Wisconsin Architect
APRIL 1979

THE NEW ETHIC

A Publication of the Wisconsin Society of Architects, American Institute of Architects
Concrete Reasons Why At Spancrete "Or Equal Isn't Always Equal."

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At Spancrete we manufacture a wide variety of prestressed, precast concrete planks including Standard Weight and Ultra-Light Spancrete. When used as floor panels, Spancrete provides a smooth surface that allows the direct application of carpeting or tile. When used as wall panels, Spancrete's lightly textured surface can be exposed on the exterior or interior. Wall panels are also available with a variety of exposed aggregate surfaces for beautiful exteriors.

2. PCI Certification

Spancrete's production plants are all PCI Certified. Three times a year each plant is inspected by an independent consulting engineering firm under the direction of the PCI. We're checked out on 149 gradable items all the way from aggregate stocking to quality control records. These ongoing inspections and continued certification are your assurance of our capability to produce quality precast products.

3. Systems

From warehouses to multi-story apartments, Spancrete has developed building systems to meet a wide variety of architectural and structural requirements. Spancrete Systems lower on-site construction costs by reducing construction time, eliminating or reducing temporary bracing, and eliminating or reducing finishing costs. Our systems are highly flexible and can be tailored to specific architectural and functional needs.

4. Experience

We manufacture the machinery used to produce Spancrete slabs, and have licensees world-wide. We're pioneers in the industry. Spancrete has been around for thirty years. In that time we've improved our methods and products to meet the demands of an evergrowing Construction Industry. We've developed close working relationships with hundreds of architects and engineers. Our products and know-how can help solve particular construction problems. We would like to work with you.

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- Architectural wall panels.

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Spancrete of Illinois, Inc. 4012 Route 14 Crystal Lake, Illinois 60014 Phone 815/459-5580
- Columns.
- Bridge girders.
Action taken by delegates at the 1978 AIA Convention relaxed the ethical restraints on contracting and advertising by architects. What does this mean in actual practice? Should I advertise? Are there pitfalls in design/build? Is there profit in design/build? If I decide to advertise, how do I go about it?

Convention Chairman, Ken Kurtz, AIA, and his committee have put together a tight package of experienced and knowledgeable people who will help provide the answers to the above questions and others that you might have. The list of speakers and seminar leaders include Alfred H. Edelson, Chairman of the Board, Kaufman & Associates, Inc., Washington, D.C.; John G. Kujac, President and Chairman, Construction Management Corporation, Des Moines, Iowa; Charles W. Kinsley, Vice-President of Geupel DeMars, Inc., Indianapolis, Indiana; Vilma Barr, Principal in Barr Communications Services, Boston, Massachusetts; Hugh N. Jacobsen, FAIA, private practice in Washington, D.C. and Gerald A. Rauenhorst, Chairman and Chief Executive Officer of Rauenhorst Corporation, Minneapolis. The lineup of speakers covers items for everyone from promotion, to design to practice management.

The speakers are highlighted on the following pages.

Olympia Resort, the new Convention site for this year provides exhibit space sufficient to display 87 product lines plus educational exhibits. All booths are sold. It will be an excellent showroom of building products, the largest display in the past 10 years. A special ceremony will be held to open the exhibits on the first day of the Convention. Also, this will be the second year of the Construction Industry Reception in the exhibit area. This is a special event for members to invite clients, associates, employees and consultants to the WSA Convention. (Watch for special invitation tickets.)

In addition to the theme seminars and the exhibits other convention activities will include programs for spouses, banquets, luncheons, the annual WSA Membership meeting plus a chance to renew old acquaintances and meet new friends during the social events.

Review the complete program schedule included in this issue, return the registration forms in time to take advantage of the discounts and get set for an exciting and informative convention.
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And to please all those demanding people, it must be magic!

For more information on block magic, contact the people who are writing the book on it.
WSA CONVENTION SCHEDULE

Monday, May 21, 1979
10:00 A.M.  Exhibitor Booth Set-Up  (Wisconsin Room)
5:30 P.M. - 7:30 P.M.  Executive Committee Meeting  (Board Room)

Tuesday, May 22, 1979
9:00 A.M.  Registration Open
9:00 A.M. - 9:30 A.M.  Exhibitor Pre-Convention Meeting  (Wisconsin Room)
10:00 A.M.  KEYNOTE ADDRESS
"Adventure In Advertising: Limitations of Building Better Mouse Traps"
— Alfred H. Edelson, Chairman of the Board
Henry J. Kaufman & Associates, Inc.  (Wisconsin Room)
10:30 A.M. - 3:30 P.M.  Women's Hospitality Room Open  (Room #206-8)
11:30 A.M.  GRAND OPENING CEREMONIES
1979 WSA Exhibits
11:30 A.M. - 2:00 P.M.  Viewing of Exhibits and Walking Lunch
Cocktails (Cash Bar)
Prize Drawings
2:00 P.M. - 4:00 P.M.  SEMINAR I
"The Economics of Design Build . . . Architects View Point"
— John G. Kujac, President & Chairman
Construction Management Corporation  (Wisconsin Room)
2:00 P.M. - 4:00 P.M.  SPOUSES PROGRAM
Part I "Cosmetic Plastic Surgery . . . A Different You"
— Dr. Donald Levy  (Aspen Room)
Part II "The All-Consuming Women — Feminine or Forceful"
— Kathy Gigl, Associate of Consumer Concepts — Alverno College  (Aspen Room)
4:00 P.M. - 6:00 P.M.  WSA CONSTRUCTION INDUSTRY RECEPTION
Viewing of Building Products
Cocktails (Cash Bar)
Prize Drawings
7:30 P.M.  WSA DINNER/DANCE
The Roman Hanes Orchestra
Special: Disco With John & Diane Olson  (Illinois Room)

(Continued on Page 9)
Invest in Total Energy Management.
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Owners and managers of supermarkets, offices, hospitals, schools, hotels and almost every other kind of building are investing in "total energy management" to combat rising costs. Electric rates have to go up to pay for steadily rising expenses. But it is possible to reduce your bills by making all of your electrically-operated equipment work for you, as efficiently as possible.

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EXCELLENCE IN MASONRY

ARCHITECT:  John H. Summer & Associates
ASSOCIATE:  Brust-Zimmerman, Architects-Engineers-Planners
PROJECT:  Storer Broadcasting, Channel 6 TV
          Brown Deer, Wisconsin

Sponsored by:
MASONRY INSTITUTE OF WISCONSIN, INC.
2733 W. Wisconsin Ave., Milwaukee, WI 53208
(414) 933-9331
TO: MEMBERS OF WISCONSIN SOCIETY OF ARCHITECTS
AMERICAN INSTITUTE OF ARCHITECTS

We are pleased to announce that the Storer Broadcasting, Channel 6 TV building is one of seven projects selected for "Excellence in Masonry." The architect was John Summer of Summer Associates with the associate architects being Brust-Zimmerman, Architects-Engineers-Planners. A representative of the firm describes the project as follows:

"There were several reasons why brick was selected as the skin on the WITI-TV building. One, the building was designed to be in harmony with the other buildings we thought would be designed for the surrounding open areas.

Another reason for the decision to use brick was the atrium within the building, which we wanted to be an interesting and inviting place for people who worked there. We attempted to provide this space with an atmosphere of a garden which could be a pleasure, especially during the severe winters. What could be more aesthetically pleasing than a combination of brick and planting, both indoor and out.

Fortunately, the Milwaukee area is blessed with better than average craftsmen than in other parts of the country and the brickwork on this project is very pleasing to the eye. The masonry subcontractor should be recognized for their splendid efforts. For as you well know, the brickwork comprises a hundred percent of the exterior facade."

Congratulations to John Summer and Brust-Zimmerman, Architects-Engineers-Planners for "Excellence in Masonry."

Very truly yours,

Norbert J. Hynek
Executive Director
WSA CONVENTION SCHEDULE . . .
(Continued from Page 5)

Wednesday, May 23, 1979

8:30 A.M.  Registration Open
9:00 A.M. - 4:00 P.M.  SPOUSES PROGRAM
   Art Museum/Pabst Mansion Tour & Luncheon
9:30 A.M. - 11:00 A.M.  WSA ANNUAL MEETING
   (Wisconsin Room)
10:30 A.M. - 12:30 P.M.  Viewing of Exhibits
   Prize Drawings
12:30 P.M. - 2:30 P.M.  1979 WSA AWARDS LUNCHEON
   "Architecture in Context or a Sense of Belonging"
      — Hugh N. Jacobsen, FAIA
      Washington, D.C.
   (Illinois Room)
2:30 P.M. - 4:00 P.M.  SEMINAR II
   "Structuring for Design/Build — Philosophy, People, Systems"
      — Charles W. Kinsley, Vice-President
      Guepelt DeMars, Inc.
   (Wisconsin Room)
6:30 P.M.  Bus leaves from Olympia for "Night on the Town" and Park Avenue
   Cocktail Party
12:15 A.M.  Bus leaves Milwaukee for Olympia
   *Bus tickets must be reserved. Members/Exhibitors may use their
   own transportation.

Thursday, May 24, 1979

8:30 A.M.  Registration Open
9:00 A.M. - 11:00 A.M.  SEMINAR III
   "Advertising — How It Fits Into Your Marketing Program"
      — Ms. Vilma Barr, Principal
      Barr Communication Services
   (Wisconsin Room)
9:00 A.M. - 11:00 A.M.  SPOUSES PROGRAM
   "Creative Listening"
      — Ms. Shirley Holzer Jeffrey
      Free Lance Educator & Writer
   (Aspen Room)
11:00 A.M. - 3:30 P.M.  Women's Hospitality Room Open
   (Room #206-8)
11:00 A.M. - 2:00 P.M.  Viewing of Building Products and Walking Lunch
   Prize Drawings
1:00 P.M.  Drawing of Grand Prize
2:00 P.M. - 3:30 P.M.  SEMINAR IV
   "Design Build . . . Commitment, Risks, Rewards"
      — Gerald A. Rauenhorst, Chairman & Chief Executive Officer
      Rauenhorst Corporation
   (Wisconsin Room)
3:30 P.M.  Adjournment of Convention
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KEYNOTER

"Adventure in advertising: Limitations of building better mouse traps"

Alfred H. Edelson, Chairman of the Board of Henry J. Kaufman & Associates, Inc., Washington’s largest advertising and public relations agency, confesses to a lifelong infatuation with architecture and its practitioners. For many years, his firm represented AIA and handles PR programs for allied associations like the Brick Institute of America, International Masonry Institute, Society of Industrial Realtors and others.

A friend of the late Richard Neutra and Edguardo Contini of Victor Gruen Associates, he served for several years as President of the Metropolitan Planning Commission of Indianapolis in the 60s, spearheading an urban Hoosier Renaissance that includes a downtown University, a new art museum, a convention hall and 3,500 acre recreational park on the edge of the city.

He is the author of a recent AIA Journal article on advertising for architects.

SEMINAR I

"The economics of design build...architects viewpoint"

John G. Kujac, President and Chairman of Construction Management Corporation of Des Moines, Iowa. Formerly Vice-President and Director of Smith-Voorhees-Jensen Associates, also in Des Moines. He received his Bachelor of Architecture Degree from Iowa State University with graduate work at Drake University Law School studying Property Law, Contract Law, Real Estate Law, Torts and Professional Liability Law. He has lectured extensively on Life Cycle Analysis, Range Cost Estimating, Economic Feasibility and Cost Control and has served on the faculty of the Iowa State University School of Architecture.
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SEMINAR II

"Structuring for design/build - philosophy, people, systems"

An Indianapolis business executive since 1962, Mr. Kinsley has held a number of positions in top management, principally associated with defense and aerospace programs.

Following eleven years of marketing experience in rocket and missile development at Huntsville, Alabama, Mr. Kinsley came to Indianapolis as vice president and general manager of a large engineering firm. He later formed a new company for the design and sales of specialized production machinery for which Kinsley was granted a series of U. S. patents.

These interests were sold to a manufacturing firm, and Mr. Kinsley moved to a locally-based conglomerate as director of marketing and assistant to the president. From that post he was elected president of a newly-formed technological firm prior to joining Geupel DeMars.

Mr. Kinsley has been active in various professional societies, including The American Ordnance Assn., The American Rocket Society, and The U. S. Naval Institute. A veteran of World War II as an officer in the U. S. Maritime Commission, he traveled widely through Europe, Africa and the Middle East. He is a frequent guest lecturer at Purdue University and is currently involved in a number of civic activities.
Important Information for Architects on GAS SERVICE

The Public Service Commission of Wisconsin has approved Wisconsin Gas Company's request to offer natural gas service to "small to medium" commercial and industrial firms.

This interim authorization allows (within certain limitations) service to new customers and additional amounts of natural gas to existing customers.

If your clients are planning a new building or plant, desire to convert their present facility, or are expanding . . . contact your Wisconsin Gas commercial or industrial representative for specific information to see if their needs qualify for natural gas service.

WISCONSIN GAS

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CALL: 1-(414)-291-7000
SEMINAR III

"Advertising - How it fits into your marketing program"
- When and where it is most efficient for professional design firms
- Planning and budgeting for an advertising campaign
- Producing and planning your ads
- How to work with agencies and media representatives

Vilma Barr has been a promotional and editorial consultant and writer for 15 years. She is a principal in Barr Communications Services, which provides a full range of marketing and sales support services, including promotion, public relations and advertising.

Clients include firms involved in architecture, planning, construction, engineering, development, landscape architecture, interiors, manufacturing, and graphics.

In addition to promotional and publicity activities, Barr Communications Services has prepared direct mail campaigns and advertising on a local and national basis for manufacturing and service organizations.

Ms. Barr received her B.S. in Marketing from Drexel University, and did graduate work at M.I.T. She has been a guest lecturer at the Sloan School of Management at M.I.T., and developed and participated in the professional workshop, "Design for Profit: A Seminar in Effective Store Planning and Design". Ms. Barr has also coordinated specialized seminar programs for clients and has lectured to designers on, "Promoting Professional Services".

Before founding her own publishing and public relations firm, Decorative Arts Promotions, Inc., Philadelphia, she was a staff correspondent for Fairchild Publications. She is a contributing editor to professional design journals and her work also appears in business and consumer newspapers and magazines.

Professional memberships include the American Institute of Planners (affiliate member), the Society for Marketing Professional Services, the Society of Architectural Historians, and the American Society of Interior Designers (press member).
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seen at WSA/AIA CONVENTION BOOTH 38

Wisconsin Architect/April, 1979
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That’s Country Grey, simple and pure. A color so perfectly natural, it naturally works with other colors. The people at Kohler are color specialists. And they now offer Country Grey in an exclusive selection of bathtubs, fiberglass modules, toilets, bidets, lavatories and kitchen sinks. Country Grey, from Kohler. It takes you back to the country. And maybe that’s where you really belong.

Introducing Country Grey, by Kohler.

Because deep inside, there’s a little bit of country in us all.

Sometimes you need to get away. Away from a world that’s too hard, too fast, too sophisticated. You need a trip to the country. And now Kohler can take you there with Country Grey. Country Grey recalls things that are warm. And open. And honest. Like kittens and shawls. Fireplaces and weathered fences. That’s country, pure and simple.

That’s Country Grey, simple and pure. A color so perfectly natural, it naturally works with other colors. The people at Kohler are color specialists. And they now offer Country Grey in an exclusive selection of bathtubs, fiberglass modules, toilets, bidets, lavatories and kitchen sinks. Country Grey, from Kohler. It takes you back to the country. And maybe that’s where you really belong.

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wiscosin architect/april, 1979
SEMINAR IV

"Design build ... commitment, risks, rewards"

Since that first job in 1953, Rauenhorst Corporation, under Gerry Rauenhorst’s leadership, has built projects in 14 states from Rhode Island to Montana.

Headquartered in Minneapolis, Rauenhorst Corporation today is a multi-million dollar design, construction and development enterprise with regional offices in Chicago and Milwaukee. It is ranked by Engineering News-Record as one of the 50 top design/build companies in America.

Gerald Rauenhorst graduated from the College of St. Thomas in St. Paul in 1948 with a B.A. degree in economics. He then attended Marquette University in Milwaukee, earning a B.S.C.E. degree (bachelor of science, civil engineering) in 1951. Today he is a trustee of St. Thomas and Marquette and has been honored as alumnus of the year by both institutions.

Over the years Rauenhorst Corporation has designed and constructed office towers, factories, warehouses, shopping centers, food processing plants, hotels, restaurants, retail outlets and recreational facilities and engaged in large-scale land developments.

The company’s first major development was Normandale Center Industrial Park in Bloomington, Minn. Today, one development among numerous tracts ringing the Twin Cities is Opus 2, a 450-acre center for business and industry in Minnetonka. Cited nationally for its environmental and engineering design, Opus 2, when completed in the mid-1980s, will represent an investment of some $200 million. The company recently began a 300-acre development in the Chicago suburban area.

Registered as a professional engineer in ten states, Rauenhorst is a member of the American Society of Civil Engineers and Triangle Fraternity. He serves on the Boards of Directors of Northwestern Bell Telephone Co., Northwestern Bancorporation and Northwestern Bank - Southwest of Bloomington, Minnesota, The Peavey Company and RBA, Olivia, Minnesota.

In 1972, Rauenhorst spearheaded the founding of Progress Valley, a half-way house where men who had gone through chemical dependency treatment prepare for return to productive life. Progress Valley is the product of Rauenhorst’s search for opportunities to make a social contribution within the company’s 1/40 program in which Rauenhorst Corporation contributes one of every 40 dollars of net earnings and officers are encouraged to donate one hour of company time and an equal amount of personal time. Progress Valley, 80 percent of whose alumni are successfully maintaining a sober lifestyle, has spawned Progress Valley II, a comparable facility for women.

Rauenhorst’s participation in civic activity includes membership on the Executive Board of the Viking Council of the Boy Scouts of America and the Upper Midwest Council and past chairmanship of the Minnesota Higher Education Facilities Authority.
AWARDS SPEAKER

"Architecture in context or a sense of belonging"

Hugh N. Jacobsen, FAIA, practices in Washington, D.C. Highly recognized for his design, Jacobsen has received local, regional and National Awards. He has served on the AIA's Honor Awards Jury. Jacobsen holds a B.A. Degree from the University of Maryland and a Bachelor of Architecture Degree from Yale. As president of a D.C. firm that bears his name he enjoys an international practice. A noted speaker — Jacobsen will highlight the Annual WSA Awards Luncheon during the Convention on May 23.

CONVENTION SPOUSES PROGRAM

Tuesday, May 22

The 1979 WSA Convention program has a double-barreled offering to initiate the first of three special spouses activities. Sharing the opening day program is Dr. Donald Levy and Ms. Kathy Gigl.

Dr. Levy will discuss "Cosmetic plastic surgery . . . a different you". Slides dramatically tell the story of the changes that occur in one's physical appearance with cosmetic surgery. Equally important are the accompanying effects to the psyche of the patient. A doctor of plastic surgery has been described "as a psychological surgeon whose incisions are more than skin deep". Dr. Levy will also clarify this definition and tell us about individual cases where cosmetic surgery has resulted in dramatically increased positive self-image.

Ms. Kathy Gigl will follow with the second presentation in which she will address the topic "The All-Consuming Women — Feminine or Forceful". Kathy has currently been appointed to a new position as Associate of Consumer Concepts at Milwaukee's Alverno College and has been involved with assertiveness training programs as well as employees of public and private organizations.

Wednesday, May 23

Rain or shine, a chartered bus will leave Olympia Resort for a trip to the Milwaukee Art Center followed by a tour and luncheon at the Pabst Mansion. The Mansion presents a story of opulence and splendor — a story of a bygone era in Milwaukee. This outstanding residence allows our present generation to glimpse a grand lifestyle that is part of our heritage.

Thursday, May 24

I know you believe you understand what you think I said, but I am not sure you realize that what you heard is not what I meant.

— Sign In Pentagon Newsroom

The importance and the techniques of "Creative Listening" will be explored in a fascinating program by Shirley Holzer Jeffrey. A freelance lecturer, educator and writer in the field of Human Growth, Ms. Jeffrey has this to say about Creative Listening: "The creative person draws from the depths of his/her personhood and translates that inner resource into something that communicates to another. Creative listening is like that! It involves first and foremost knowing oneself. Secondly, one can develop, through practice, some skills which can enable deeper explorations of interpersonal relationships."
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DISCOUNT FOR EARLY REGISTRATION

In line with the Convention Committee's desire to keep cost down at convention events, you should take advantage of the SPECIAL DISCOUNT FOR EARLY REGISTRATION. Please note on the registration form the dollars saved by submitting your registration prior to May 7, 1979. Also, this year there is a discount for attendance at all three days of the convention. Ticketed events have been kept at a minimum and yet with the cooperation of The Olympia Resort, we will have a fine array of food and drinks at reasonable prices. One special note — all cocktails served in the exhibit areas will be reduced 25 cents from the amounts charged at The Olympia lounges, which are open to the public, but in other parts of The Resort complex.

CONSTRUCTION INDUSTRY RECEPTION

Over the years we have had many requests for persons in the Construction Industry to visit our educational and product exhibit. For the second year we are providing an opportunity for members and exhibitors to invite allied and affiliated persons in the Construction Industry to a Construction Industry Reception during our Convention. The reception is set for the first day of the Convention between 3:30 and 6:00 P.M. when all exhibits would be available and guests would be free upon presentation of an invitation ticket given to them by a member or exhibitor. It is open to all employees, members or non-members of architectural firms, government bodies, consulting engineers, clients and developers, contractors, etc. Excluded would be suppliers other than those who have exhibits at our Convention. If the guest includes seminars attendance or awards luncheon participation, appropriate fees must be charged, but no charge will be made for the reception during the period of time of 3:30 to 6:00 on May 22.

Letters will soon be sent to the members and exhibitors enclosing the invitations which may be given or sent to those they would like to invite.

MESSAGE CENTER

There will be a message center at the convention where members and staff may be contacted. Calls must be placed to The Olympia switchboard and will be relayed to the message center in the registration area. The Olympia phone number is (414) 342-0414.

CONVENTION AVAILABLE TO ALL OF YOUR STAFF

You may be one of several AIA Members in your firm. However, this year's registration allows for non-member guests of WSA members. The importance of the topics and the variety of new ideas will touch every member of your firm's staff, so make time available for them to attend the WSA Convention. If only one day can be spared, registration allows this and the attendee will be able to take part in any one of the three day activities so that exhibits are available to him or her as well as one or two of the top-notch seminars and/or social events.

MEMBER SPOUSES FREE REGISTRATION

In an attempt to keep the convention cost low, the spouses of WSA members will have free registration for the convention. They would only be responsible for the cost of ticketed functions and have the option of attending women's activities or buying walking lunch tickets if they will be touring the exhibit areas on Tuesday or Thursday. Spouses may attend all seminars and exhibits of the Convention free, but must obtain registration free badges at the registration desk.

CEU CREDIT AT THE CONVENTION

For the second year the WSA will be awarding CEU Credit for attendance at the four seminars during the three days of Convention activities. This is an optional item and there is a first time charge of $10 for record keeping, certificates and processing. If you desire to take advantage of this opportunity, please note the item on the registration form related to CEU Credit. One CEU Credit is equivalent to 10 hours of seminar/classroom attendance. You will be awarded the appropriate percentages of CEU dependant on the time and quality of the seminar being offered. Other programs will be offered by AIA and the University of Wisconsin Extension which will certify to your continued education in your profession. AIA National has become an authorized crediting body for CEU and must review all programs being offered by National and its Components before the "stamp of approval" is made on the program being offered.

Wisconsin Architect/April, 1979
HOW TO SAVE ON FUEL COSTS

• Simply invest in Weather Shield windows, Lee Haven doors, and Patio doors with our optional 1 inch triple insulating glass units. Save on both HEATING AND COOLING COSTS throughout the year.

Call or see your Weather Shield representative today for further information or call 715-748-2100.

"VISIT US AT OUR BOOTH AT THE 1979 WISCONSIN A.I.A. CONVENTION"

"Congratulations To Brust & Zimmerman, Architects For Their Honor Award For The Community Memorial Hospital In Menomonee Falls."

"Congratulations To Maynard Meyer & Associates, Architects For Their Honor Award For The Jeremiah Curtin Hall - University of Wisconsin (Milwaukee)."

"We Are Proud To Have Been Selected To Do The Electrical Work On Both Of The Above Honor Award Projects."

STAFF ELECTRIC CO.
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With a low average air-infiltration rate of .25 cu/ft/min and a .52 U-value. (With triple glazing, .33 U-value.) Andersen® Perma-Shield® or primed wood windows.

The beautiful ways to insulate.

WE MAKE ELECTRICITY.
WE ALSO CAN HELP YOU MAKE BETTER USE OF IT.

Our business is electricity. Making it and helping others make better use of it. We have a number of Energy Consultants who have the data and expertise to help you achieve energy efficiency in any project, from residential to industrial design.

Call us. One of our representatives will be glad to meet with you to discuss your specific project requirements.
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**WISCONSIN ARCHITECT REMINDERS**

**April 27**
- "Performance Appraisal in Design Forms" Archimedes Seminar Chicago

**April 28**
- "Environment Of Worship" Workshop St. Norbert College DePere

**May 1**
- Fellowship Committee Meeting
- Window Design For Solar Energy UWEX-Madison

**May 3**
- Deadline For Early Registration State A.I.A. Convention

**May 7**
- "Docks & Marinas" UWEX-Madison

**May 9**
- Northwest Chapter Meeting

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AND
MILCO SPECIALTIES

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BOOTH #31

Edward Girard
Joseph Kraft
Patrick Maloney
Robert Bergmann

MAY 22, 23 & 24, 1979

PRESTRESSED CONCRETE HOLLOW-CORE PLANK

Wisconsin Architect/April, 1979
**REGISTRATION FORM**

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<tr>
<th>REGISTRATION</th>
<th>PER DAY</th>
<th>THREE DAYS</th>
<th>AMOUNT</th>
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<td>$10.00</td>
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*(Registration Fee or Special Invite ticket required for Construction Industry Reception, see #E below)*

RESERVATIONS ARE REQUIRED FOR THE FOLLOWING EVENTS

A. WSA DINNER/DANCE
   Tuesday, May 22, 7:15 P.M. $15.00 per person

B. AWARDS LUNCHEON
   Wednesday, May 23, Noon 6.00 per person

C. NIGHT ON THE TOWN
   Wednesday, May 23, 7:00 P.M. 5.00 per person (Bus Fee Only)

D. ADDITIONAL WALKING LUNCHES
   Tuesday, Thursday - May 22, 24 - Noon 4.00 per ticket

E. CONSTRUCTION INDUSTRY RECEPTION
   Tuesday, May 22, 3:30 - 6:00 P.M.
   Tickets to be sent to members and exhibitors for distribution to their guests for this event.

SPUSES PROGRAMS

F. "... A DIFFERENT YOU" — DR. LEVY
   "... FEMININE OR FORCEFUL" — MS. GIGL
   Tuesday, May 22, 2:00 P.M. 4.00 per person

G. TOUR/LUNCHEON
   Pabst Mansion/Art Museum Wednesday, May 23, 9:00 A.M. - 4:00 P.M. 16.00 per person

H. CREATIVE LISTENING — SHIRLEY HOLZER JEFFREY
   Thursday, May 24, 9:00 A.M. - 11:00 A.M. 3.00 per person

**TOTAL** $_____  

MAKE CHECKS FOR THE TOTAL AMOUNT PAYABLE TO:
Wisconsin Society of Architects  
819 N. Marshall Street - 2nd Floor  
Milwaukee, WI 53202  
(414) 276-2250

NOTE TO ALL FIRMS  
Separate registration forms are required for each attendee

**DAYS ATTENDING**  
☐ Tuesday, May 22  
☐ Wednesday, May 23  
☐ Thursday, May 24

**REGISTRATION FEE INCLUDES**  
Free Registration for Spouse of Member  
Walking Lunches (Does not include Walking Lunch Tickets)

**NAME (Last)**  
**(First)**  
**(Middle)**

**NAME OF SPOUSE**

**FIRM NAME**

**ADDRESS**

**CITY**  
**STATE**  
**ZIP**
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<td>Bradley Washfountain</td>
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<td>Soil Testing Services of Wisconsin</td>
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<td>Capaul Ceilings/Reinke Interior Supply Co.</td>
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<td>5</td>
<td>Valley School Suppliers, Inc.</td>
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<td>Super Sky Products, Inc.</td>
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<td>Viracon, Inc.</td>
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<td>Automatic Entrances of Wisconsin</td>
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<td>Snow-Larson, Inc.</td>
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<td>Wisconsin Face Brick/Gagnon Clay Products</td>
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<td>Masco Corporation</td>
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<td>Northwestern Elevator Company</td>
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Gordon D. Orr, Jr., Campus Architect for the University of Wisconsin - Madison has combined his architectural career with a heavy involvement in Historic Preservation both locally and nationally. Past Chairman of the National AIA Committee on Historic Resources, Orr is now in his 7th year on the Committee. He was appointed to the Wisconsin Historic Review Board by Governor Lucey in 1972, and has served as Chairman of their sub-committee on Architecture since 1973. He is a member of the Madison Landmarks Commission and presently is Vice-Chairman. Orr has published articles on architectural biographies and historical architecture, including cooperating in the republication of Richard Perrin's "Historic Wisconsin Architecture" published by the Wisconsin Society of Architects. Orr presently serves as Chairman of the Historic Resources Committee of The Wisconsin Society of Architects. He is a Past President of the Southwest Wisconsin Chapter/AIA. He is also editor of the Journal of Historic Madison, Inc.

He is also a member of the Society of Architectural Historians and the Association for Preservation Technology, and serves on the National Panel of Arbitrators of the American Arbitration Association.

Gordon D. Orr, Jr., is a graduate in Architecture from the Rensselaer Polytechnic Institute, Troy, New York and also has a Master of Arts Degree in Art History from the University of Wisconsin. He practiced Architecture in Wallingford, Connecticut and Winter Park, Florida before moving to Wisconsin.

Leonard Reinke, President of the Architectural Firm of Reinke, Hansche, Last, Inc. has combined his architectural career with community involvement. In 1969, as a member of the River Front Beautification Committee, he was instrumental in the development of the committee's report "A City — A River" which created a community awareness of the future possibilities of the Fox River as an asset to the environment of the city. He continued as a member of the Park Board, starting the ongoing program for the Development of the Oshkosh Downtown Business Area as a member of the Chamber of Commerce Community Development Committee and originated the concept of Walkway West, a community redevelopment that has since become a reality.

His leadership activities in the professional organization have been extensive. He has served as president of the Wisconsin Northeast Chapter, A.I.A., and served on the Board of Directors of the State Organization in 1959-62 and in 1971-72. In 1964 he was elected President of the Wisconsin Society of Architects, A.I.A. For the past seven years he has been an active co-chairman of the W.S.A. Continuing Education Committee. He also was chairman of the 1977 W.S.A. State Convention. He is currently a Director of the Wisconsin Architects Foundation and was recently re-elected to the W.S.A. Board of Directors for 1979-80.

Reinke has participated as a member of the National A.I.A. Aesthetic Committee and has served as a Regional Representative on the National A.I.A. Continuing Education Advisory Council for five years. He is known state wide and nationally for his promotion of continuing education for the profession.

A native of Oshkosh, Reinke graduated from Illinois Institute of Technology, receiving the A.I.A. Student Award. After serving as an Operational Analyst with the 9th Air Force during World War II, he returned to Oshkosh to continue his career in Architecture. In 1952 he joined with T. H. Irion to form the partnership of T. H. Irion, L. H. Reinke. In 1969 the firm reorganized as Irion, Reink and Associates, Inc. and in 1978 the firm became Reinke, Hansche, Last, Inc.

As a principal architect, Reinke has been involved in design projects receiving local, state and national recognition. The firm has received numerous (seven) Honor Awards from the Wisconsin Society of Architects and National Awards for a local residence and a local church.
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EXECUTIVE COMMITTEE ACTIONS

The Executive Committee recognized that Architecture Week is a more appropriate time to recognize those who have won awards in the annual WSA Design Awards Competition. Starting in 1980 the Awards Program will be scheduled in the fall of the year with release of the winners timed in for Architecture Week. It is felt that the impact will be greater and also it will allow the summer for appropriate preparation of photographs and submissions.

Also approved, was an expanded display of Wisconsin Architecture at the Convention and at other sites throughout the year. Starting with 1979 all firms who submit entries will be allowed to prepare the 40x40 boards for display. Award winning boards will be identified but all submittals will be eligible for display in WSA exhibits for one year.

John Jacoby, FAIA, has agreed to review the WSA Bylaws for necessary changes to be presented to the membership at the Annual Meeting during the Convention.

An intern development program will be presented at the Annual Meeting. It has been developed by Ron Bowen, AIA, Chairman and his IDP Committee. It will involve Wisconsin firms, the WSA and the Wisconsin Architects Foundation.

In legislative matters: The Legislative Committee is working with the Department of Industry, Labor and Human Relations to develop administrative rule changes which will disallow public access to plans on file by DILHR. A recent Attorney General's opinion stated that all plans would be made available to the public and could be copied.

The Executive Secretary position of the Examining Board of Architects, Engineers, Designers and Land Surveyors is to be from the proposed state budget. It is the position of WSA that this office should be retained to serve the public as well as the sizable number of professionals regulated by this board.

ARCHI-TALKS — Commentary From Our Members

Questions that came to mind recently during an Editorial Board meeting are listed below. Drop us a note as to your reactions.

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On education...  
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On engineers...  
Should engineers continue to practice architecture?

On Wisconsin Architect/WSA...  
How can the Wisconsin Architect/WSA be of more value to you and your firm?  
As an architect in Government or Industry what areas of need can be met through WSA and/or Wisconsin Architect?

Archi-talks is a dialog column. Above are some questions — what are your reactions to these and other questions you might have?

Here is your opportunity to speak out. The Editorial Advisory Board reserves the right to edit but it will not change the intent of any submission. Copy must be submitted with the author’s name but names will not be published if that is the desire of the author. Again, the Editorial Board wishes to make this a real “give and take” page. Please feel free to submit your thinking, your ideas and comments. Copy and/or manuscript must be submitted by the 15th of the month previous to publication. If you have a question, please feel free to contact Editorial Advisory Board members Peter Schuyler, AIA, Chairman; Uel Ramey, AIA; Betty Mead, Associate Member; Doug Ryhn, Associate Member or Alan J. Carlson, Executive Director.

FROM LONDON!  
Doug Ryhn of the Wisconsin Architect Editorial Board and UWM faculty is in London this semester with his class from the School of Architecture and Urban Planning. We recently received a note from Doug. Here it is:

"Greetings from London! By now we feel very much a part of this most beautiful city and are absorbing everything that the body can take. Our students are well into their semester and busily, and I might add happily, digging into their various projects. The primary thrust of our studies is the adaptive reuse of a variety of marvelous Victorian buildings. They range from a cemetery chapel, railroad station, church, piano factory to some very old and beautiful warehouses. The students do all the historic research as well as developing a set of measured drawings. These are great to see, especially when they include some of the ornate stone and stucco decoration so typical of this period. They will finish their projects by designing for a new use and presenting their material to a group of interested architects and residents. It's a very good experience for them all.

There is plenty of time for sight-seeing and all other forms of recreation. We have visited the Crystal Palace site several times and we have scheduled trips to Brighton on the Sea and Salisbury with a side trip to Stonehenge for the next couple of weeks. There has been a constant round of trips to the theatre and concerts and even an occasional soccer game in Hyde Park. Hope things are going well with the magazine."

My best to everyone at WSA.

Don Ryhn
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Fischer/Schutte, Inc., Appleton, Wisconsin Architectural and Engineering Firm, recently received the first place honor award for their single family earth sheltered housing design. The national design competition was co-sponsored by the Underground Space Center and the Minnesota Society/American Institute of Architects.

### NEW BOOKS ADDED TO WSA LIBRARY

The following are available for two week loans at the WSA office:

- "A Playground For All Children", three volumes published by HUD.
  - Book 1 User Group and Site Selection
  - Book 2 Design Competition Program
  - Book 3 Resource Book
- "Current Construction Costs 1979"
  - Published by Lee Saylor, Inc.
- "Recycling Historic Railroad Stations: A Citizens Manual"
- "Recycling Historic Railroad Stations: A Technical Supplement to the Citizens Manual"
  - Published by the U.S. Dept. of Transportation

These and other books are available on free loan to WSA Members for a two week period through the WSA lending library.

### MEMBERSHIP ACTIONS

The following membership actions were approved by the Chapter Officers of the WSA/AIA and The Institute:

- STUART FULLARTON, Associate Member, was approved for membership in the Northwest Wisconsin Chapter;
- KURT L. MC CULLOCH, Associate Member, was approved for membership in the Northeast Wisconsin Chapter;
- ROBERT J. SAJBEL, AIA, was readmitted to membership in the Northeast Wisconsin Chapter.

The following membership transfer has been approved by the Chapter Officers of the WSA/AIA and The Institute:

- MICHAEL C. HENRY, Associate Member, has been transferred from the Santa Clara Valley Chapter/AIA, California to the Southeast Wisconsin Chapter.
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SEATTLE HOSTS WOMEN IN ARCHITECTURE

Seattle will host a five-day international congress of women professionals in architecture, landscape architecture and planning when L’Union Internationale des Femmes Architectes (UIFA) stages the first congress ever held in the U.S. September 30 through October 4, 1979.

The professional gathering will bring to Seattle not only leading American women in these professions, but representatives from 40 other nations throughout the world.

Theme of the American Congress, “New Design Concepts From Changing Resources”, will be projected through major daily forums, specific discussions and exhibits and tours. The multi-lingual conference will be conducted in French, English, German and/or Spanish.

UIFA, founded in 1961 and headquartered in Paris, was established to foster exchange between women architects, landscape architects and planners to link their professional work and achievements and to support expansion of women’s participation in these professions.

Any woman in the “built-environmental” fields, such as architecture, landscape architecture and planning, is invited to attend the conference, participate in the program and/or exhibit work, according to Ms. Jean Young, AIA, Seattle convention coordinator and secretary-general of UIFA.

The deadline for submitting program and exhibit abstracts/information is June 15, 1979.

The Seattle congress will be marked by several notable “firsts” for this country, Ms. Young pointed out, such as:

— The first time women professionals in architecture, landscape architecture and planning will have the opportunity in the U.S. to offer verbal/visual presentations to an international audience of women professionals on a theme topic;

— The first time in the U.S. that exhibits of professional design work by women from all over the world will be shown to the public.

— The first time in the U.S. that women in these professions will be involved in dialogues between countries with a focus on professional interaction.

A local executive steering committee includes Jean Young, AIA, coordinator; Sue Al- den, AIA, Treasurer, Naramore Bain Brady & Johanson; Kathleen Southwick, planning representative, Community Home Health Care; Margaret Maxwell, landscape architecture representative, Richard Haag Associates.

Current international officers include Solange D’Herbez de la Tour, president; Eva Spiro, Hungary, first vice president; Jean L. Young, Seattle, secretary-general; Madame Raoul Chenevert, Canada, treasurer; and Regnolio Cavanna, Italy; Jane Hastings, USA; Shoshona Madjar, Israel; Indira Rai, India, and Cynthia Wood, England, vice presidents.

Inquiries about membership, conference participation, exhibits or program format may be directed to UIFA 79/USA, 5601 N.E. 77th St., Seattle, WA 98115.

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Wisconsin Architect, April 1979
ARCHITECTS TO COMPETE ON TENNIS COURT

For the third consecutive year, Olympic Stain will sponsor the National Architects Tennis Championships in conjunction with the American Institute of Architects Convention, to be held in Kansas City.

The open, round-robin tournament will be conducted on June 2 at the Overland Park Racquet Club.

All singles and doubles are open to any combination of men and women, and participants may enter both events. Partners will be provided upon request.

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