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December 1983

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COVER CREDIT: Architectural Detail of Stoner House by Frank Dropsho, AIA

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CARL V. PATTON
The New Dean of the School of Architecture and Urban Planning
University of Wisconsin - Milwaukee

This fall Carl Patton became dean of the School of Architecture and Urban Planning, replacing Anthony J. Catanese who became Provost of Pratt Institute. Before coming to Milwaukee, Patton was head of the Department of Urban and Regional Planning at the University of Illinois at Urbana-Champaign. His previous positions also include being Director of the Bureau of Urban and Regional Planning Research at the University of Illinois; principal planning associate with the architectural and planning firm of Richardson, Severns, Scheeler, Green in Champaign, Illinois; a planner with Ladislas, Segoe and Associates, consulting engineers and city planners in Cincinnati, Ohio and with the Baltimore Urban Renewal and Housing Agency. He has consulted to Abt Associates, Cambridge, Massachusetts; The American Planning Association, Chicago; the Gerontological Society, Washington, D.C.; and the American Council on Education, Washington, D.C. Dean Patton holds a B.S. in Community Planning from the College of Design, Architecture and Art at the University of Cincinnati, a Masters in Urban Planning and a Masters in Public Administration from the University of Illinois at Urbana-Champaign, and a Ph.D. in Public Policy from the University of California, Berkeley.

During the few weeks since my arrival at the School of Architecture and Urban Planning, I have been heavily involved in learning the ropes at the University of Wisconsin-Milwaukee, but I have also been actively trying to meet the members of the Wisconsin architectural, planning, and development community. In a state the size of Wisconsin it will take me some time to get to know all of you, so this opportunity to write a few words for Wisconsin Architect is welcome.

Rapid and major changes in the economy of the state and nation, as well as continuing population shifts, present numerous challenges to architecture as a profession. To these changes, over which we have little influence, add the impact of new technologies, shifting consumer preferences and higher public expectations. If these challenges were not enough, the profession must also deal with external competition from other fields for scarce design resources, and internal controversy about registration and continuing professional education. As dean of a school of architecture and urban planning I cannot personally solve these problems, but I can work with others to use our educational resources effectively and to ensure that the education of future architects is responsive to our professional and community needs. I hope to work together with you in promoting the importance of professional architectural practice in the future of our cities, the state and the nation.

You have a resource in the School of Architecture and Urban Planning. In its relatively brief history, the School has developed a comprehensive curriculum, has assembled a diverse and talented faculty, has attracted a high calibre student body, and has begun to win numerous awards for its accomplishments. These most recent awards include five of seven first-place awards in the Chicago chapter AIA Midwest Architectural student design competition. During the past year more than fifteen other faculty, students and SARUP alumni have won awards.

The School has also made great strides in developing ties to the professional community. These ties include a number of appointments of practitioners as adjunct professors, the involvement of local professionals as critics and visiting lecturers, and the selection of practical and challenging topics for studio problems. We are expanding our basic and applied architectural and planning research efforts, our publication series, and our outreach to alumni, the profession and friends. We are also developing computer-aided design capabilities which will be integrated into our curricula and made available to the profession.

I was attracted to the University of Wisconsin-Milwaukee because of the good national reputation held by the School of Architecture and Urban Planning, because of the opportunity to work with an excellent group of faculty members, and because of the long tradition of support for higher education in Wisconsin. The School is coming of age and has the potential for world-class status. More importantly, it is not hidebound. Rather, it is young and flexible enough to respond to the needs of the profession. There are good things in the future of the School of Architecture and Urban Planning, and I look forward to working with you to achieve them.
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DILHR Update

There's a "new kid" on the block, and he's looking for you.

On September 19, 1983 Edward F. McClain was appointed by DILHR Secretary Howard S. Bellmann to replace Safety and Building Division Administrator, John Wenning.

Ed has not been timid about getting his feet wet and becoming involved in the issues facing Wisconsin architecture and the construction industry. Consider the following:

PLAN REVIEW BACKLOG

In mid-September of 1983 the backlog for normal plan review at DILHR was somewhere around 40 days. That's not 40 calendar days... that's 40 business days. It doesn't take a calculator to figure out that this is two months. Within two weeks of taking on his new job, Ed implemented a 15/5 program establishing as a division goal a maximum review period on regular building plans of 15 working days and on priority plan review of five working days. While many applauded Ed for his initiative in creating this plan, there was substantial cynicism in terms of whether or not it would be effective. Guess what? Within 30 days (that's calendar days) of establishing this goal the goal had been reached and surpassed. In fact by the end of that 30 day period the regular building plan review period was seven days (yes that's seven working days).

This goal was accomplished through a concerted effort on the part of Ed and his many employees. Plan examiners were pulled in from other positions, work schedules were rescheduled, inspectors were brought in from the field to examine plans, and, generally, there was an impressive and concerted effort by all involved to achieve this goal. Congratulations are in order.

SPRINKLERS

One of the first issues to confront Ed in his new position was the recent problem of how DILHR should interpret the new sprinkler code. While some have suggested that the use of petitions for modification could sidestep that code, the current interpretation of DILHR is that the statutory mandate for sprinklers in accordance with Chapter 17 of BOCA is the Wisconsin law and must be complied with. Upon being further educated on the ridiculousness of some of the sprinkler uses mandated by Chapter 17 of BOCA, Ed has appeared at public hearing before a legislative committee supporting changes to the laws which would give DILHR flexibility in writing its code and would allow many low rise buildings (under 50 feet) to be built without the currently mandated sprinklers. While there has been no final action on that legislation to date, it is clear that DILHR clearly recognizes the problems with the BOCA standard and will be an active participant in seeking legislative relief.

WHAT ELSE

The Wisconsin Building Code, its development, administration, and enforcement, has significant impact on architecture and construction throughout this state. As the administrator of the Division of Safety and Building, John Wenning sought to balance the multiple issues arising pertaining to the building code in an effort to seek an administration of the Division of Safety and Building that was consistent with the underlying charge of that division to protect public health and safety. Based upon his activities to date, it appears that Ed McClain is prepared to continue this tradition and is anxious to have your comment, feedback, insight, complaint, etc.

DON'T SIT ON YOUR HANDS

Here's your chance. Let the "new kid on the block" know of your concerns, frustrations, and compliments. Be fair. We have a unique opportunity to utilize our professional competence and expertise in educating the new Division Administrator of Safety and Building.

Mark A. Pfaller, FAIA
Milw., WI
Documents Committee Task Group

Richard Young, AIA
Blmtn., MN
Design Build Task Group

David J. Griswold, AIA
Mpls., MN
Architects Liability Committee,
Quarterly Program Task Group

I am still concerned that our region is not well represented on the national committees and would like to work very closely with the components next year to submit credentials of interested persons before the July deadline.

The 1984 Government Affairs priorities listing was endorsed by the Board. I presume you will be receiving copies of these priorities, and you will note that for the first time state and local government activities are listed as national priorities. I am pleased to have had a small part in helping to focus the Institute priorities to the state component level.

The 1985 National Convention will be held in San Francisco, California.
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Renovation

Architect:
PKR Architects and Associates
Milwaukee, WI

Owner:
DNR
State of Wisconsin

Project:
DNR Building
Milwaukee, WI

PKR, a Milwaukee firm, had the task of taking an old bank building located in the heart of a once very prominent business district on the northside of Milwaukee and turn it into the new regional offices of the Department of Natural Resources.

The bank was at various times another bank, vacant and finally owned or rented by several church groups. It even failed to pass city codes.

Milwaukee Redevelopment authority purchased the building and land and sold it to the State of Wisconsin for just $1.

Making use of the bank offered an important link to both the past and present of North 3rd Street. The building's strong, classical, columns reflect a more elegant era when the street was a business center.

The new State offices were designed to involve the old bank structure. The front remains the same, with remodeled conference rooms and a small reference room for the 156 DNR staff members. About half of the old bank building, including the entire lobby, is preserved. It comprises about 10% of the total space in the DNR building.

Much of the restoration project's success must be given to government leaders who have a strong commitment to revitalize older areas. The State Legislature approved spending $3.56 million dollars that will include some other things such as a public plaza just outside the new building's entry and a park-like setting adjacent to the parking lot.

Restoration can be cost effective also. Jerry Slack, who directs engineering for the DNR said, "By using the bank, the DNR would get more space than it could if the building were built from scratch."

What better way is there to maintain the "old world charm — new world vigor" that has become our legacy. Architects working with business and government leaders can play a major part in transmitting our present and past to the future.
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Milwaukee, WI

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(Taken From a Letter Written by a Milwaukean to John Fox of Plunkett, Keymar, Reginato, Architects)
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James E. Larson, Architect
Oshkosh, WI

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Adaptive Reuse

Architect:
James E. Larson
Oshkosh, WI

Project and Owner:
Office for James E. Larson, Architect
Oshkosh, WI

The need for expanded offices created a search in downtown Oshkosh for existing space to be adapted to an architect's office. The space had to be visible, conveniently located, have good natural light and interesting views to the outside. All of these qualities were contained in an existing abandoned storage warehouse which not only is located in the central business district in Oshkosh, but which also overlooks the Fox River, has views directly up Main Street from forty feet above grade as well as views onto Lake Winnebago.

Approximately 1000 sq. ft. in the Northeast corner of the third and top floor was purchased in Condominium arrangement. The existing 17'-0" high heavy timber ceilings were sandblasted and left exposed. A 450 square foot loft space was constructed from timbers and cast-iron joist hangers salvaged from another portion of the third floor. This created needed floor space and assists in zoning main level space by changes in ceiling, height, and location of the stairway.

The addition of 450 sq. ft. of new loft space created a lower than average cost per square foot as well as aesthetically and functionally dividing space.
ONCE THERE WAS

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We are proud to have been on the team that made the Medic East Emergency Care Center a reality.

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Madison, WI 53704
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*Electrical:*
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608-271-6244
Adaptive Reuse

Architect: Torkelson & Associates
Madison, WI

Owner: Dr. David Goodman
Madison, WI

Project: Medic East Emergency Care Center
Madison, WI

The study of Medic East brings together two diverse trends in current building — the proliferation of free-standing emergency care centers and the retrofitting of abandoned service stations. In this case, a prime geographic location was capitalized upon by retrofitting the existing structure to net a cost savings to the owner.

Opened in mid-October 1983, Medic East Emergency Care Center is the first of its kind in Madison, directing services toward patients who perceive their medical problems, though not life- or limb-threatening, require immediate attention.

Before Torkelson and Associates was commissioned, various other builders and architects gave this advice: "Raze the existing structure if you intend to purchase the site, because remodeling will save no money."

After a careful analysis of the site and service station, it was determined that not only was the building structurally sound but the entire masonry shell was salvageable. In this instance, a remodeling did offer a considerable cost savings versus new construction.

Care was taken to restore as much of the building's exterior as feasible. Thus, much of the vertical siding remains though restained. Diagonal wood slat accent panels have replaced the bay doors. The roof's appearance improved with removal of the masonry chimney, vents and signage, and addition of new shingles.

Medic East's interior program and design was defined by its emergency care concept. The express purpose of the open design is to facilitate immediate care by swiftly moving the patient throughout the facility, unlike the traditional linear layout of conventional doctors' offices.
The building was virtually a cream city brick shell without utilities, walls or glass in the window openings. The "L" shape plan of the building provided the format for an open plan.

Reconstruction involved framing, insulating and plastering all exterior walls and ceilings. Window openings to the north and east were sealed for energy considerations. Five skylights provide natural light. Remaining windows were fitted with insulating glass and a mylar shade system to create passive solar capabilities.

Special features in the kitchen include a commercial gas grille and a quarry tile floor. Laundry facilities are also just off the kitchen space. The refrigerator was painted by a body shop to match the plastic laminate cabinets. An original platform area in the bathroom enabled the whirlpool bath to appear "sunken". Much of the room is mirrored to create the illusion of space. Quarry tile was again used on the floor and walls.
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Adaptive Reuse

Architect:
David N. Mandehr, AIA
Madison, WI

Owner:
Robert and Donna Read
Blue Mounds, WI

Project:
Read Schoolhouse Adaptive Reuse
Blue Mounds, WI

The program involved the owner's need to expand the useable living area of a rural one-room schoolhouse in which they had been living for a few years. The design was to respond to the client's request for a more functional kitchen, enlarged main level bedroom and the insertion of a loft sleeping space with bath.

Design Solution

The building's original 12 foot ceiling was utilized as the main focus of the space. By using the available attic space, the ceiling height was increased to allow for construction of the loft. A cathedral effect was created by sloping the living/dining ceiling up to meet the raised loft ceiling, which also provides structural stability for the existing exterior window wall. Increased insulation levels were achieved by the reframing of the ceiling. The kitchen was reconfigured to accommodate the owner's use requirements and to provide a separate eating area. Redesign of the entry allowed for a separate vestibule, interior closet space and more convenient access to the lower level, where the original bathroom, mechanical room and storage are located.
Adaptive Reuse

Architect:
Edward A. Spiner, AIA
Middleton, WI 53562

Owner:
City of Middleton, WI

Project:
Emergency Medical Service Facility
Middleton, WI

The city of Middleton purchased a used-car building and site in a critical city location for life support services necessary in the community.

The existing building was stripped of finishes, non-bearing interior walls and roofing.

The planning consisted of housing two ambulances with direct access to the highway and the potential for lateral expansion for the housing of a third vehicle. Lockers are provided to all volunteers on the upper level which also contains three sleeping rooms and bathing facilities.

The Middleton EMS team consists of fifty volunteer members and serves all of the city of Middleton.

The lower level has a day-room, a communication center, a large meeting room, study, toilets, mechanical and storage rooms.

A wood structure was utilized to provide flexibility of design, better insulation capabilities, speed of construction, adaptability and a pleasing aesthetic value.

The wood fence was utilized to screen the user from the heavily traveled street and to expand the living area to the south and out-of-doors in clement weather.

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wiscosin architect/december 1983
The First National Bank and Trust Company of Baraboo has served the small, prosperous farming and retailing town of Baraboo since the turn of the century.

The present neo-classic structure was built in 1926 by A. Moorman & Company of St. Paul, Minnesota. By the 1980's the bank had outgrown its facilities and faced severe space shortages.

John Eckhardt, Jr., President of the First National Bank and Trust Company of Baraboo, and the architect agreed that the adjacent 20 foot wide store north of the building should be purchased for the expansion and that the remodeling and renovation should be done in a style consistent with the original design. It was thought a period interior would be distinctive and the decision was made to carefully research and document an interior that would be compatible with the architectural style of the building.

The design team flew to Wilmington, Delaware, to spend two days at Winterthur, the premier museum of American decorative arts located on the former estate of Henry Francis DuPont. Winterthur houses the largest and finest collection of this type of American decorative arts in the world and has been designated one of only ten centers for advanced study by the National Endowment for the Humanities.

The renovation included the gutting of the bank interior as well as that of the adjacent building, adding over 3700 sq. ft. of additional space. In order to maintain the building's integrity, the existing neo-classic facade was extended to encompass the adjacent building. Granite benches, that are copies of an old marble bench that was originally inside the bank, were provided for the public and shade trees were planted along the front and side of the bank to beautify the area.

As much of the existing detail as possible was retained, repeated or expanded upon. Existing marble was removed, polished and combined with new to be reused for the teller station facings, column bases and wainscoting.

To increase energy efficiency, windows were replaced throughout the building with new insulated units with operable vents. A heat pump was installed for air conditioning and heating purposes, providing the opportunity for diversified usage. In addition the exterior walls and roof were insulated.
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Wisconsin Architect/December 1983
New DILHR Administrator Talks To WSA

By Jim Gersich, AIA

SITUATION
The Northwest Chapter meeting, WSA, was held in October in Eau Claire. Attending were about 30 practitioners and students from the Wisconsin Indianhead Technical Institute. The speaker was DILHR's new Safety and Building Division Administrator, Ed McClain, who was appointed to this position late in September of 1983.

BACKGROUND
Ed McClain, a Wisconsin transplant from West Virginia, originally came to Wisconsin to teach college. In the mid 1970's Ed ran for a seat in the Wisconsin State Assembly and won by a very narrow margin. After serving several terms, he worked in the criminal justice field as a State Program Manager.

MESSAGE
Making it clear that he is more a manager than a technician, Ed targeted two major areas of concentration in his first six weeks at DILHR . . . the plan review backlog and the new sprinkler code.

One of the first issues to confront Ed in his new position was a 41 working day backlog in plan review. He recognized that this backlog was upsetting to owners and architects, as well as not best serving the goals and purposes of the DILHR Division of Safety and Building. Ed determined that 15 working days was a maximum acceptable backlog and as a means of reaching this goal he authorized the use of overtime, new staff, and plan examination time contributed by other bureaus within Safety and Building. Within four weeks the non-priority plan review backlog was slashed to five working days.

The new sprinkler code was also an issue that confronted Ed in his first days at DILHR. Questions were raised as to whether or not Petitions For Modification could be used to provide variance from the new sprinkler code requirements. After reviewing the appropriate Wisconsin laws, Ed determined that such petitions must be denied because DILHR did not have the statutory authority to permit methods of equivalent protection. Ed further recognized that the underlying law appeared to need change. In response to this recognition, Ed actively involved himself in the legislative process and has proposed that the current law be broadened in a way which will hopefully minimize those situations in which sprinklers are mandated in an inappropriate situation.

INTERACTION
Those attending the meeting had a chance to ask Ed whatever was on their minds. The spirit of the conversation reflected sincerity, frankness and an undertone suggesting that while practitioners will not always agree with decisions from DILHR . . . there will be an open and honest forum available for informed discussion.

PRELIMINARY PLAN REVIEWS
Ed has assigned Chuck Hanson, as well as Clyde Bryant, as preliminary reviewers. This is a service afforded to designers. Remember that Chuck and Clyde will answer questions, but will not (shall not) design the project for you.

CODE FORMAT
It was suggested that, partly due to its numbering format, the code is difficult to follow. Ed indicated that this will be studied.

FEES
In response to a concern that the plan review fees were high, Ed cited a recent study which illustrated that, for the same building, fees were slightly higher in Milwaukee, about double in Chicago, and approximately 10 times higher in Detroit. It was suggested that higher review fees would be justified if the review could be accomplished in a timely fashion (Ed's apparently been successful on working on this), if the review was thorough and consistent with previous interpretations, and if building owners could gain a sense of benefit from the review, such as a safer building without additional construction costs.

PLAN REVIEWERS
While it is obvious that some plan reviewers are better qualified than others, it is also obvious that an open line of communications should exist between practitioners and DILHR, to both applaud good performance, and criticize bad. Ed suggested that some form of performance evaluation is possible in which practitioners can contribute. Ed also asked that the reverse be true; that DILHR reviewers have an opportunity to criticize those buildings and their designers that are, in some way, unsafe or ignorant of code requirements. Those attending the meeting felt that this was a fair process.

PRIORITY REVIEWS
The goal, of course, is to have a quick priority review process for those projects that really need action . . . and certainly not for the average project. The time needed to accomplish a priority review has been targeted at a maximum of five days.

CONCLUSION
Ed McClain is a manager, not a building system designer. He recognizes that communications is the key to problem solving. While he doesn't profess to be able to solve all of our code-related problems, he assures us he will work at them. Ed wants practitioners to write or call him. Tell him what's right, tell him what's wrong. Ed recognizes that DILHR provides a service to building designers and owners throughout the state . . . and he looks forward to improving this service. We all should look forward to working with him to obtain this goal.

Editor's Note: Jim Gersich, AIA, is with the La Crosse office of HSR Associates, Inc.
On The Boards

ARCHITECT:
Tavarez and Associates
Architects, Inc.

In Association With:
Camp Dresser and McKee, Inc.
Boston, Massachusetts and
Milwaukee, Wisconsin

PROJECT:
Disinfection and Postaeration
Facilities
Jones Island Treatment Plant
Milwaukee, Wisconsin

DESCRIPTION:
The project consists of four basic
structures:
1. Disinfection and Postaeration
Tanks
2. Disinfection Building
3. Effluent Pump Station
Building
4. Disinfection Galleries

The Disinfection and Postaeration
buildings were designed as part of
the "Lakefill" project and consists
of large reinforced concrete tanks
supported by piles. These tanks
in turn serve as foundation support
for the building and galleries.

The Disinfection and the Pump
Station Building consist of a struc-
tural steel frame on a reinforced
concrete base and precast con-
crete wall panels with back-up
masonry block walls. The gal-
leries consist of a structural
steel system with face brick with
back-up masonry walls and pre-
cast concrete fascia.

Contract Documents were
recently completed and bid and
construction start anticipated

The estimated cost for the project
is $28,500,000.

ARCHITECT:
Sieger Architects
Madison, Wisconsin

PROJECT:
The InnTowner
Madison, Wisconsin

BACKGROUND:
The InnTowner, projected to cost
$4.1 million, will begin construc-
tion on December 1 on University
Avenue at Highland, adjacent to
Campus Drive.

This project is located just minutes
from the airport, with easy access
to Interstate 90-94 and downtown
and will provide a prestigious
office space in a park-like wooded
setting. The building, scheduled
for occupancy in early 1984, is
contemporary in design, high-
lighted by a two-story atrium at
each entrance.

ARCHITECT:
BRW Architects, Inc.
Minneapolis, Minnesota

PROJECT:
International Lane Office Park
Expansion
Madison, Wisconsin

BACKGROUND:
This project is located just minutes
from the airport, with easy access
to Interstate 90-94 and downtown
and will provide a prestigious
office space in a park-like wooded
setting. The building, scheduled
for occupancy in early 1984, is
contemporary in design, high-
lighted by a two-story atrium at
each entrance.

The hotel will be a moderately
priced full-service facility designed
particularly to accommodate the
needs of the nearby University of
Wisconsin and Veterans medical
centers, University Campus and
state government. It will provide
almost 6,800 square feet of
meeting space, including a tiered
meeting room engineered for
advanced computer and audio
visual equipment.

ARCHITECT:
Foth & Van Dyke Associates,
Inc.
Green Bay, Wisconsin

PROJECT:
Reimer Building Renovation
Alloez, Wisconsin

BACKGROUND:
Construction is moving toward
December completion on the $2-
million renovation of the old
Reimer meat plant on Riverside
Drive in Alloez, Wisconsin, near
Green Bay. Riverfront Properties,
of Green Bay, is developing the
property into an office complex.

The project will create a 46,000-
square-foot, four-level office,
utilizing the shell of the original
building. The interior will feature
a bridged walkway over the two-
story lobby.

Parts of the old structure have
been razed and will be replaced
with extensive landscaping to take
advantage of the setting along the
Fox River. To keep the Reimer
building in character with other
older buildings in the area, the
building's brick exterior is being
restored.

The Reimer building was originally
built in the early 1900's to house
a brewery. It was later renovated
into a meat packing plant, but
has stood vacant for several
years.

wiscodns architect/december 1983
In November architect Harry Bogner passed away at the tender young age of 93. Born in 1890, Mr. Bogner came to Milwaukee in 1927 and was involved in the design of a vast number of buildings. In addition to providing exceptional and superior design quality throughout a long career in Milwaukee, Mr. Bogner was most influential in shaping the development of the City of Milwaukee. His years of dedication to the profession of architecture, the esthetics of the urban environment and the advancement of the arts place him in a class which most certainly will be remembered long into the future.

In 1981 the Wisconsin Society of Architects was pleased to bestow a Citation for Distinguished Service on Harry Bogner in recognition of his vast contributions to the profession of architecture in Wisconsin. The Wisconsin architectural community mourns the death of Mr. Bogner and recognizes his many contributions.

Representative of Harry Bogner’s commitment to his profession, he was kind enough to bequeath to the Wisconsin Architects Foundation $5,000. This funding will be used to advance architectural awareness and education in Wisconsin...a goal to which Harry Bogner made a lifelong commitment.

The Board of Directors of the Wisconsin Society of Architects has recently granted Citations for Distinguished Service to the Profession of Architecture to Richard Shutter, AIA, of Madison, and Joy Krause, with the Milwaukee Journal.

Shutter, a past president of the WSA, was recognized for his thoughtful and persevering efforts in seeking and obtaining ownership of the Joseph John Stoner House for use as a permanent office for both the WSA and the Wisconsin Architects Foundation. Over a year prior to title to the Stoner House being transferred to the Wisconsin Architects Foundation, Shutter had called the property to the attention of the WSA and suggested that there be inquiry to determine whether or not WSA or WAF ownership was possible. It was this seed that ultimately caused title to the property to be donated to the Wisconsin Architects Foundation.

Joy Krause was recognized for her substantial efforts generating public education and awareness of issues in contemporary architecture. Joy, reporting for the Milwaukee Journal, has reported on numerous matters pertaining to contemporary architecture during recent months in the Milwaukee Journal. As the leading newspaper in Wisconsin, these stories have been circulated throughout the state and have been an asset in promoting a better understanding on the part of the general public on the nature of architecture and its multiple benefits to contemporary society.

Presentation of these awards was made to Joy and Dick at a luncheon held in Milwaukee as part of the December Board of Directors meeting of the WSA.

What was 130 pages long, first became effective September 15, 1914 and provided in part that “No oil lamp shall be used in or about any stage containing scenery.”?

ANSWER: THE WISCONSIN BUILDING CODE.

The 1927 reprint of Wisconsin Building Code was recently donated to the WSA by Ralph Kloppenburg, AIA. This historic document will be kept on permanent display in the Stoner House. If you have something to contribute, call Eric at the WSA office.
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Wisconsin Rapids, WI 54494
Telephone: (715) 421-1585
Health insurance has become to many WSA members one of the principal advantages of being a Society Member. Rates are among the lowest available and turn around time for claims is exceedingly fast.

It was perhaps for these reasons that participation in the plan grew by another 16% in the open enrollment period that ended in September. While we don't know if this offer will be repeated in 1984, it might be good to keep track of your rate increases as they come along. For comparative purposes, the WSA plan offers family coverage for $174.50.

Any questions, contact James Plunkett, Plunkett, Keymar, Reginato, (414) 461-6830.

MARKETING

SMALL DESIGN FIRM MARKETING MANUAL is the newest edition to the WSA Library. Written by Birnberg & Associates, the manual is intended as a primer on the basic tools and techniques of effective marketing for the small design firm.

Is it any good? Only you can tell. The manual is available for check out from the WSA Library (in person or by mail). The WSA documents division will order you a copy of this manual if you want to buy it.

For more information contact Sandra or Karen at the WSA office.

WSA GOES VIDEO

In an effort to further serve its members, WSA has purchased a number of VHS videotapes which are available for use by WSA Chapters and/or individual members. These cassettes can be checked out of the WSA Library just as you check out a book. The first three cassettes were purchased from PSMJ, and are 60 minute video programs on NEGOTIATING HIGHER FEES, PROJECT MANAGEMENT, and BIDDING: OPPORTUNITY OR DILEMMA. For more information call the WSA office.

ANOTHER WAY TO LOSE YOUR LICENSE

Many architects throughout Wisconsin recently received a mailing offering them an extra $1,000 or $1,500 for each job they do. How? It was billed as a "referral fee" from a building contractor.

The Wisconsin Architectural Registration Rules have some very strict provisions against conflicts of interest. An architect can lose his license if he agrees to perform services for a client if there exists any significant financial conflict of interest (A-E 4.02).

A kickback from a building contractor appears to be a potential financial conflict of interest. The potential conflict can be waived with the full approval and consent of the client . . . but don't hold your breath waiting for that consent.

WSA GROUP WORKERS' COMPENSATION PLAN DIVIDEND DECLARED

Last year, the WSA Insurance Committee and Board of Directors endorsed a new Group Workers' Compensation Plan for our members under the banner "Some Firms Save, Some Don't". A statement couldn't have been truer as our program has just declared a 46.7% dividend. Because the rates and benefits for this type of coverage are generally set by the state, this dividend represents essentially a "pure savings" for the firms who signed up for the program.

If your firm is interested in this program, further information can be obtained by writing to Association Administrators & Consultants, Inc., at 19000 MacArthur Boulevard, Suite 500, Irvine, California 92715, or by calling Sherall Gradias or Carol Krotine at 1-800-854-0491 toll free.

This program may also be written through your present insurance broker if different from AA&C.

wisconsin architect/december 1983
BAER, JOHN A, was approved for AIA Membership in the Northeast Wisconsin Chapter.

One of the topics discussed at the 1983 Annual Convention of the Associated General Contractors of America in Atlanta, Georgia was SUING THE ARCHITECT/ENGINEER. The following are examples of cases called to the attention of the assembled contractors which can give rise to claims against architect/engineers for malpractice.

In Bates & Rogers Construction Corp. v. North Shore, the contractor sued the owner and architect, Greeley & Hansen, for damages arising during construction of the Gurnee Sewage Treatment Plant in Illinois. The contractor contended that the architect was negligent in designing the electrical switchgear and in failing to correct design defects. The contractor also contended that the architect had "pre-empted" the relationship between the contractor and its supplier, Westinghouse Electric Company, because of the necessary redesign of the switchgear. The contractor further claimed that the architect negligently administered its duties under the construction contract as a result of which the contractor was denied access to a material portion of the work such that the sequence of work was disrupted. Thus, the contractor's claims focused upon two of the primary duties of the architect, preparation of the plans and specifications (the claims for negligent design) and contract administration (the claim that the contractor did not receive adequate site access).

A gallon of water (U.S. Standard) weighs 8½ lbs. and contains 231 cubic inches.

Sprinklers. The Wisconsin Legislature, in their infinite wisdom, mandated them for most public buildings.

A bill was introduced to the Wisconsin legislature exempting many buildings under 60 feet from this requirement. WSA members were advised of this bill. WHAT DID YOU DO????

George Ehrich, AIA, of Green Bay responded. He called his state Senator and Assemblyperson indicating his support of this bill. He called the WSA office. He came to Madison and testified in support of the bill. He even managed to explain to a few of his clients the nature of this change and solicit their support.

Thanks George.

EDWARD W. WENZLER, AIA, has been named Executive Vice President of the architectural firm of William Wenzler and Associates- Architects, Inc. Ed, a registered architect with the State of Wisconsin and a member of the American Institute of Architects, joined the firm in 1979. He was named an associate member of the firm in 1980 and has recently served as project architect on various projects. In his new position, Wenzler's responsibilities have been expanded to include marketing and post occupancy user evaluation.

PAUL H. GRAVEN, FAIA, of Madison has been appointed by the National Council of Architectural Registration Boards to be one of its three representatives on the National Architectural Accrediting Board (NAAB). Paul will serve during 1983-84 as the Secretary-Treasurer of the NAAB. Congratulations Paul.

FISCHER/SCHUTTE/JENSEN INC. has merged with Marathon Engineers/Architects/Planners, Inc. of Menasha, Wisconsin.