequate effort to all the problems involved.

Recertification and continuing education of the profession has drawn considerable discussion in the governmental arena. Minnesota and Wisconsin are moving quickly in requiring recertification. Therefore the study the Institute has completed, has assisted the component.
Other

States in the northern latitudes are extremely concerned about the energy situation. Efforts although presently splintered are gradually becoming unified. The cost of energy will no doubt cause a greater awareness, and hence demand for energy efficient buildings will afford the prepared practitioner unlimited opportunities. Many members in this region have urged more emphasis on this issue at Institute level.

The following letter to Senator Proxmire by Brian F. Larson, AIA Northwest Chapter President and member of the WSA Executive Committee expresses a position adopted at the November WSA/AIA Executive Committee meeting.

November 15, 1976

Senator William Proxmire
5241 Dirksen Senate Office Bldg.
Washington, D.C. 20510

Dear Senator Proxmire:

I have read of your opposition to the inclusion of funds for works of art in budgets for federal building projects, and of the award of your "Golden Fleece" to this program. Your puzzlement at some of the art funded as a part of federal projects is understandable. All of us have had the same response to particular works which are baffling, or which seem to be jokes played upon us by irresponsible artists. But this is the risk of arts: that it may not please us; that it may disturb us.

I would like to make two points about this issue:

1. Public support is critical to the survival of active and creative art in America; and that this activity, creativity, and searching in the arts is important to the nation.

2. Support of the arts is risky, an artist's vision may not always be clear, not all artists or works will be well selected, we may not like what we see or hear.

Risk will be absent when art is conservative, cautious, afraid of censure, governed by timid or overbearing functionaries, and burdened by detailed regulations. We can observe the deadly result in nations where society is closed and the direction of the arts is at the whim of the reigning politicians.

Your substantial victory in the recent election carries with it substantial obligations. One of these is responsible criticism of government support of the arts. The understanding of the importance of public support for the arts and the willingness to accept the associated risks are what I ask from you.

I would be grateful to hear from you concerning this issue.
Final action on the WSA budget will come at the December Executive Committee meeting. The budget was tabled pending action of the new office relocation efforts. Presently the proposed budget is set at $126,940.00. The 1977 Budget does not include a dues increase. However, the success of the Membership Campaign is important not only to increase our effectiveness in the state and the providing of services to all in the architectural profession, but in the area of Financial support for the programs of the Society also.

The Executive Committee approved the 1977 Awards Program format presented by Chairman David Kahler and his Awards Committee. It will be printed and distributed to WSA members in December.

In other actions, Jay McLean of the Southwest Chapter will fulfill the term of John Bruni on the Executive Committee. McLean is the newly elected President of the Southwest Chapter. Gary J. Kucko expressed his appreciation to the Executive Committee for his year as a Director. However, he expressed his regrets in not being able to complete his term. Brian F. Larson was re-elected to presidency of the Northwest Chapter and will fulfill the term of Kucko on the Executive Committee.

Campaign 200+ started in November and will continue through February, 1977. The new WSA/AIA interpretative brochure has been sent to all members. This much needed brochure pulls together in one place what the Wisconsin Society of Architects is all about. You may request additional brochures to give to your prospective members by contacting the Society Office. Along with increasing the strength of the Wisconsin Society of Architects, and providing individual services to members of the architectural community, you have an opportunity during the campaign months to win one of three weekends for two at three of Wisconsin’s finest resorts: The Abbey on Lake Geneva, the Olympia Princess Resort and The Playboy Resort and Country Club in Lake Geneva. In addition, other prizes of AIA Publications will be made for those sponsoring the most number of new members or readmission during the campaign.

Chairman Shutter urges you to contact those who are not presently members of WSA so that we might reach the 210 goal set for the coming year. Upon getting a positive response send a request to the Society Office for the appropriate application to be sent to the prospective member.

A limited number of copies of a draft of the proposed codes of Ethics and Professional Conduct for members of the American Institute of Architects has been received at the Society Office. The draft includes interpretation and majority/minority comments. Chapter Presidents have also received copies of the draft. If you wish to review the proposed Code, check with your Chapter President or President Elect or contact the Society Office.
The Kohler Collection - Kohler helps you to sell more by offering faucets and fittings for every building or remodeling plan.

Like 24-carat gold electroplate or chromium faucets, with polished or brushed finish, acrylic handles in four colors and six complete lines to choose from.

Altema (upper left)... versatility plus a choice of accent inserts in teak, walnut, ebony or white.

Flair (upper right)... gracious quality in white, amber, charcoal or clear handles.

Centura One-Controllable (middle) with no drip, no-leak dependability. Push-pull or single lever.

"Antique" (lower left) brings luxury to any decor. Featuring the "Antique" Rite-Temp pressure compensating shower control in 4 decorator dial plates: Espresso, Parchment, Black Black and White.

Triton II (middle right) offers attractive styling, reliable performance.

And Trend (lower right)... economy in a choice of acrylic or chrome handles.

For more information, write to KOHLER CO., KOHLER, WI. 53044. Kohler products are available in Canada.
CONSULT WITH YOUR LOCAL KOHLER DISTRIBUTOR LISTED HERE!

GREEN BAY
Murphy Supply Co., Inc.
1055 Lake St.
(54303)
Phone: 1-414-432-0361

Builders Plumbing Supply Co.
915 South Broadway
(54304)
Phone: 1-414-432-3354

WISCONSIN RAPIDS
Mid-State Supply Inc.
2111 Jefferson St.
(54494)
Phone: 1-715-423-6730

MADISON (Home Office)
Automatic Temperature Supplies, Inc.
1023 E. Main St.
(53703)
Phone: 1-608-257-3755

MILWAUKEE
Milwaukee Plumbing & Heating Supply Co.
1313 W. St. Paul Ave
(53233)
Phone: 1-414-273-3600

United Plumbing & Heating Supply Co.
9947 W. Carmen Ave.
(53225)
Phone: 1-414-464-5100

Crichton Corp.
4080 N. Port Washington Road
(53212)
Phone: 1-414-964-6222

SHEBOYGAN
J. J. Koepsell Co.
1010 S. 9th St.
(53081)
Phone: 1-414-457-3646

APPLETON
W. S. Patterson Co.
2100 W. College Ave.
(54911)
Phone: 1-414-739-3136

THE ROCK COUNTY BRANCH
Automatic Temperature Supplies, Inc.
Route No. 3, Hy. 51 - South
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

Wisconsin Architect/December, 1976
The Editorial Advisory Board will welcome information concerning projects to be considered for publication in theme issues for 1977. The purpose of the theme issues being a forum for the presentation of current projects by the membership. Projects should have been in design or built during 1976 and should include size, cost, location, clients, a paragraph describing the program and design considerations and photographs or rendering suitable for black and white production. The theme for February, 1977 issue — HOUSING. Material must be received at WSA Office no later than January 24, 1977.

The Editorial Advisory Board has borrowed an excellent little cartoon from the University of North Carolina book on the Built Environment. We would like to suggest, as they do, that you consider using this the next time you receive a request from the community to speak to use this topic. (See Page 23)

The Council for International Exchange of Scholars, which administers the awarding of Fulbright-Hays scholarships for university teaching and advanced research abroad, is seeking applicants for awards in architecture and planning for the 1977-78 academic year.

The available awards, which are for lecturing positions, and the nations in which there are openings are:

- Belgium, younger scholar awards in art, art history, and related fields;
- Burma, architectural engineering;
- France, two awards in urban planning (French is required);
- Pakistan, industrial design, architecture, or town planning;
- Poland, open lecturing awards, and
- Rumania, open research awards (non-lecturing).

Eligibility requirements including U.S. citizenship and educational and professional qualifications appropriate for the appointment.

Additional information and application forms are available from the Council for International Exchange of Scholars, 11 Dupont Circle, Suite 300, Washington, D.C. 20036. When writing, it’s requested that each applicant indicate discipline, highest degree, and the positions or countries in which the applicant is interested.

Nigeria is seeking an architect/planner to serve as director of architecture and planning for the Capital Development Authority (CDA) of Nigeria. The responsibilities of the post include advising the executive secretary of the CDA, preparing consultant briefs, appraising and developing proposals for CDA divisions, preparing training programs, and supervising the work of outside consultants for Nigeria’s new capital city. Interested architects should submit resumes by Dec. 31, 1976, to the Executive Secretary, Federal Capital Development Authority, PMB 12534, Lagos, Nigeria. For additional information, contact Patricia Parker in the federal agency liaison office at AIA headquarters, tel. 202/785-7384.
The advent of federal revenue sharing programs brought with it the demise of "urban renewal" and other federal categorical aid programs. But the demise of "urban renewal" did not stop the City of Milwaukee's efforts of clearing blighted areas and redeveloping such areas with new and improved facilities.

The City's Redevelopment Authority, which is staffed by the Department of City Development, is hard at work experimenting with a new approach to urban development.

Using federal revenue sharing funds which the City gets through the Community Development Program, the Redevelopment Authority has begun attacking blight in numerous small redevelopment areas.

The community development approach to redevelopment, unlike the "urban renewal" approach, has concentrated on clearing vacant and vandalized properties which minimizes the cost of relocating businesses and families. Such clearance eliminates blighting influences in an otherwise stable neighborhood rather than tearing the whole neighborhood down.

By redeveloping small areas (community development areas range from only a few adjacent lots to a couple city blocks), the Redevelopment Authority can more easily manage and coordinate acquisition, demolition and minimal relocation activities. And the Authority can better coordinate and time reconstruction projects. While it sometimes took as long as ten years to complete blight clearance, relocation and reconstruction activities under the large tract "urban renewal" programs of the past, a small community development area can display the progress of redevelopment within a much shorter period of time.

Developers who want to inquire about community development sites which are cleared and ready for redevelopment should contact:

Redevelopment Authority of the City of Milwaukee, P. O. Box 324, Milwaukee, Wisconsin 53201. Phone: (414) 278-2900.

The above article is taken from "Developments", a newsletter on Milwaukee planning and development activities.

"Developments" is published by the Department of City Development to keep Milwaukee's government, business, industry, education and labor leaders advised on City development plans, projects and activities. It is distributed free of charge. Inquiries regarding the newsletter should be addressed to: Greg Coenen, P. O. Box 324, Milwaukee, WI 53210.
The 1977 Convention is scheduled for April 26, 27, 28. Each month we will be listing those suppliers who have contracted for exhibit space at the convention.

Exhibitors who have contracted for booth space as of December 1, 1976 are:

ARCHITECTURAL BUILDING PRODUCTS
AMERICAN WOODWORKING INSTITUTE
BEST BLOCK COMPANY
BETHLEHEM STEEL CORPORATION
BRADLEY CORPORATION
CORNELL CORPORATION
DONOVAN EQUIPMENT, INC.
DUWE PRECAST CONCRETE PRODUCTS, INC.
MEDUSA CEMENT COMPANY
MILWAUKEE INSULATION COMPANY, INC.
NORTHWESTERN ELEVATOR COMPANY, INC.
SHEBOYGAN GLASS COMPANY
SNOW-LARSON, INC.
SPANCRETE INDUSTRIES, INC.
STREATOR BRICK SYSTEMS, INC.
SUPER SKY PRODUCTS, INC.
VER HALEN, INC.
VIRA CON, INC.
WAUKESHA BLOCK COMPANY, INC.
ZUMMACH PAINT CORPORATION

The following membership actions were taken by the Executive Committee at their October and November meetings:

ORVILLE E. ARNOLD, was approved for Professional Affiliate membership in the Southwest Chapter.

RUSSELL E. BLUME, was approved for Associate membership in the Northeast Chapter.

JOSEPH J. CARPENTER, was approved for Associate membership in the Northeast Chapter.

JOHN M. CHARNON, was approved for Student Associate membership in the Southeast Chapter.

RUSSELL J. DEPIETRO, was approved for Professional Associate membership in the Southeast Chapter.

RICHARD G. GALLING, was approved for Associate membership in the Southeast Chapter.

LARRY A. HOEKSEMA, was approved for Associate membership in the Southwest Chapter.
WESTLEY R. JANZ, was approved for Student Associate membership in the Southeast Chapter.

MICHAEL J. KNORR, was approved for Professional Associate membership in the Southeast Chapter.

The transfer of PAUL R. LOUGHIN JR., AIA, of the New York Chapter was accepted.

EMMA E. MACARI, was approved for Professional Associate membership in the Southwest Chapter.

ANDRES F. MIGNUCCI, was approved for Student Associate membership in the Southeast Chapter.

LARRY R. NELSON, was approved for Associate membership in the Southeast Chapter.

GEORGE M. PALES, was approved for Student Associate membership in the Southeast Chapter.

MARK W. SCOTT, was approved for Student Associate membership in the Southeast Chapter.

CHARLETTE B. SOBEL, was approved for Student Associate membership in the Southeast Chapter.

DOUGLAS K. STELLING, was approved for Associate membership in the Northeast Chapter.

DAVID R. VAN LANE, was approved for Professional Associate membership in the Northeast Chapter.

Three good reasons for selecting Weil-McLain

THE CHOICE — Choose from a complete line of oil, atmospheric gas, and combination gas/oil boilers, from 187,800 to 6,060,900 BRU/Hr.

THE FLEXIBILITY — Match any job requirement with a choice of factory-tested packages, factory-assembled sections or individual sections.

THE QUALITY — Only Weil-McLain has such quality features as flame-retention oil burners, asbestos rope seal, short draw rods, multiple tankless water heaters, forced draft firing and, of course, cast iron construction.

... three good reasons for contacting your nearest Weil-McLain distributor.

Milwaukee Stove & Furnace Supply Co.
5070 W. State St. — Milwaukee, Wis. 53208
Call: 1 - 414 - 453-1100
(WATS) Call: 1 - 800 - 242-0835

Automatic Temperature Supplies, Inc.
1023 E. Main St. (Home Office)
Madison, Wis. 53703
Call: 1 - 608 - 257-3755

ROCK COUNTY BRANCH
Route 3, Hy 51 - South
Janesville, Wis. 53545
Call: 1 - 608 - 754-8106

Witcock Supply Company
P. O. Box 867 - Iron Mountain, Mich 49801
Call: 1 - 906 - 774-4455

Choice, flexibility, and quality... three good reasons for contacting your nearest Weil-McLain distributor.
The following sequence of cartoons is rather like a story. It's about changes which have occurred through the years, in the imaginary city of SERGORP (which, if you don't mind the loss of an S, is "progress" spelled backwards). Aside from being quite humorous, this set of cartoons can be extremely helpful in opening a discussion about the many ways the Built-Environment can effect us.

- Write, or orally tell, a story about when and why SERGORP has changed.
- Discuss at what point on this continuum "do future changes need to be controlled, and by whom"?
- Look into the history of your community and try to give an approximate date to each cartoon.
- Draw a cartoon sequence, similar to this one, about changes in your locale.
- Use a few of these approaches in a discussion unit.
We’re in great form for your function

Any function...a weekend for two
or a convention for 1000

• 300 luxurious guest rooms, suites and villas
  nestled in 400 acres of scenic lake country
• Live entertainment• 25 meeting rooms
• Coffee shops to gourmet dining
• Banquets to 1000 • Skiing
• Million-dollar health spas
• Indoor-outdoor tennis and swimming
• Challenging 18-hole par 72 golf course.

Information and reservations:
Milwaukee area 342-0414.
Rest of Wisconsin 1-414-567-0311

Example of Functional Architecture
Van Hemert Associates, Inc.
Food Service Facilities -:- Consultants & Designers
FFCS, ISFSC
Suite 317-321 Liberty Bank Building
Corner Selby at Snelling
Saint Paul, Minnesota 55104  Phone: (612) 644-1026

ARNOLD AND O'SHERIDAN, INC.
CONSULTING ENGINEERS
Structural  815 FORWARD DRIVE
Civil  MADISON, WISCONSIN 53711
Mechanical  PHONE 608 - 271-9651

Structural & Civil Engineering
(414) 461-6900
8415 W. CAPITOL DRIVE MILWAUKEE, WIS. 53216

MANCI & HANING INC.
CONSULTING ENGINEERS
HEATING — VENTILATING — AIR CONDITIONING
12645 Burleigh Rd., Brookfield 53005  782-9690

HOLLAND & KURTZ INC.
6619 W. Capitol Drive
Milwaukee, Wis. 53216
(414) 463-1600

SOIL EXPLORATION COMPANY
Box 1183, 2730 Melby St., Eau Claire, WI 54701 (715) 832-0282
662 Cromwell Ave., Saint Paul, MN 55114 (612) 645-6446

DOLAN & DUSTIN, INC.
CONSULTING ENGINEERS
2266 N. PROSPECT AVENUE
MILWAUKEE, WIS. 53202
GEORGE E. DOLAN, PE
(414) 276-5902
THOMAS B. DUSTIN, PE

STRASS-MAGUIRE & ASSOC., INC.
Civil and Structural
500 West Brown Deer Rd.
Milwaukee, Wisconsin 53217
Ph. 352-6870

THOMAS H. JAESCHKE & ASSOCIATES, INC.
4085 N. 137th Street
Brookfield, Wis. 53005  (414) 781-6564
CONSULTANTS — DESIGNERS
FOOD SERVICE SYSTEMS & EQUIPMENT

Municipal Engineering
SITE PLANNING — SUBDIVISION DEVELOPMENT
R. H. BATTERMAN & CO., INC.
2857 Bartells Drive - Beloit, Wisconsin 53511
WISCONSIN AND ILLINOIS REGISTERED
LAND SURVEYORS AND CIVIL ENGINEERS

Soil Testing Services of Wisconsin, Inc.
Consulting Soil and Foundation Engineers
540 Lambeau St., Green Bay, Wis. 54303
9055 N 51st Street
Milwaukee, Wisconsin (414)354-1100
Telephone (414)484-9656

COMMONWEALTH LAND TITLE INSURANCE COMPANY
Milwaukee: 135 West Wells Street - 53203  276-7672
Waukesha: 212 Wisconsin Avenue - 53186  542-7252
West Bend: 262 South Main Street - 53095  338-6124

OLSEN AND ASSOCIATES
CONSULTING ENGINEERS, INC.
6818 Seybold Road, Madison, Wisconsin 271-5811
Mechanical and Electrical Engineering
Heating  Plumbing  Lighting
Ventilation  Process piping  Power Distribution
Refrigeration  Sound & Signal Systems
Air Conditioning  Automatic Control

BRUST ENGINEERING, INC.
The Forum
3333 North Mayfair Road
Milwaukee, Wisconsin 53222
Phone (414) 774-0286
Concrete Design
Steel Design
Precast Concrete Design
Post Tensioned Concrete Design
Structural Cost Studies

WISCONSIN ARCHITECT/DECEMBER, 1976
Pabst Theatre

Seats built in 1896

Restored and Installed
by
COUNTRY ROADS, INC.
complete restoration of seating
for
Theatres
Performing Art Centers
Lecture Halls
&
Auditoriums

COUNTRY ROADS, INC.
602 OTTAWA, LOWELL, MICHIGAN 49331
TELEPHONE 616 897-8407