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Convention Report

by Richard Eschner, AIA

I hope that everyone who attended the 1982 State Convention gained meaningful insight into and reflection on the changing practice of Architecture, or as the theme stated, "Architecture Restructured". Unquestionably, a one or two hour seminar cannot allow for detailed presentations or dialog. As is true with all conventions, our intent was to stimulate thought and to broaden individual horizons.

From the program perspective, keynote speaker Jean Paul Carlhian provided a stimulating historical perspective of architecture and a discussion of contemporary needs in design and education. Dean Zastava and George Roback gave us an excellent overview of computer graphics and the impact that this tool will have on all of us. The Owner/Client viewpoints of professional skills and methods of working that architects should adopt were capably presented by Mssrs. Drake Rowe, Glen Hiermeier, Gerald Hoepfner and Leonard Backus. Three noted design professionals: Stanley Tigerman, William Pulgram and Ezra Ehrenkranz provided a spirited discussion of their viewpoints on the contemporary and future practice of architecture. Here, a diversity of opinion reminded me that there are no set formulas for architectural practice. Our last speaker, Paul Goldberger, Architectural Critic for the New York Times, gave us an insightful review of the architectural past and present and suggestions for future architectural design movements.

The Convention could not have been planned and run without the assistance and cooperation of many people. First of all, I want to thank the committee which helped plan all aspects of the theme, format, programs, speakers and graphics. I really appreciated the creativity, cooperation and dedicated spirit exhibited by Doug Ryhn, Pat Frost, Joe Albert, Ray Matulionis and Bridget Wolf. Merry Earll and Carol Eschner assisted in planning and participating in the spouse related programs which included tours of historical Milwaukee and the Milwaukee Art Museum. The real force behind the entire planning and operation of the convention was our Executive Director, Eric Englund. Without Eric and his staff, which included Karen Linley and Sandy Swatek, the convention could not have been held. Reimar Frank provided very capable assistance by handling all audio visual equipment.

Lastly, I want to thank each of the 98 exhibitors who provided us with an enthusiastic attitude, a cooperative spirit and an outstanding array of information pertaining to architectural building products. The type of information, quality of displays and support of our convention was really appreciated. The exhibitors gave each of us an excellent opportunity to update our building technology information and to renew acquaintances. The exhibits provided by the schools with architecturally related curriculums allowed all of us to learn about current academic trends.

One final expression of thanks: I was very pleased to see the exceptional turnout of contractors, consultants, clients, allied professional groups and students at the annual Open House. One goal that we had set was to increase the interaction between those groups at the Convention. The response to the invitations helped us meet that goal and helped give the first day of the Convention a real focal point.

wisconsin architect/june, 1982
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Wisconsin Architect/June, 1982
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"Convention Highlights"

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Richard Eschner, AIA, 1982 Convention Chairman.

WSA President, Brian Larson, presents a citation to U.S. Congressman, Henry Reuss.

Gordon Orr, FAIA, and Emma Macari, 1983 WSA Convention Chair.

Must have been one of those derogatory stories about a German.

Two FAIA's, Ed Berners and Len Schober.
Would you "negotiate" the cost of a new car with these gentlemen???

Over 800 people attended the Construction Industry Reception.

Architects from throughout Wisconsin attended the seminars.

Say Cheese!

Honor Awards speaker State Senator James Flynn and his wife.
I "Did you hear the one about the traveling architect??"

Honor Awards Banquet.

Is this what it means to be "strongarmed" by a client?

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MEMBERSHIP ACTIONS

GRIEBSCH, MARK N., was approved for Associate Membership in the Southeast Wisconsin Chapter.

KRZYNSKI, CHRIS, was approved for Student Membership in the Southeast Wisconsin Chapter.

CIOFANI, MICHAEL A., was approved for AIA Membership in the Southeast Wisconsin Chapter.

OPFERMAN, CHARLES, was approved for AIA Membership in the Southeast Wisconsin Chapter. This was an upgrade from Associate Membership.

LEAKY ROOF??

On March 24, 1982, a roofing seminar was sponsored by Milwaukee CSI. 125 people attended, made up of architects, engineers, specification writers, roofing contractors, building owners and building engineers. After a well received luncheon address by the Honorable County Executive, William F. O'Donnell, awards were presented to numerous persons by Clarence Huettenrach, AIA, Milwaukee CSI Awards Chairman.

PEOPLE AND PLACES

JOHNSON AND WIDEN INC. has relocated their office to 1700 E. North Avenue, Milwaukee, Wisconsin 53202. Their phone number is (414) 272-1800.

JOHN BRUNI ASSOCIATES has relocated their office to Number 10, West Mall, 128 West 8th Street, Monroe, Wisconsin 53566.

THE ZIMMERMAN DESIGN GROUP has announced that Marvin V. Christianson, AIA, has become a stockholder and vice president. The firm further has announced Daniel P. Christiansen, AIA, has been appointed Associate as a Architect/Manager. New associates with the firm are Steven W. Bach, AIA, Donald R. Smith, AIA and David L. Stroik, AIA. The firm has also recently opened an office in Orlando, Florida.

TAVAREZ AND ASSOCIATES ARCHITECTS, INC. of Madison and Milwaukee has announced the appointment of Jose J. Vega, AIA, as the new Associate Director of Design. The firm has also recently hired Patricia Zingsheim to their design staff.
On March 1, 1982 Dilhr began a priority plan review procedure per Ind 69.09(7). An additional fee equal to the plan examination fees is charged for this service over and above the normal total fee. **Priority plan review is by appointment.** Submitter desiring this new service may call Jim Smith 608-266-0251 for an appointment. It is hoped that most priority plans can be returned the same day. Complex plans which need more than one day to review will be returned upon completion. Dilhr is keeping their existing Permission to Start Construction form (SB-198) as an alternate for those who only wish to start footing and foundation work prior to plan approval.

Included in this year's convention activities was the second annual fun run. Winners of this prestigious event were Pat Frost, Bruce Kriviskey, Ken Eggert and June Huettenrauch.

An unusual feature of the "AIA Group Plan For Firms" is that it allows new firms to enroll for "life and health insurance" without health evidence within 30 days of setting up a new shop. A new firm can consist of "one" or more persons.

Another advantage of the program is that an employee's insurance benefits will continue without interruption if that employee should leave a firm which participates in the "AIA Group Plan For Firms" to go to work immediately for another firm that participates in the AIA plan, or to work for any of the other 2,500 A/E firms whose insurance plans are administered by Association Administrators & Consultants, Inc., as part of the Design Professionals Group Insurance Plan.

Many plans also have individual conversion privileges, which employees should ask about if their insurance will be terminating.

For information or help, please call the AIA Insurance Service Organization, Association Administrators & Consultants, Inc. at 1-800-854-0491.

"Louis W. Claude: Madison Architect of the Prairie School", by Gordon D. Orr, Jr., FAIA. Cover price $10.00. Special arrangements by the author have made a limited number of copies available through the Wisconsin Society of Architects, 615 East Washington Avenue, or Historic Madison, Inc., at $5.00 each.

This double issue, and the last for the publication, traces the professional career of Louis W. Claude, a native of Baraboo and later a resident and practicing architect in Madison. The publication contains many illustrations of the work of this regionally architect, and includes a building list of over 150 buildings.
MARK F. PFALLER

Mark F. Pfaller died of natural causes on May 21, 1982. Mr. Pfaller learned architecture by working in the offices of architectural pioneers such as Reuben Class and Charles Tharinger.

Born in Jefferson, Mr. Pfaller took mathematics courses at the University of Wisconsin and worked as a designer and draftsman for several leading architects. He started his own firm, Mark F. Pfaller Associates, in 1917. This firm was merged with Herbst, Jacoby and Jacoby in 1980. Mr. Pfaller was Board Chairman Emeritus of the successor firm, Pfaller Herbst Associates, Inc.

Under Pfaller's direction, his firm designed many notable schools, hospitals and churches including Pius XI High School, Elm Brook Memorial Hospital, St. Rita's Church, and the renovation of St. John's Cathedral.

Mr. Pfaller was a past president of the Wisconsin Architect's Association, the successor to the WSA. He is survived by his wife, Marie of Ft. Lauderdale, a son, Mark A. Pfaller of Milwaukee, and two daughters. He is also survived by his grandson Mark F. Pfaller II. Both Mark A. Pfaller and Mark F. Pfaller II are active members of the Wisconsin Society of Architects. The family has indicated that memorial contributions can be made to the Wisconsin Architects Foundation, 615 East Washington Avenue, Madison, WI 53703.

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TOM FLAD

As a young student, there was no doubt in Tom Flad's mind that he was going to be an architect. "I was simply born into the business," he would say. The business was Flad & Associates, the architectural and engineering firm started by his father in 1927. Tom's talent for architecture was highly regarded.

Tom Flad, 67, died on Friday, May 7, following a heart attack while in Minneapolis. He was the Chairman of the Board of Flad & Associates until he retired in 1975. Tom was with the firm for 36 years, helping it grow to become the largest A/E firm in Wisconsin.

Tom attended Notre Dame in the late 1930s, took a year out to work for Albert Kahn in Detroit, and graduated in 1940. He started working for his father during college and became a partner in 1940. At that time, Flad was involved mainly in religious and school architecture, residential and light commercial and Corps of Engineer work. When Tom retired, Flad was on its way to being one of the top hospital architects in the country and had a growing history with a number of large industrial, commercial, state and university projects.

Projects Tom was most proud of included Parker Pen Arrow Park Plant in Janesville, St. Bernard's Church in Middleton, and Winona Cathedral in Winona, Minnesota, Anchor Savings and Loan and National Guardian Life in Madison.

Tom's devotion to his faith made his professional associations with many Diocese and Archdiocese in Wisconsin, Iowa, Illinois, and Minnesota, more meaningful.

He was a director of the Madison Chamber of Commerce, Anchor Savings and Loan, the Salvation Army, and the Madison Zoological Society. He was past president of the Exchange Club of Madison, and the South Central Wisconsin Notre Dame Alumni Association. His professional affiliations include the Wisconsin Society of Architects - AIA, Construction Specifications Institute, and the Society of Military Engineers.

Tom Flad was a proud father of eight children, now all grown. His wife, Eileen, died in 1980. Tom was recently remarried to the former Mary Anne Gouger.

A leader in his profession and his community, Tom will be missed by many.

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