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Left: Guardian Savings and Loan, Architect Bernard Kahn and Lozano, Architects Ltd.

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Where Were You When Your Profession Called?

By Eric Englund

Did you hear the story about a Wisconsin Circuit Court Judge that ruled that the Wisconsin Environmental Protection Act applies to the review of plans and specifications by the Department of Industry, Labor and Human Relations?

Unfortunately it's fact . . . not fiction. The impact of that decision means that DILHR will be required to undertake an environmental assessment and possibly an environmental impact statement on many of the 20,000 sets of plans that it reviews annually. DILHR estimates that it will need 3 to 7 million dollars to undertake this process. If they are forced to go in this direction, their only source of revenue for this process will be by increasing their fees.

Clearly this process will in many instances substantially delay project review and approval by DILHR. DILHR's attorney has indicated that even if an environmental assessment or an environmental impact statement indicates that a project will have gross negative impact on the environment that they (DILHR) will still only have the statutory duty and authority to compare the plans to the building code and, assuming that the plans are in compliance with the code, note such approval and recommend that a building permit be issued. In other words, the time, expense and delay associated with an environmental statement will have no impact or effect on DILHR's singular statutory duty of comparing the plans to the building code.

The WSA has been actively involved in opposing this matter:

1. The WSA joined other organizations in submitting a brief to the Wisconsin Supreme Court arguing that they should take immediate jurisdiction over this case.

2. WSA was active in forming a construction industry coalition to propose an amendment to the Budget Bill being considered by the Wisconsin Legislature which clarifies that DILHR's plan review function is exempt from the Wisconsin Environmental Protection Act.

3. 125 WSA minutemen were asked on three separate occasions to contact their state legislators requesting their support of this amendment to the Budget Bill.

4. WSA's staff has spent several hundred hours seeking a legislative remedy which will negate the very destructive impact of this Court decision.

5. A separate bill has been introduced before the Wisconsin Senate clarifying the DILHR's plan review function is exempt from the Wisconsin Environmental Protection Act.

Were the WSA's efforts successful??

As of the date of this article Legislative relief is still being considered by the Wisconsin Legislature and the Wisconsin Supreme Court has the appeal of the Circuit Court under review.

If you are a WSA Minuteman who received the mailing and have contacted a legislator . . . thank you for your efforts. If you are a WSA Minuteman who received the mailings and did not contact a legislator . . . we could have used your help and are interested in your explanation for non-participation (anonymous or otherwise) in this very critical matter. If you are a WSA member who is not previously registered as a WSA Minuteman . . . consider doing so by calling the WSA office and obtaining a registration form. If you are not a member of the WSA . . . consider joining, we need your participation and involvement in order to better speak for architecture in Wisconsin.
News Photographers Competition

The Wisconsin Society of Architects annually sponsors an Architectural News Photography Contest for members of the Wisconsin News Photographers Association (WNPA). Award certificates and cash are presented by the Wisconsin Society of Architects to news photographers from Wisconsin recognizing excellence for their architectural photography.

Members of the WNPA submitted pictures in three categories:

1. Single picture of a building or buildings under construction.
2. Single picture of one building or a complex of buildings fully constructed.
3. A picture story composed of a multiple picture presentation.

Judging for each entry is based on the quality of the photographer’s work in interpreting and presenting the subject, not necessarily of the subject itself.

In addition to receiving an Award Certificate, award winners received cash prizes totalling $330. Pictures of award winners for 1980 and 1981 are shown on the following pages.

Due to space limitation, all winners are not shown.

Class II, Milwaukee Union, Milwaukee Sentinel
2012 East Menlo Blvd., Shorewood, WI 53211
HONOR AWARD

Class II, Hoan Bridge, Milwaukee, WI, Karen A. Sherlock,
2240 S. Layton Milwaukee, WI, Newspapers, Inc.
MERIT AWARD

Henry Kanazawa, AIA; Joe Paskus and Jim Potter, AIA jury the 1980 WNPA Architectural Photography entries.
Class II
Milwaukee City Hall
2012 E. Menlo Blvd.
Shorewood, WI
53211
Milwaukee Journal
HONORABLE MENTION

Class I, Medical College of Wisconsin, Milwaukee, WI.
Karen A. Sherlock, 2240 S. Layton, Milwaukee, WI, Newspapers, Inc.
HONORABLE MENTION

Class I
Port of Milwaukee Harbor Basin
Milwaukee, WI
Karen A. Sherlock
2240 S. Layton Blvd.
Milwaukee, WI 53215
Newspapers, Inc.
HONORABLE MENTION

1981 Honor Award - Picture Story
German-English Academy, Milw.
Class I
Pleasant Prairie Plant, Wisconsin
Karen Sherlock
2240 S. Layton Blvd.
Milwaukee, WI 53215
Newspapers, Inc.
HONOR AWARD

Class I
Wisconsin Electric Power Plant
Pleasant Prairie
Journal Times Photo
Mark Hertzberg
212 Fourth St.
Racine, WI 53403
HONORABLE MENTION

Class I
American Can Co.,
Ware House, Green Bay
Mike Brisson
2124 Farlin Avenue
Green Bay, WI
Freelance for Newspaper &
American Can
TITLE: "Framework"
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is executed during construction. The general conditions of the contract for construction, the drawings and technical specifications, the administration of the project and the cooperation of all participants set the rules that are instrumental to the management of static risk.

In its development, the CM system (CMS) specifically strived to expose the risks of project delivery. By doing so, it was able to deal with the risks in a beneficial manner to the ultimate advantage of the owner. Once the risks were identified, methods and procedures were developed and installed to eliminate, avoid, prevent, reduce, combine, insure, transfer and finance the risks involved. Using the General Contracting system (GCS) and Design-Build system (DBS) as a starting point, the CMS structured itself to provide risk management opportunities while utilizing the existing construction industry participants in slightly different roles. The CMS in its development extracted and utilized most of the beneficial methods and procedures that both the GCS and CMS developed over the years. It enjoyed the luxury of selectivity and refinement of existing practices and it accepted this unique opportunity to create its own idealistic structure of operation.

Under the CMS, the team (Architect/Engineer, Owner and CM) has the opportunity to create an awareness of risk and to assist each other in the selection of the best techniques for controlling and/or financing these risks. The CM, in his unique role on the team, is in fact a risk manager.

Perhaps the adage “an ounce of prevention is worth a pound of cure” alludes to a very elementary version of risk management. If exposure to risk is specifically managed, to provide a beneficial outcome, a useful and cost-effective result can be achieved. Thus, risk management, both as a concept and a practice, has application in every endeavor that has a potential of financial risk. With the element of financial risk so prevalent in project delivery, what better opportunities for risk management can we find?

The ultimate risk categories in project delivery are cost and time overruns and quality deficiencies. The opportunity for detrimental effect in these three categories is eminent anytime during the course of project delivery. If we separate project delivery into its eight recognizable phases.

1) Feasibility
2) Schematic
3) Design Development
4) Contract Document
5) Bidding
6) Award
7) Construction
8) Warranty/Guarantee

— we can consider the possibilities of detrimental effect categorically. It is obvious that certain phases are more prone to detriment by certain risks than by others. However, all three risk categories hold potential to one degree or another in each phase.

Within the scope of the standard AIA agreement between owner and architect, services during the feasibility phase are excepted. Unless special arrangements are made for services during feasibility, an owner is left to his own devices during a project’s formative stage. The CMS recognizes the risks involved in project formulation from the time and budget aspects, and provides expertise to the owner in developing budgets and time schedules. While the CM documents of both the AIA and AGC are somewhat dim with regard to services during feasibility, the philosophy of the CMS and the objective of the construction manager, is to get on board as soon as possible. The purpose is to help the owner develop a project that will meet his needs, be adequately funded and realistically scheduled. The CM is providing an obvious and much needed control function during feasibility. He is managing the risks inherent to feasibility studies.

Once the design phase has begun, we can see the major contrast between the GCS and the CMS. The construction manager devotes full time efforts to evaluating risks and proposing courses of action to avoid, prevent, reduce, combine, insure, transfer or fund them. The CMS does not provide for a contracting and/or construction oriented specialist during design. Consequently, by using the CMS, considerable progress can be made towards risk management in areas here-tofore unstressed. *Value engineering and life cycle costing reduce the risk of over-design by closely matching owner needs with his budget in a cost-effective manner. *Accurate budgeting and estimating controls the risk of exceeding the construction budget and experiencing aborted projects or costly redesign. *Detailed scheduling covers the total project timeline and not just the construction phase. This approach keeps all phases of the effort on schedule and reduces the risk of time slippage at any time during the project. *Constant document review during phases 2, 3, and 4 reduces the opportunity for dimension errors, specification gaps and avoids many change orders during construction.

One of the less obvious, yet major risks in project delivery, is the risk of not getting the most responsive bid price for the project. The CMS insures against this risk by using the multiple bid format. By accurately defining the work scope of each division of work, or bid package, and receiving competitive proposals directly from subcontractor types, the owner is assured of getting every low and responsive bid. The total of these bids has to be the lowest price for the total project.

This multiple bidding procedure takes care of other risks as well. It reduces the risk of getting involved with unqualified contractors, because the bidding process is under total selective control. It avoids the risk of non-competition in the traditional subcontracting tier by virtue of
the direct bidder recruitment process. It prevents the risk of spending dollars on undetected high cost items and systems, because the cost of each division of work is accurately known and can be questioned.

There are other risks managed by the CMS and by the construction manager. *The risk of default by the single general contractor is transferred proportionately to each of the multiple prime contractors. This eliminates the risk of total project slow down in case of default. *The risk of progress payment transfers from contractor to subcontractors and suppliers is eliminated. As a result, the risk of liens being filed against the owner are greatly reduced. *The greatly expanded and more accurate schedules of value generated by the multiple contract format greatly reduces the opportunity for overpayment and front loading. *The continuous on-site presence of a fiduciary representative (The Field CM) greatly reduces the risk of construction and contracting negligence during the construction phase.

The CMS also uses risk management approaches other than avoid, prevent, reduce and insure. *By defining work scopes in an objective way, the construction manager can isolate high risk construction sequences by combining them in one division of work. This provides a better opportunity to constructively focus on work that has high risk potential. *To eliminate the risk of unbonded subcontractor failure in the GCS, the CMS directly bonds all contractors. The multiple bonds cost more than the single GC bond, but the insurance against failure is worth the extra cost. The approach to risk management is funding in this case.

Using the thought process illustrated above, one can generate extensive situations and conditions in project delivery that will respond to risk management. Of course, the decision as to whether the CMS is a worthy alternative to the GCS or DBS still rests with the person making the Wisconsin architect/september, 1981 analysis. However, the viewing of project delivery as a series of identifiable risks brings a new perspective to the arguments for and against the CMS.

Project delivery can be perceived as a step-by-step execution of procedures that mesh together into a format or system. By isolating each procedure and its inherent problems, we can apply ourselves to devising better ways to solve those problems. As a result, the procedure will be improved and in turn the system will be improved.

If we look at each problem as a risk situation capable of analysis and assessment, we can determine the best way to handle the risk to the advantage of a particular party. In the case of project delivery, the eventual beneficiary has to be the owner. Consequently, risk considerations are specifically oriented to the owner's best interests. If all of the risks are successfully isolated and beneficially dealt with, it can be concluded that the sum of the risks — project delivery — will also be beneficially dealt with.

In the early days of CM, a popular comment by general contractors was that CM was not new, it was merely what they had been doing for years but under a new name. This attitude, or impression, has significantly hampered an understanding of exactly what the CMS actually is. Rather than investigating the system as an integrated and coordinated series of procedures that are extremely different from those in the other two systems, it was simpler and probably more self-serving to only look at the end results. There is no doubt that the end results of all three systems are exactly the same — project delivery. Consequently, the popular comment referred to is correctly stated. However, upon closer examination of the system itself, it can be seen that even the end results have considerably different characteristics. There has been significant improvement in the cost/quality ratio, the timeline and the credibility of overall performance.

**CONCLUSION**

Perhaps the risk management concept can provide a new approach to the evaluation of the construction management project delivery system. It is a simple approach that is not time consuming, and certainly easy to use. In fact, many CM systems were unwittingly developed through the use of risk management concepts. Consequently, the concept should certainly work as an analysis tool for those only seeking an understanding of the system.

To implement the process, all one has to do is make a list of the many actions and procedures used during design and construction in the GC system of project delivery. After each action or procedure, state its goals or objectives. Then list the problems, both big and small, that stand to hamper the goals and objectives. Be certain throughout the process that the total orientation of all goals and objectives is toward the owner's best interests. Obviously, this last requirement is of utmost importance to an accurate end result.

If each problem is viewed as a risk that must be taken, and the best possible solution to that risk is viewed as the analyst's responsibility, the best solution to the problems can be generated. With due consideration given to industry constructions and abilities, the sum total of the best solutions to problems will pyramid to the best solution for project delivery. There are always better ways of doing what we do. All we have to do is search for them and find them.

Once the analysis process is concluded, one only has to look at his results to determine if the system he has generated can still be called general contracting, or if change has generated an entirely new system. Obviously, many who made the analysis back in the seventies opted for the latter. Chances are more will do so in the future. Hopefully, the risk management concept as it applies to project delivery will be a helpful tool.
An Industry In Transition

Provided by Allen Brady,
Executive Vice President, Madison Association of Plumbing Contractors;
Sheet Metal and Air Conditioning Contractors National Association Madison Chapter;
Mechanical Contractors Association of Madison

The old time sheet metal contractor had to be ninety percent tradesman, was only ten percent businessman but made up for it being a natural born horsetrader. Deals were direct and face to face. Once the bargaining was over a handshake was the contract. A handshake commenced the job, and a handshake finalized it. Jobs had a clear beginning and a precise ending when the last register was screwed in place.

He oversaw the work progressing in the shop and on the job site and even did a lot of it himself, applying his vast knowledge of the tools and trade directly, bringing his personal efficiency to bear. He sold a job, did it, collected the money, then went on to the next. Each job completed paid off a little more of the mortgage on his business property and home, added to his bank account, and perhaps helped him buy another piece of real estate.

His aspirations were not high, generally he was content with seeing to it that his family were fed, housed and clothed and if he dreamed, it was of helping his kids to get the higher education that he never had; he could not see himself as the social equal of a doctor or a banker, but he hoped that one day his son would be.

If he was a little too inclined to revere the credentials of a doctor, lawyer or banker, he was nevertheless able to derive a great sense of pride in his craft and satisfaction in being able to personally exercise it, and view tangible results. An air exhaust hood on a roof, a duct system serving a warm air heating plant or a ventilation system were things that he had probably personally designed, laid out, fabricated and installed to suit a customer’s vaguely stated requirements. He calculated heat loss and air changes, duct sizes, occupancy needs, and was involved personally from start to finish. He usually received a healthy cash deposit before he even commenced the job.

He dealt a lot in cash. For one thing there was not a ravenous department of revenue breathing foully down his neck, demanding to see an accounting of every transaction and the history of every dollar that passed through his hands, picking over all he did. He received a lot of payments in cash, tucked cash in his employee’s pay envelopes.

He seldom had many employees, often only one or two old hands that had been his buddies for years, who had probably worked with him when he was a journeyman, before he saved up a little money to go in business with. There was a young apprentice - maybe two - he was bringing along. The shop was a focal point for the kind of unity and pride found in a hard working, practical, down to earth and hard-nosed family. That was what they were - a family. He got enough for his work to tide these few employees as well as himself over barren spots, making things up ahead of time for future jobs or to put on the shelf, knocking off early to split a box of beer and chew the rag. He knew their wives and the names of each of their kids. Sometimes there’d be a shop picnic, the wives would make up the cold chicken and dishes of potato salad and the ham and bologna sandwiches. The men would play handball with the kids on the
grass. He'd supply the beer and soft drinks and tease, taunt and torment the women into the ballgame. At Christmas time he'd have them over to his house, kids combed and shined, men stiffly formal in Sunday suits, ladies looked relaxed and pretty. There'd be gossiping, games and singing around the piano.

Once it was like that, but not anymore.

Yet the image prevails. Engineers, for example, are convinced that contractors have sufficient money in their prices to cover contingencies - things not made clear on the drawings, minor changes to make things work. They do not realize the comfortable contingency allowances were wrung out of the jobs long ago by steadily toughening competition. Despite the absence of a contingency allowance in his bid, the contractor is often bullied and blackmailed into making up design deficiencies and even performing extra work for free. The sheet metal contractor new in business is particularly vulnerable; he wants to impress both engineer and head contractor with his cooperative attitude, and show them he is no miserly penny pincher. All he does impress them with is his credulity and if he has entered a contract with a price substantially lower than experienced firms then they are likely to demand more concessions.

The old time image still persists in the minds of most persons newly entering the field, and quite a few who have been contractors for many years but won't accept the facts of change. They still believe rule of thumb, back of an envelope practises will suit today's complexities, and trustingly, that the verbal equivalent of a handshake will seal a deal. They are constantly victimized as a result. On the contrary, costs have to be carefully counted and scrupulously rechecked if the contractor is to survive with today's narrow margins and intense competition, and the type of terms and conditions buried in modern contracts. Today's prices do not cover any free work to make up for what a designer may have omitted; if the contractor has not studied every word and line of specification and drawing and priced in everything, free work will take away his profit and maybe more.

Sheet metal systems - air handling, cladding and decking, food services, industrial ventilation and material handling - have all vastly increased in size and complexity. The chain of communication and payment that links the man who does the work with the party it is done for is thinned and filtered through a maze of consultants, contractors, subcontractors, sub-subcontractors, inspectors, government regulating agencies, suppliers, supervisors, foremen, and the dollar issued at the top is worn down to a gaunt travesty of a dollar by the time it reaches bottom. A job is often more time in the planning than in the execution; and the post completion quibbling that goes on often consumes an equal span of time before the final dollar is received, many times after much valuable performance has been written off unpaid.

Today's contractor is still usually a product of the trade - but seldom has opportunity to exercise his skills. Virtually one hundred percent of his time is spent at his desk, on the telephone, or at meetings. He must learn in extremely short order, when he chucks his overalls in a corner and hangs out a sign, to be an accountant, a lawyer, a financial expert, a public relations officer, a salesman, a negotiator, a philosopher, something of a psychiatrist, and learn to accept calmly statements that before would have rendered him incoherent with rage.

The sheet metal contractor must now be one hundred percent a businessman. If an aspirant believes only his craft knowledge and a little intuition will see him through, he is in for a cruel surprise. He may survive long enough to acquire the necessary knowledge, but what he will in the end pay for his education would have made him a brain surgeon.

Sheet metal contractors coping day by day with the complexities of the industry should not feel one fraction less in stature than a practitioner in a more publicized profession. Our people all have paid their green fees, and daily play a tougher course.

This is now a career strictly for professionals; a lot that was good and enriching has been lost, true enough, but fulfillment as an individual is reward now as in the past, and today's more sophisticatated contractors are worthy inheritors of the legacy passed on by yesterday's tough breed. They have to be perceptive to the changes that have taken place, that's all, and brace themselves for future shock.

**AFTERMATH**

So forth to steal he softly stole The bags of chink he chunk And many a wicked smile he smole, And many a wink he wunk.
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FALL WORKSHOP

"The Design Architect in the 80's" will be the topic of this year's WSA Fall Workshop, to be held October 15 at Devil's Head Lodge, Merrimac, Wisconsin.

Doug Smith, AIA, Fall Workshop Chairman, reports that Chicago architect John F. Hartray, Jr., FAIA will be the feature speaker. Mr. Hartray is a principal in the firm of Nagle, Hartray and Associates, Ltd. (formerly Booth, Nagle, and Hartray). Prior to joining his firm in 1977, Mr. Hartray was associated with the Chicago offices of Skidmore, Owings and Merrill and Harry Weese and Associates. Mr. Hartray is also on the staff of the Chicago School of Architecture.

In planning this years WSA Fall Workshop, Doug Smith has attempted to create a workshop atmosphere in which there can be greater discussion (debate) between the speaker and the audience. In focusing on "The Design Architect in the '80's" the program will address topical issues pertaining to advertising, procurement of architectural services, design build delivery, the new ethic, and technical innovations affecting the practice of architecture. Smith challenges all architects to set aside this day to roll up their sleeves and address common concerns for their profession in the forthcoming years.

If you have not yet received a Registration Brochure or require additional information, contact the WSA office.

WSA MEMBERSHIP REPORT

The WSA now has close to 700 members. This figure represents a substantial increase from the 525 individuals that were members two years ago.

Research indicates that more than 50% of the time, the immediate impetus for joining the WSA is provided by a member asking or urging a friend or associate to join. This request is usually made by someone who the non-member trusts or respects. Growth in the WSA membership is directly related to maintenance and growth of the quality of programming available to the WSA. Urge a friend or associate to join. If you need a membership brochure, an application, or background information, contact the WSA office. If you or a non-member feel that the WSA should be taking a new or revised direction in terms of its programming feel free to speak up.

Take the initiative. Ask a non-member to join. Explain the benefits of membership and the multiple services, programs, activities, etc. that are provided to WSA members.

WSA membership dues have not been raised in six years.

Promote architecture by promoting membership in the WSA.

1981 HONOR AWARDS REPORTS

A record breaking 37 firms submitted over 84 projects to be reviewed by the jurors as part of the WSA 1981 Honor Awards Program.
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OCT 2 - OCT 11, 1981

events to open your eyes to the architectural world around you:

OCT 2 SAVD CASTLE competition at Bradford Beach, 2:00 p.m. - 7:30 p.m. - Architects and student architects by their hands at designing in sand (Oct 9, raindate)

OCT 4 Wisconsin Society of Architects design forum awards on display at M & B Bank, 770 N. Water St., Milwaukee

OCT 5 Historic Impact of Local Architects on Milwaukee Buildings - a talk by historian Russell M. Zinnemann at Engelmann Hall Auditorium, UWM, 7:30 p.m. - Public invited

OCT 6 Public Awareness of the Built Environment - a panel discussion by local architects, educators, critics, developers and legislators at Engelmann Hall Auditorium, UWM, 7:30 p.m. - Public invited

OCT 7 WSA A I A Design Awards Banquet for winners of the 1981 WSA Design Awards Competition Hyatt Regency, Milwaukee

OCT 8 OUTREACH DAY at Park Avenue Drive, 501 N. Water St., Milwaukee. Afternoon and evening events to interest young minority students in the field of architecture as a career - by invitation and in cooperation with the Milwaukee Public School system

OCT 10 Display of local architecture work at
OCT 11 Bayshore Mall

OCT 10 IVORY TOWER competition at Milwaukee Institute of Art & Design - a design challenge for practicing architects and students

OCT 11 Church Architecture - a talk by William Wenzler, A I A, on the development of church architecture. 8:00 p.m. St. Paul's Episcopal Church, S. 15 E. Knapp Street, Milwaukee. Public invited

southeast chapter - Wisconsin Society of Architects - American Institute of Architects
Jurorin of the submittals took place in Milwaukee on August 12, 1981. This year's jurors were Thomas H. Hodne, Jr., FAIA, Minneapolis; James Nagle, FAIA, Chicago; and E. J. Mackey, AIA, St. Louis. The award-winning projects will be publicized in The Milwaukee Journal and The Wisconsin State Journal on October 4, 1981. Further publication of the winners will appear in the November issues of the Wisconsin Architect.

Awards certificates will be presented to the Architects, Owners, and Contractors at the annual awards dinner currently being scheduled during the first week of October. Further information publicizing the date, time and place of the dinner will be sent to all members.

THINK SNOW

The first annual Colorado winter seminar, sponsored by the Wisconsin Society of Architects, has been scheduled for February 7-13 at Keystone Resort, Keystone, Colorado. The intent of the program is to provide WSA members with informative and useful information on energy-related topics from the perspective of the practicing architect. During the course of this one-week seminar, 22 hours of programming will be presented. Seminar sessions will be held from 7:00-9:30 a.m. and 4:00-6:30 p.m. Monday-Friday. 22 hours of continuing education credit have been applied for to the American Institute of Architects.

Seminar information has been sent to all WSA members and early reservations are encouraged. A block of rooms has been reserved at the Keystone Lodge and condominium . . . but lodging space is limited and will be confirmed on a first come basis.

For more information, contact the WSA office or Jim Miller, AIA; Fred Zimmermann, AIA; Rollie Williamson, AIA; Doug Smith, AIA; Mary La Certe, AIA; or Chuck Wahlberg, AIA.

DID YOU HEAR THE ONE ABOUT SALES TAX FOR ARCHITECTURAL SERVICES???

One recent test balloon floated into the political atmosphere by Governor Dreyfus has been a proposal to extend Wisconsin's 4% sales tax to fees for professional services (including architectural fees).

The WSA has joined with a variety of organizations representing a cross section of professions and commerce in Wisconsin for the purpose of opposing the proposed extension of sales tax to professional services. Reasons for this opposition include the following:

1. It is a direct and regressive tax on the individual consumers, businesses, and others who use professional and other services.

2. It increases the cost of doing business in this state as compared to surrounding states and places Wisconsin residents and businesses at a competitive disadvantage.

3. Smaller, new and marginal businesses will be hardest hit by the added tax burden.

4. Inactment of this will establish a permanent tax for what may be a temporary fiscal need.

5. It is a form of double taxation by the state because it taxes fees for services that are necessary in order to comply with tax and regulatory laws imposed by the different units for government.

To date this proposal has been introduced as proposed legislation, but only been bantered about by the Governor.
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EDWARD A. SOLNER, AIA, has moved his offices to The Professional Building, 6602 University Ave., Middleton, Wisconsin.

Surplice Associates, Inc. of Green Bay, Wisconsin announces the formation of two new Division; "SAI Industrial Engineering," and "Interior Planners".

REIMAR FRANK, AIA, has been appointed by Gov. Dreyfus to the DILHR one and two family dwelling code committee.

KAHLER, SLATER and SCOTT is pleased to announce that CHARLES M. ENGBERG, AIA, has been named Vice President and Director of Design.

The architectural firm of POTTER, LAWSON, PAWLOWSKY, GUERIN, and LOSCH has recently been formed, (previously Architectural Design and Construction Services, Inc.). Their address is 5645 North Green Bay Ave., Milwaukee, Wisconsin 53209 (414-228-1190).

JOHN MEYER, AIA, has become a principal of the Madison architectural firm of Martinsons/Zeck/Meyer.

STEVEN D. CLARKE, was approved for Associate Membership in the Northeast Chapter.

CHRISTY FLEEGE, was approved for AIA Membership in the Northeast Chapter.

TIMOTHY A. FRATER, was approved for AIA Membership in the Southwest Chapter.

HARRY J. WIRTH, was approved for AIA Membership in the Southeast Chapter.

STEVEN A. SCHROEDER, was approved for AIA Membership in the Southeast Chapter.

Changing offices or jobs? Have you or a partner been promoted or given a special award? A new project?

TELL US AND WE’LL TELL YOUR COLLEAGUES!

Please answer these questions about the news event you are reporting and mail this form to: Eric Englund, c/o WSA, 615 E. Washington Ave., Madison, WI 53703.

WHO? __________________________________________

WHAT? __________________________________________

WHEN? __________________________________________

WHERE? _________________________________________

WHY? ___________________________________________

CAN YOU GIVE US THE NAME OF A PERSON TO CONTACT AND A TELEPHONE NUMBER IF WE HAVE MORE QUESTIONS ABOUT THIS NEWS HAPPENING?

PHONE: ____________________ NAME: _______________

Do you have a suggestion for a Wisconsin Architect article? ________

Wisconsin Architect/September, 1981
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Wisconsin Architect/September, 1981
June 24, 1981

Noble E. Rose, AIA
Post Office Box 955
Beloit, Wisconsin 53511

Walter E. Zoller, AIA
15255 Watertown Plank Road
Elm Grove, Wisconsin 53122

Dear Wally and Noble:

Obviously, I am one hell of a fine photographer to be able to take two genuine corn-fed Wisconsin sow's ears and turn them into a couple of natty silk purses!!! You two actually looked dignified; competent and intelligent.... at least for a couple of guys with exceptionally long foreheads.

Enjoyed our conversations, the lunches and the dinners. Even my daughters spoke about your congenial and interesting discussions with them. I explained that both of you were hustling and that they should always be suspicious of filthy old AIA officers. My wife said that was untrue and she would take either of you.

It is difficult for me to understand the success of the Wisconsin Society since I left. I suppose you two will take all the credit .... BUT, remember that I still have the "President's Hat".

So there!!!

Cordially,

[Signature]

JOHN B. HIPP, AIA
Director

JBH: gda
Enclosure
Southwest Chapter's 1981 High School Architectural Design Competition

For the sixth consecutive year the Southwest Chapter of the WSA has sponsored a High School Architectural Design Competition. Participating in the 1981 program were students from 12 high schools located in the Southwestern part of Wisconsin. A total of 63 students submitted design solutions for an energy efficient "Recreational Retreat" on a hypothetical site in Southern Wisconsin, incorporating alternate energy sources into the design solution. Each participating school was assigned a critic who worked with the school's instructor and participating students. These architects met each week for six weeks with the students and their advisors.

The 63 entries were evaluated on the basis of creativity, design concept, presentation, technical skill, completeness, and program compliance. Judges for the 1981 program were John Meyer, Paul Thompson, and Mark Engman. Contributions toward the first, second and third place prizes were made by Jack Gruenhagen, President, Master Blue Print, Inc. of Madison, Wisconsin.

The editorial board of the Wisconsin Architect is pleased to present the following photographs of the winning projects. An awards banquet for the participating students was sponsored by the Southwest Chapter, with a banquet speech by Robert Beckley of the University of Wisconsin - Milwaukee School of Architecture and Urban Planning.

Wayne Whiting
LaFollette High School
1st Place

Jim Petersen
LaFollette High School
2nd Place
Taylor Maurer
Oregon High School
3rd Place

Eric Lawson
Middleton High School
3rd Place

Steven Carlson
LaFollette High School
3rd Place
Terry Martin
Monroe High School
Honorable Mention

Hugh W. Jones
Middleton High School
Honorable Mention

Rick Marx
East High School
Honorable Mention

John W. Cerveny
LaFollette High School
Honorable Mention
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