WISCONSIN Architect

1993 WSA Convention
Above and beyond
Commercial Projects
The Biggest Plumbing Problem Used To Be The Weather.

In days gone by, the biggest plumbing system problem was keeping warm on the way to the outhouse. It was nothing that fast legs and a good jacket couldn’t fix. Today, it’s a little more complicated.

With constant change and technological advances, contractors need a specialized staff with state-of-the-art training to do the job right.

That’s why they rely on the Wisconsin Pipe Trades. Our highly skilled craftsmen are all licensed professionals with years of experience and specialty training.

To ensure that your next building project has the best possible craftsmen, choose only contractors who employ Wisconsin Pipe Trades professionals. Call today for more information.

Union Plumbers, Steamfitters and Sprinklerfitters
P.O. Box 296 Nekoosa, WI 54457 • Phone (715) 325-2323
Wisconsin Society of Architects
American Institute of Architects
March/April 1993

WISCONSIN

Features

7 Clinton's Economic Program
11 Objective Information on Energy-Efficient Lighting Products
Bryan J. Polinske
27 1993 WSA Convention Highlights

Projects

13 InterGlobia Office Building
Marathon Engineers/Architects/Planners

15 DKC's Armadillo Grill
Kubala Washatko Architects, Inc.

17 Woodlake Center
Plunkett Raysich Architects

18 Ultratec Headquarters
Potter Design Group, Inc.

21 Blood Research Institute
Kahler Slater Architects

23 Seventh Floor Offices
The Stubenrauch Associates, Inc.

25 Wisconsin Mutual Insurance Company
Potter Lawson Architects

37 State of Wisconsin Administrative Office Building
Potter Lawson Architects

39 Strand Associates Engineering Offices
Potter Lawson Architects

41 Paper Machinery Corporation
the Zimmerman Design Group

43 Dairyland Power Cooperative Systems Operation Center
HSR Associates, Inc.

Departments

5 Guidelines
45 FYI
49 Forum
52 Society News
56 Marketplace
57 Advertiser Index

Cover: DKC's Armadillo Grill, Milwaukee, Wisconsin
Kubala Washatko Architects, Inc.
Photographer: Mark Heffron

Don’t Miss JUDGEMENT DAY.

CalComp DrawingMaster vs HP DesignJet

Two plotters battled it out in front of the cameras producing final plots on vellum. We call it Judgement Day. You can see this epic confrontation at Master Blue Print until April 30, 1993. When you do, you’ll be eligible for our special Judgement Day Package which includes:

- Free Casio Electronic Organizer (an $80 value) with demo
- New low prices (up to $3000 less) on DrawingMaster plotters
- Plus rebates of up to $500

To arrange a Demo call Ann Hayes at 1-800-873-7238

MASTER BLUE PRINT INC.

MADISON
810 W. Badger Rd.
Madison, WI 53713
608-256-4884

MILWAUKEE
8112 W. Bluemound Rd.
Milwaukee, WI 53213
414-476-8161

APPLETON
670 N. Westhill Blvd.
Appleton, WI 54915
414-738-9077

© 1993 Master Blue Print Inc. All rights reserved. DrawingMaster is a registered trademark of CalComp. Design Jet is a registered trademark of Hewlett-Packard.
The change of administration during January was a demonstration of an American strength. The peaceful transfer of government was a celebration for all citizens to witness and to remember.

Each of us remembers best the whole week of the celebration; and then, individually, we remember favored parts of the celebration. We discard parts not favored.

Our work...should reflect joy, celebration and strength.

This was not a conscious process of thought on our part. Our lives as design professionals employ this sorting and discarding process in which we are very focused and intentional in our work.

During our journey this year, we can bring joy and celebration into and from our work. We accomplish this when we are intentional and focused. When our year’s journey is complete, our work as well as our lives should reflect joy, celebration and strength.

Ross T. Potter, AIA
KEYSTONE™
Dramatic Design Options And Rock Solid Stability!

DISTRIBUTED BY:
BEST BLOCK COMPANY
W140 N5870 Lilly Road
Menomonee Falls, WI 53051
(414) 781-7200 • (800) 782-7708

APPLE VALLEY LANDSCAPE
1670 Mar-El Road
DePere, WI 54115
(414) 336-0697

BREEZY HILL NURSERY
7530 288th Avenue
Salem, WI 53168
(414) 537-2111

C. HARVEY CO., INC.
1610 North 8th Street
Manitowoc, WI 54220
(414) 683-5585

HEMSTOCK CONCRETE PRODUCTS, INC.
1702 Kramer Street
LaCrosse, WI 54603
(608) 781-0505

MADISON BLOCK & STONE
5813 North Hwy. 51
Madison, WI 53708
(608) 249-5633

MILEGERS GARDEN CENTER
4838 Douglas Avenue
Racine, WI 53401
(414) 639-2040

TRI-COUNTY READY MIX & EXCAVATING
2216 Calumet Drive
New Holstein, WI 53061
(414) 898-5771

VAN DER VAART, INC.
1436 South 15th Street
Sheboygan, WI 53080
(414) 459-2400

WAUSAU CONCRETE CO., INC.
North End 3rd Street
Wausau, WI 54402
(715) 842-2288

ZILDEGS MATERIALS, INC.
1800 Fountain Avenue
Oshkosh, WI 54901
(414) 231-1994

KEystone™
RETAINING WALL SYSTEMS

P.O. BOX 915 • BUTLER, WISCONSIN 53007-0915 • 800-782-7708 • (414) 781-7200 • FAX: (414) 781-7253
Clinton's Economic Program

The following article prepared by the AIA highlights those aspects of President Clinton’s economic program that could produce new opportunities for architects.

President Clinton’s economic program includes an economic stimulus program of additional funds and tax incentives for 1993 and 1994, additional funding and incentives through 1997, and budget cuts and tax increases aimed at reducing the federal deficit.

The Wall Street Journal reported on its February 18 front page the results of an AIA survey which indicated that architecture is “slowly climbing out of its slump.” Our data shows that hires are up and layoffs are down from the last survey in May, 1992. Slightly more firms report a rise in projects, with educational buildings in the lead, followed by commercial and healthcare facilities. Needless to say, the building industry still has a long way to go.

For architects, the President’s stimulus program can mean new work in housing rehabilitation, surface transportation, historic preservation, veterans’ hospitals and energy conservation. While the deficit reduction portion contains budget cuts in some construction-oriented activities, the additional short-term stimulus and longer-term spending probably more than offset any losses.

The President’s program is only a proposal at this point and Congress must pass legislation before funds become available in most instances. Funds for the HOME and public housing programs can be made available by the administration acting alone. Most of the proposals would increase funding for existing federal programs. Even so, for some proposals, additional detailed guidance will be necessary in order to determine what projects are eligible. For example, some initiatives call for tax incentives that are “ready to go,” and it is not clear exactly what that means. Design documents might have already been completed for such projects, but the opportunity for construction supervision may still be open.

The following programs are included in the short-term stimulus package. Where possible, there are suggestions on how to get involved in the programs. While some are administered directly by federal agencies, many delegate spending authority to state and local governments.

The President’s longer-term program also includes funding increases and tax incentives potentially significant to architects, including permanent extensions of the low-income housing and mortgage revenue bond tax provisions, modification of the passive loss rules and extension of the depreciation period on nonresidential real estate.

Infrastructure and Community Development

Airport Improvements. The administration proposes a $250 million increase in grants to airports to help improve safety and increase capacity; terminal expansions are eligible projects. Architects should contact their local airport authority.

AMTRAK Capital Projects. The initiative would provide $188 million to AMTRAK, of which some portion would go to modernize stations and maintenance facilities. Architects would respond to AMTRAK RFP’s as well as recommend projects to AMTRAK for inclusion in capital improvement plans.

Community Development Block Grants. This workhorse of Federal urban assistance programs would receive a major one-time increase of $2.5 billion, above the $4.0 billion currently available. These funds, which are targeted to low and moderate income areas, would be allocated under the current formulas: 70% to large cities and urban counties and 30% to states for distribution to small communities. Funds can be used for economic development, infrastructure, housing rehabilitation, energy conservation, land acquisition for housing construction, senior centers and other capital improvements. There is a backlog of unfunded projects for this program, and the new funds will be applied to projects that can use them quickly. Architects should work with potential sponsors and local community development agencies to propose projects.

Transportation/ISTEA. The President proposes $3.63 billion for transportation projects under the Intermodal Surface Transportation Efficiency Act (ISTEA). Almost $870 million would be earmarked for resurfacing, rehabilitation and renovation projects that can be undertaken immediately. Of the remainder, $736 million would go for transit, of which $270 million would be for bus and van purchases. More than $2 billion would thus be available for discretionary state and local spending under ISTEA’s program categories, adding funds for transit projects, transportation enhancements and other activities in which architects often participate. Architects should respond to RFP’s and work with local and state transportation and planning officials to ensure that historic preservation, landscaping, bicycle paths and other projects are included in transportation plans and programs.
Economic Development Administration. The President proposes $94 million for economically distressed areas for rebuilding of basic infrastructure, industrial parks, water and sewer improvements and access roads to industrial facilities—and for economic development planning. Contact your local government economic development office about projects.

Veterans Affairs/Medical Care and Minor Construction. $235 million would be allocated toward roof repairs, utility system upgrades and code compliance projects in VA facilities.

Wastewater Treatment Projects. An additional $845 million in capitalization grants is provided to states for the construction of sewage treatment facilities. Architects should contact local water treatment authorities or state environmental protection agencies.

Housing

HOME Program. This program provides grants for affordable housing rehabilitation or production. Allocated directly to large localities and through the states to smaller jurisdictions, the program has not been spending at the rate projected: $2.5 billion remains unspent and available at HUD. The administration plans to change regulations in order to speed up the use of these funds. Architects can work with developers—both nonprofit and profit—to bring proposals for use of these funds to local jurisdictions. Local housing authorities or departments will know about this program.

Homeless Supportive Housing. The President calls for $423 million for supportive housing programs for the homeless. It is unclear at this time whether this is accelerated or new money. Allocated to localities by competitive grant, it is designed to provide both shelter and services in a manner that treats the root causes of homelessness. The money must be spent on projects ready for immediate implementation. Architects are encouraged to work with local housing groups to promote creative, yet "ready to go" projects for funding.

Public Housing Modernization. The administration proposes rule changes to accelerate use of previously allocated but unspent public housing modernization monies. The amount is uncertain at this time, but could reach $6 billion, which could fund modernizing 2,500 units in 1993 and 31,800 units between now and 1998. Contact your local public housing authority about the availability of these funds.

Preservation and Resources Conservation

Building and Industrial Energy Conservation. The administration would provide $19 million in cost-shared funding (50 percent) for "model projects" that demonstrate or accelerate the commercial acceptance of advanced energy conservation technologies and products. This funding would probably be administered by the Department of Energy.

Federal Buildings Energy Efficiency. An additional investment of $10 million is proposed to improve energy efficiency in Federal public buildings. Architects would respond to GSA RFP's to participate in this program.

Historic Preservation Repair and Maintenance. The President proposes $23 million for a backing of brick and mortar rehabilitation projects, emergency surveys, engineering reports and deferred maintenance of historic properties. The National Trust for Historic Preservation would receive $9.6 million for deferred maintenance at its museum properties; the states and Indian programs would receive $12.5 million for grants; and the Historic American Buildings Survey/Historic American Engineering Record would receive an additional $1.4 million. Architects should contact the National Trust, their state historic preservation officer or the Park Service.

Natural and Cultural Resource Protection. The President proposes $349 million in 1993 to protect and rehabilitate America’s inventory of natural and cultural assets, restore facilities that protect these resources and improve public access to them. This funding would complete the inventory of ready to go resource protection projects, facility maintenance, rehabilitation and construction and other similar projects that stimulate economic growth and employment in both rural and urban areas. Much of this investment—perhaps as much as $253 million—would be earmarked for the National Park Service. Architects should contact the Denver Service Center of the National Park Service about opportunities under this allocation.

Tax Incentives

Permanent Small Business Tax Credit. Small businesses would become eligible for a permanent investment tax credit; architectural firms’ equipment purchases could qualify. The credit will generally be 7 percent in 1993 and 1994 and 5 percent thereafter.

Temporary Marginal Investment Tax Credit. All businesses will be eligible for a tax credit on qualifying investments (excluding construction). The credit will be temporary and will apply only to "marginal" investments acquired between December 31, 1992 and December 31, 1994. The credit will amount to 7 percent in 1993 and 1994, with somewhat lower rates applicable to shorter-lived property.
Unless this is your new construction, you should be using natural gas.

If you're building a new commercial facility, you could be saving money and energy with the help of natural gas and the energy specialists at Wisconsin Gas.

While your project is still in the planning stages, Wisconsin Gas can provide you with great energy saving ideas for your building's design. And, we'll talk to you about rebates for purchasing new energy efficient natural gas equipment. It's all part of our WISE Choices For Business program.

In all stages of construction, make plans to save with Wisconsin Gas.

Call us at (414) 291-6985.

WISCONSIN GAS
We’ll Help Fund Energy Efficient Retrofit Studies or Building Design.

Innovative energy efficiency measures, designed into new or expanding facilities, offer long-term benefits. Some of these include lower energy bills, faster equipment payback, increased property value and protection of the environment.

To encourage energy efficiency innovation, Wisconsin Public Service will pay 50% of the cost (up to $5,000) for design studies which evaluate the value-added benefits that can be achieved by incorporating state-of-the-art efficiency vs. conventional design. Pre-approval is required.

Options which may be evaluated include, but are not limited to:
- Efficient motors and drives
- Lighting and lighting control systems
- Process heat recovery
- Efficient building envelope design
- HVAC efficiency improvements
- Thermal energy storage systems
- Natural gas air conditioning
- Alternate energy systems

All existing and potential retail gas and/or electric commercial and industrial customers of WPS may qualify for funding under the Design Studies program. Contact your local Wisconsin Public Service representative today for more information, or call 414-433-1719.
Objective Information on Energy-Efficient Lighting Products

A rchitects face many problems when designing commercial buildings. One such problem is the lack of reliable information on energy-efficient lighting technologies and designs. Until recently, it was not uncommon for architects to receive incomplete information about lighting products. Now the National Lighting Product Information Program (NLPIP) can help solve many lighting selection problems, and maybe even help architects reduce their clients' operating expenses.

A major product of the NLPIP's research is its Specifier Reports. These concise reports provide information that is not available anywhere else, including manufacturer-specific data, on individual lighting products. For example, each report includes background information which describes the product and addresses issues involving product performance, lighting systems and building performance.

The NLPIP began in 1990 through the efforts of the U.S. Environmental Protection Agency's (EPA) Green Lights program, whose objective is to promote the use of energy-efficient lighting primarily by providing an objective source of information. By promoting energy-efficient lighting, the NLPIP can help develop responsive working environments, provide long-term financial gains to building owners and managers and help reduce power plant emissions. In short, the NLPIP provides a valuable service for everyone involved in the lighting field.

The program is sponsored by a consortium of utility, government and independent research organizations. Among the sponsors are the Wisconsin Center for Demand-Side Research (WCDSR) and the Northern States Power Company of Minnesota. Additional sponsors include the Lighting Research Center (LRC) at Rensselaer Polytechnic Institute, the New England Electric Companies, the New York State Energy Research and Development Authority and the EPA. The program is overseen by an advisory board made up of representatives from the sponsors, while the LRC is responsible for administration, design and implementation of ongoing projects of the program.

The WCDSR—a sponsor of the NLPIP—is an independent, non-profit organization that began operations in 1990. Its primary function is to sponsor and coordinate research on energy efficiency for the benefit of Wisconsin. The Center distributes information to help Wisconsin residents, farms, businesses and industries adopt energy-efficient practices. It not only performs technical and economic research, but also conducts market research and evaluations. As part of its mission, the Center identified the lack of objective comparison of lighting products as a market barrier. In its efforts to overcome this barrier, the Center became aware of the NLPIP.

Evaluating lighting products is a complicated and difficult task. When developing a Specifier Report issue, the NLPIP project team gathers information from manufacturers and conducts independent field and laboratory tests. Many utility companies use the reports to help determine which lighting products will be included in their rebate programs.


Another NLPIP product is the Guide to Performance Evaluation of Efficient Lighting, which is designed to simplify product comparisons for architects. The guide provides an overview section on how to use the guide and a glossary of lighting terms. The guide also includes a section that identifies performance issues, standardized test procedures and industry-accepted performance standards and regulations for products arranged in the following seven categories: fluorescent lamps, fluorescent lamp ballasts, power reducing devices for fluorescent lighting, general lighting fluorescent luminaires, compact fluorescent packages, reflectors for 2 x 4 ft. fluorescent luminaires and occupancy sensors. In addition, the guide provides listings of photometric testing laboratories, standards-writing organizations and relevant publications from a number of industry-related organizations.

If you would like additional information on any NLPIP publication, please contact your local utility company's lighting specialist or the WCDSR at 595 Science Drive, Suite A, Madison, WI 53711-1060; (608) 236-4601; fax: (608) 238-8733. WA

EDITOR: The author is the communications specialist for the Wisconsin Center for Demand-Side Research.
1. Elegance in Architecture. 2. Generic for Quality. 3. Consistent Architectural award winner. 4. Architects best tool to provide the most cost effective method of introducing illumination strategies to their designs. 5. Only Structural Light Transmitting Composite panel listed by I.C.B.O. 6. Proprietary FRP sheet carries full 25 year warranty on fiber exposure with Glass Erosion Barrier technology. 7. The Inventor and Innovator. 8. Illumination Auditing to Finetune the balance of Light and Insulation/Shading Coefficients. 9. Kalwall since 1955. 10. NBS since 77'.

Developed for Discerning Architects in the Evolution of the Creative use of Natural Lighting Guaranteed to YOU, Our Customer!!

Racine (414) 681-0676
Fox Valley (414) 788-6325
Milw. (414) 764-0914

Contact Dale Nielsen for Complete Information
Kalwall Distributor-Wisconsin/Upper Michigan since 1977
Guaranteed Quality - Guaranteed Installations

How To Build A Cozier Home

R-Control® Building Panels
keep you warm and give more comfort benefits, too!
Energy savings are really important. R-Control home owners report savings of 50% or more.
R-Control brings a lot more! Annoying hot and cold spots are eliminated, creating a more pollution-free home. Dust, pollens, noise, and other pollutants are held out by R-Control construction.
R-Control reduces fuel burning. A truly environmentally friendly home can be built.
R-Control is warranted for as long as you own your home. Wisconsin EPS manufactures panels for the entire Midwest. Please call us to learn about: pricing, plans, literature, videos, and builder referrals.

Wisconsin Architect March/April 1993
After considering a range of design proposals, a curvilinear building shape was selected which solves several programmatic as well as siting constraints. The curve of the building has a large enough radius so that curving walls are not abrupt.

A central corridor allows for a wide range of room layouts. The curved wall and a series of glass sliding doors allow for the flow of natural light and outside view. As one walks along, the corridor seems to sweep away, adding an unusual aspect to an otherwise ordinary experience.

Light hued exterior brick coupled with a framing accent color provides contrast to the dark granite selected for strength and durability to anchor the building to the ground. Green tinted butt glazed ribbon windows complete the exterior palette.
We've got an entire showroom full of beautiful Marvin wood windows and doors. So we can show you first hand what made-to-order Marvin products can do for your project. And our staff is prepared to assist you from beginning to end, with free advice and information. See our showroom today.
This remodeled restaurant is located next to a popular downtown health club. The design challenge was to target upscale urban patrons with a casual elegance conducive to relaxation after work.

A tight budget led to searches through junk shops yielding such treasures as wooden arches, wood windows, art deco glass, fluorescent fixtures and decorative acorn light fixtures. Wall sconces were designed by the architect.

Thus, the lighting, including an open sky of neon arches, provides the drama which surrounds the other architectural features. A visual connection from each dining area to the bar was carefully planned, with the dining spaces still having a feeling of privacy. Dropped floor levels and lofty ceiling provide interesting focal points from different angles. To ease the budget, some existing materials such as ceramic floor and ceiling tiles were reused in various ways.

*Photography: Mark Heffron*
SOME BUILDING PROJECTS DON'T NEED ENERGY PLANNING.

But, chances are, yours do! Together, let's provide your client with long-term savings from natural gas equipment. For information on new gas technologies which fit your design needs, call your local Wisconsin Natural office today.

SOLUTIONS TODAY. SAVINGS TOMORROW.

Darn!
No Need To Be Out Of AIA Documents.
Call Us Today.

Wisconsin Society of Architects
321 S. Hamilton St.
Madison, WI 53703
(608) 257-8477
(800) ARCHITECT

1993 WISCONSIN SOCIETY OF ARCHITECTS CONVENTION
May 25th & 26th, 1993
Holiday Inn Madison West
Middleton, Wisconsin
Call 1-800-ARCHITECT to register today.
One of Wisconsin's largest family-owned manufacturers sought to create a dynamic upscale shopping environment in a Wisconsin company town. The center was designed to include shops, restaurants and offices, each space with an entrance to parking area plus an entrance with access to a lakefront plaza. A civic space for gatherings for outdoor functions was an important element to add excitement and fun.

Two primary buildings cradle the lake shore with playful architectural forms. They are hinged together by an arcade which continues the colonnade linking all ground level shops. At second floor level, a bridge above the arcade offers dramatic views of lake and plazas. On the lake side, an amphitheater extends over the water on axis with the bridge element.

A variety of materials including red-brown brick, acrylic stucco, split face concrete block and laminated wood were used to add interest. Berkus Group Architects of Santa Barbara, California, was the design architect.

Left: Looking down on the outdoor amphitheater which provides a relaxing view of the lake shore and waterfowl. Lower level of the center is retail and the second floor is designed for office space.

Below: Hand painted clouds enhance the domed ceiling of this Italian restaurant. Floor tiles in restaurant and bar are handmade.
Planning for the new Ultratec Headquarters began in early 1990. Following the completion of a fast-moving construction schedule, the company moved from tight and outdated offices into their new 70,000 square foot facility during early summer of 1991. Ultratec is a growing Wisconsin corporation specializing in engineering, research and manufacturing of TDD products, communication devices that assist those with hearing impairments.

The building rests on a 14-acre hillside, rising three floors on the west and two on the north, east and south. Manufacturing, receiving and shipping and technical laboratories are on the lower level. Cafe, kitchen and meeting rooms serve the corporation on the first floor while corporate operations and engineering complete the second floor. Wheelchair exit and access linking the first and second floors are made possible by an internal ramp. A two-story skylit atrium provides an inspiring public entrance.

The building’s envelope consists of finished white exterior insulating cladding and strip cobalt blue insulating glass windows. Automatic sliding entrance frames and windows are finished in anodized black aluminum.

*Photography: Todd Barnett*
For a parking structure driven by efficiency, economy and aesthetics, Spancrete is your perfect choice.

Spancrete structural precast parking deck components put construction schedules on the fast track. Each unit is produced and cured in our plant under carefully controlled conditions, and can be erected quickly on any site in any weather, with fewer delays.


With Spancrete, you'll save on financing and maintenance costs. Realize a faster return on your investment. And produce a parking structure that's an asset to you and its environment.

Spancrete. The vehicle of choice for high-performance parking structures.

Spancrete Industries, Inc.
10919 West Bluemound Road
Milwaukee, Wisconsin 53226 • 414-258-4110
Green Bay • 414-494-0274
Chicago • 815-459-5580
For centuries, we have created, molded and shaped the structures of our villages and cities. Join with your fellow visionaries to discover the possibilities for tomorrow unfolding at the 62nd Annual Convention of the Wisconsin Society of Architects. Come and experience “Above and Beyond”.


1993 WSA CONVENTION
WISCONSIN SOCIETY OF ARCHITECTS
May 25th & 26th, 1993 • Holiday Inn Madison West • Middleton, Wisconsin

Call 1-800-ARCHITECT to register today.
Isolation and limited space severely curtailed the growth and development of the Blood Research group. The decision was made to move them to the Milwaukee Regional Medical Center to encourage reaction with other researchers.

The new Institute is located at the northeast corner of the Medical Center abutting a residential neighborhood. The two-story facility suggests high-tech, but its exterior of white insulated metal panels and careful landscaping fit in with residential neighbors as well.

Open labs are located along outside perimeter for natural light and views. Specialty labs and central instruments form the inner core of the layout. An open meeting area features a glass wall and a skylight in the barrel-vaulted roof. An open stair is the visual link to the lower floor with conference rooms, library, lounge space, cafeteria and the blood collection station. The staff in all of these areas benefits from a view of the exterior courtyard.
The time to begin considering how energy efficient a structure is going to be is when the plan is on the drawing board. When a designer plans energy efficiency into a building, the ultimate rewards to both owner and occupant can be significant.

To elevate the importance of design in commercial building energy management, NSP has introduced a special New Construction incentive program. It features a STAR BUILDING DESIGN AWARD to acknowledge building designers who help us prove that Energy Management is Smart Business — It Benefits All Of Us.

For more information, call 1-800-428-5223.

Northern States Power Company — Wisconsin Commercial/Industrial Division
The seventh floor, formerly a restaurant, is at the top of the tallest building in town, with a panoramic view of surrounding city and Lake Michigan. The tenant requested a high profile showplace for their law offices. Finish materials were carefully chosen to project the feeling of a progressive and stable law firm.

Architectural focal point for the interior spaces is the high ceiling hung with incandescent pendants and fluorescent parabolic light fixtures in decorative tiles. Three accent ceiling beams add to the sophisticated appearance of this windowless space which houses work stations for the support staff.

Outer perimeter rooms are blessed with the spectacular views and are used for offices and conference rooms. A law library has a travertine marble feature wall in the reception area. To ensure confidentiality, office walls use metal studs with multiple layers of gypsum board and batt insulation.

Mahogany woodwork and brass finishes add to the traditional yet contemporary atmosphere of this project.

Photography: Eric Oxendorf

Top right: Reception area of law library

Right: In the high-ceilinged interior space, a mezzanine floor was included to provide extra work rooms plus the glass-walled conference room shown above.
Easy on the Eye... Easy on the Architect.

Our beautiful sunrooms come with something extra... Complete technical assistance.

When you specify our products, we'll give you full specifications, detailed drawings, design assistance and a wealth of experience. And it's all as close as your phone, your fax or your overnight mail pickup.

We make a great sunroom a great deal easier to specify. Call us now. We're easy.

(414) 722-8786
622 Airport Road, Menasha, WI

Let's Talk Technical.

Above and beyond.

1993 WISCONSIN SOCIETY OF ARCHITECTS CONVENTION

May 25th & 26th, 1993
Holiday Inn Madison West
Middleton, Wisconsin

Call 1-800-ARCHITECT to register today.
Two entry atria give access to this insurance building which is located at a prominent intersection of a suburban office park. The curved porch and balcony space is a response to the curve of the main access drive.

Heavy masonry walls were designed to provide an image of strength and stability. Wide piers on the first floor become slimmer on the second level where the amount of glass is increased.

The corners of the symmetrical facade are carved away to form two glass atria, each a two-story sunlit space. Visitors use the south entry and employees use the north. Contrast between glass walls and heavy brick colonnade further accents the weight and strength of the building and provides interesting transition space between building and landscaped grounds.

Photography: James T. Potter, AIA
DATE: March 1993

RE: 1993 WISCONSIN SOCIETY OF ARCHITECTS CONVENTION

This year’s WSA Convention theme is "ABOVE AND BEYOND." Our association enthusiastically shares this theme as we strive to produce new, dynamic products of lasting beauty, function and durability. More then ever before, masonry offers a vast array of design options to the architectural marketplace.

THE APPEAL OF CONCRETE MASONRY

Mark your calendars for 8:00 A.M., Wednesday, May 26th. Be our guest at the W.C.M.A.’s FIFTH ANNUAL “EXCELLENCE IN MASONRY” DESIGN COMPETITION AWARDS BREAKFAST. While you enjoy breakfast, view the judge’s eight finalists...Wisconsin architects recognized for outstanding creative and dramatic masonry designs. Who among your peers will win "BEST OF SHOW"?

WIN A ONE WEEK TRIP FOR 2 TO CANCUN INCLUDING AN EXCURSION TO THE MAYAN RUINS AT TULUM!

The lucky one who registers at the breakfast and is there for the drawing will be our guest for this wonderful vacation. Experience masonry as it existed centuries ago as the guest of the WCMA.

THE FUNCTION OF CONCRETE MASONRY

The WCMA exhibit will be located at booth #232. Featured will be solutions for compliance to the new Wisconsin Multi-family Dwelling Code regarding 2-hour fire separations. See why masonry is the superior choice regarding tenant safety. Talk with our representatives. Pick up informative literature. Help us take that critical step to reduce needless loss of lives due to fire and smoke. Together we can make a significant difference.

We look forward to seeing you at the 1993 WSA Convention.

William G. Schaab
President, WCMA

PS. Invitations for our May 26th breakfast will be sent May 3rd. In the event you may not be on our WCMA mailing list and would like to attend, please take a moment to fill out the form and mail or fax it to us.
The **STATUS QUO** just isn't good enough any more.
On every front, we, as architects, are being challenged to expand our role and abilities in the construction industry.

We are no longer just **COMPETING** among ourselves. Engineers, contractors and interior designers now vie for the same clients and projects, and, in some cases, are doing so with more **VIGOR** and with more **INNOVATIVE** approaches.

**TECHNOLOGY** is changing the face of the built environment. Not only in the new materials we use to create it, but also in the way our new systems and advances change the **WORKSPACE** and **WORKPLACE**.

And **OUR FIRMS**, torn between being economical production machines and artist colonies, have to respond with **QUALITY SERVICE** and **QUALITY DESIGN** by addressing tomorrow's needs today.

**ABOVE and BEYOND** the status quo is the only way our profession can maintain its place in the building industries. We must learn to compete on an ever-changing playing field. We must develop a deeper **UNDERSTANDING** of the issues that affect our clients' needs. We must do all this **AND MORE** while keeping our firms afloat.

**ABOVE and BEYOND**, the 1993 WSA Convention, will focus on the role of the **ARCHITECT** in tomorrow's world.

**MIKE FITZGERALD**, a visionary who has researched the future of our economy, our educational system and our communities, will speak on the **PRE-EMINENT** role architects are poised to play in the future of our society.

**MICHAEL BRILL**, president of BOSTI, award-winning designer and researcher and a professor of architecture at SUNY-Buffalo, will discuss the many **INFLUENCES** affecting the design of the future.

**GERALD HORN**, FAIA, award-winning architect and partner with Holabird & Root, will provide unique insights into achieving **EXCELLENCE** through a presentation of his work.

WSA Convention seminars will expand upon these themes and address issues of emerging **TECHNOLOGIES**, the organization and management of our offices, and the future of our profession.

The annual WSA Construction Industry Reception will focus on new technologies, products and systems and feature a Design **CHARETTE** to creatively explore these opportunities.

**ABOVE and BEYOND** is more than just a convention slogan. It should become the **MEANS** by which we approach our clients and firms to **DELIVER** quality design and quality service.

— Russell E. LaFrombois, III, AIA
Chairman, 1993 WSA Convention Committee
Above and beyond.

SCHEDULE AT A GLANCE

TUESDAY, MAY 25

8:00 a.m. - 9:30 a.m.
WSA & WAF Annual Meetings

10:00 a.m. - 11:45 a.m.
Opening Keynote Address:
Architects' Leadership Role in the
Renewal of America
Mike Fitzgerald

12:00 a.m. - 1:50 p.m.
WSA Golden Award Luncheon
Beating Burnout: A Survival Guide
for Architects
Peter McGugan

2:00 p.m. - 3:30 p.m.
Professional Development Seminars:
• Creating a Client-Focused Culture
  Mike Fitzgerald
• Integrating Computers in Your Office
  Oliver Witte
• Environmental Aesthetics & Architecture
  Barbara Sandrisser
• Intern Development Program
  Irene Dumas Tyson

3:30 p.m. - 8:00 p.m.
Construction Industry Reception &
Building Products Exposition
Displays of innovative products and
services for the design & construction
industry, door prizes, food & drink
...free admission

8:00 p.m. - ??? a.m.
Hospitality Suites & More

WEDNESDAY, MAY 26

8:00 a.m. - 9:00 a.m.
Sponsored Breakfasts

9:00 a.m. - 10:45 a.m.
Keynote Address:
Design for the Future
Michael Brill

11:00 a.m. - 1:30 p.m.
Building Products Exposition
Walking Lunch

1:30 p.m. - 3:00 p.m.
Professional Development Seminars:
• Office Design of the Future
  Michael Brill
• Future CAD Technology
  Oliver Witte
• Total Quality Management for
  the '90s & Beyond
  Steven Morstad

3:00 - 4:30 p.m.
Special Events
• UW-Madison Business School Tour
• Cleaning New Masonry Workshop
• WSA Committee Roundtables

4:45 - 6:15 p.m.
Honor Awards Lecture:
Design Excellence
Gerald Horn, FAIA

6:30 - 9:00 p.m.
Honor Awards Reception & Banquet
Banquet Speaker: Susan Maxman, FAIA

1993 WSA CONVENTION
WISCONSIN SOCIETY OF ARCHITECTS
Holiday Inn Madison West
May 25 & 26, 1993
Above and beyond.

TUESDAY, MAY 25

WSA & WAF Annual Meetings
8:00 a.m. - 9:30 a.m.
Join local, state and regional leaders of The American Institute of Architects for a discussion of the many important issues facing the profession.

The 1993 WSA Convention won't waste any time in getting down to business. This is your chance to share your questions, comments and suggestions on AIA, WSA and WAF programs. Provide input on future and ongoing government affairs, public awareness, continuing education and other initiatives.

Participate in roundtable discussions with local WSA Chapter officers on issues and programs of importance in your part of the state. Join WSA President Ross Potter, AIA, and AIA North Central Regional Directors James Miller, AIA, and Duane Kell, AIA, for reports on current issues being addressed by the WSA and the Institute. Learn more about how the Wisconsin Architects Foundation is helping to build a better Wisconsin through architectural education from WAF President Gary Zimmerman, AIA. A breakfast buffet is included in the program.

Opening Keynote Address:
Architects’ Leadership Role in the Renewal of America
Mike Fitzgerald
Strategic Services
10:00 a.m. - 11:45 a.m.

Mike Fitzgerald

Strategic planner Mike Fitzgerald will present a new vision for the future...a future in which architects will play an important leadership role in renewing our communities.

In the emerging new world order of increasing interdependence, accelerating change and intensifying global competition, Fitzgerald sees abundant new opportunities for architects in terms of personal involvement and professional achievement. He will challenge us to invent our future by being courageous enough to lead our communities to the new era of the 21st Century.

In this new epoch, good ideas are capital and there is no finish line in the competitiveness race. It is an exciting age where everyone matters and where people are the competitive edge in the global economy. People who are well educated, multi-skilled, adaptable and innovative. People who have learned how to learn, can work in teams in a constant search for creative solutions and are continuously adding value to products and services. People like you.

As Fitzgerald envisions our future...communities will be redesigned for more environmentally balanced living; schools will be redesigned for community living centers; offices will be redesigned for maximum interaction among owners, managers and employees; and homes, apartments and neighborhoods will be redesigned to be ecologically balanced, energy efficient, affordable and inspiring spaces that cause the human spirit to flower.

Mike Fitzgerald started his own consultant company, Strategic Services, in 1991 to assist businesses, economic development groups and educators with strategic thinking and planning. He is a senior fellow at the Center for the New West in Denver, economic development consultant to the Northwest Policy Center, University of Washington School of Public Affairs and serves as an advisor to the Hudson Institute’s International Cities Project. Prior to starting his own company, Fitzgerald was vice president and managing director of the Seattle-based Pacific Institute, Inc., and the executive director of the Washington State Economic Development Board. He is a knowledgeable and inspiring speaker with a clear and insightful message for architects and other leaders interested in strategies for improving our standard of living and quality of life in America. The Oscar J. Boldt Construction Company is a sponsor of this opening keynote session.

WSA Golden Award Luncheon
12:00 p.m. - 1:50 p.m.
The Golden Award represents the highest honor the WSA can bestow on one of its members.

You are cordially invited to join in the celebration and the official presentation of the 1993 WSA Golden Award to Harry A. Schroeder, AIA, of La Crosse.

It is awarded in recognition of most distinguished leadership and service to the WSA and the profession of architecture over an extended period of time.

Following lunch and the presentation of the WSA Golden Award, Peter McGugan will offer an educational and entertaining presentation on Beating Burnout: A Survival Guide for Architects. McGugan is an internationally recognized psychologist, best-selling author, broadcaster and therapist. You will discover the causes and symptoms of burnout and the solutions that work from North America's leading expert on the subject. Join Peter McGugan for this special luncheon program and discover ways to balance your professional and personal lives, the importance of solid support systems, ways to stop self-sabotage, three ways to cut stress in half, decision making techniques that work and how to be more creative under pressure.

Professional Development Seminars
Use your problem-solving skills to select from four exceptional WSA professional development seminars designed to take you Above and beyond ordinary Convention workshops. The seminars will address a broad range of topics and interest areas, including client relations, computers, environmental aesthetics and intern development.

- Creating a Client-Focused Culture
  Mike Fitzgerald
  Strategic Services
  2:00 p.m. - 3:30 p.m.
  Fitzgerald will inspire and challenge you to invent the preferred future for you and your firm.
  Join keynote speaker Mike Fitzgerald for an enlightening seminar discussion on how to achieve the benefits from creating a client-focused culture within your firm. To compete today and in the future, Fitzgerald believes firms must organize into smaller and smaller decision-making units that can respond quickly to increasing competition and fast-changing markets. Further, continually improving services to

1993 WSA CONVENTION
meet client expectations requires new leadership styles, empowered employees, state-of-the-art technology, a common vision and adapting to and mastering change.

In this seminar, Fitzgerald will discuss the benefits from creating a client-focused culture, the traits of customer-focused companies, visions and goals that inspire, empowering the front lines, incentives and rewards, and sustaining high performance.

• Integrating Computers in Your Office
Oliver Witte
Architecture
2:00 p.m. - 3:30 p.m.
This seminar session is designed for everyone who is interested in discovering how to better integrate computer technology with your office management and practice systems.

Oliver Witte, the creator and manager of Architecture magazine’s innovative computer-aided architecture evaluation program, will lead this discussion that will include real-life evaluations of the latest software and hardware available to architects for both Macintosh and DOS computer systems. The seminar will address the concerns and questions of architects just getting ready to jump into the wonderful world of computers as well as those of architects with some experience under their belts interested in learning how to take greater advantage of available computer technology in their practices.

Prior to being named as the founding editor of the AIA’s Architectural Technology magazine in 1983, Oliver Witte was a reporter for the Milwaukee Journal, senior editor of Professional magazine and editor-in-chief of Building Design & Construction. You’ve read his recent articles on computer-aided architecture in Architecture. These articles are based on a unique evaluation approach that relies on working architects who volunteer to try out new products on real projects for real clients.

This evaluation program has placed cutting-edge computer technology in the hands of a number of Wisconsin firms, both large and small. WSA members attending the WSA Convention and Witte’s seminars will have the chance to win several such products...including a Sema4 Financial Management System program.

• Environmental Aesthetics & Architecture
Barbara Sandrisser
The Paul Partnership
2:00 p.m. - 3:30 p.m.

Sandrisser will get your creative juices flowing in this seminar on environmental aesthetics, physics, design and snow.

Barbara Sandrisser’s design seminar will go literally Above and beyond with its focus on the emerging field of environmental aesthetics and its application in snowy climates like Wisconsin. As an architect, artist, author and lecturer with a keen interest in Japanese and Asian influences on Western design, Sandrisser will discuss the physics and aesthetics of snow and the relationship of snow and design, with a little Japanese poetry and literature thrown in for good measure.

Barbara Sandrisser is a partner with The Paul Partnership in New York City. Her approach to design is interdisciplinary, emphasizing cultural context while simultaneously balancing functional analysis with aesthetic perception. Her work has appeared in numerous publications, most recently in Architecture and Progressive Architecture, and includes a broad spectrum of projects ranging from housing to rehabilitation and reuse of old neighborhoods and buildings to landscape concepts and master plans. In its projects, The Paul Partnership strives to resolve the oftentimes conflicting questions of functional efficiency, energy conservation, aesthetic perception and environmental appreciation.

• Intern Development Program
Irene Dumas Tyson
The American Institute of Architects
2:00 p.m. - 3:30 p.m.

IDP...it's the law.

As of the first of this year, to become licensed as an architect in Wisconsin you must have an IDP record with NCARB or an equivalent record documenting your experience in specific areas of practice. The Intern Development Program – or IDP – is a national program sponsored by The American Institute of Architects and the National Council of Architectural Registration Boards (NCARB). IDP is a self-motivated program that helps provide a comprehensive exposure to architectural practice and a structured transition between formal education and architectural registration. It is required in Wisconsin and a growing number of other states.

Join Irene Dumas Tyson, the director of intern programs at the AIA, and Wisconsin’s IDP coordinators for this informative seminar designed for students pursuing careers in architecture, intern-architects working toward becoming registered, faculty interested in helping to guide their students into life after graduation and registered architects wanting to learn how they can assist interns as IDP “sponsors” or “advisors.” This seminar is your opportunity to learn more about IDP and other registration requirements that will be shaping the future of the profession in Wisconsin.

Construction Industry Reception & Building Products Exposition
3:30 p.m. - 8:00 p.m.
Product & service displays, Special Regional Catalog, Design Charette with cash prizes...and more!

For the grand opening of this year’s WSA Building Products Exposition, the WSA Convention Committee and exhibitors are hosting the annual WSA Construction Industry Reception. Everyone is invited...and registration is FREE for this special event in the Trade Center at the Holiday Inn Madison West.
The WSA Convention truly is an educational experience; and the Building Products Exposition is sure to be a major highlight of this year’s statewide conference. It’s your opportunity to find the answers to all of your questions from representatives of the leading manufacturers and suppliers of design and construction industry products and services in Wisconsin. A special Regional Products and Services Catalog is being prepared for the first 400 members who register for the WSA Convention.

Door prize drawings, displays of award-winning architecture, music, your favorite beverages and delicious hors d’oeuvres are just a sampling of the special events planned to add some fun and excitement to your life! The featured door prize is a HI JetPro V50 plotter from Houston Instrument, with a retail value of $1,995! An exhibitor-sponsored Design Charette with cash prizes also is being planned for those of you ready to take on the challenge of utilizing the products and services of participating companies in your solution.

Come and enjoy visiting with friends from around the state. Invite your co-workers, consultants, industry friends and clients, if for nothing else, just for the fun of it all! It’s an excellent opportunity to renew acquaintances as you keep abreast of new technology, services and products necessary for successful projects.

Keynote Address:
Design for the Future
Michael Brill
BOSTI
9:00 - 10:45 a.m.

Above and beyond into the future of planning and design of high-performance workplaces. Through a lively presentation of his award-winning research and consulting work, Brill will share proven methods for helping clients realize workplaces which support organizational culture, increase productivity and quality of worklife, better integrate electronics into the workplace, truly satisfy occupants and achieve a better return on investments in their facilities. If this sounds too good to be true, then you won’t want to miss this featured WSA Convention program.

Michael Brill is president of BOSTI, the Buffalo Organization for Social and Technological Innovation, Inc., and a professor of architecture at the State University of New York at Buffalo. After ten years as a designer of hospitals, housing, offices, theaters and interiors, he shifted career focus and started to develop ways whereby the social, behavioral, functional and ergonomic needs of end-users become critical determinants in the planning, design, use and management of workplaces. In 1969, he helped establish BOSTI to do research in understanding and measuring how design and management of places affect individuals and organizations and to do consulting in the direct application of this knowledge. Brill has received numerous awards for his design research and is a distinguished award-winning author of several standard references, including Using Office Design to Increase Productivity.

Responding to rapidly changing conditions in both business climate and management concepts, BOSTI is engaged in developing highly innovative ways of using workspace more effectively and in exploring how officework might successfully be done in non-conventional places using new technologies. BOSTI uses its specialized research knowledge and methods to develop comprehensive planning and design guidelines for a broad range of major manufacturing, financial, communications, utility and public clients.

Building Products Exposition
11:00 a.m. - 1:30 p.m.

This special exhibit session provides a unique opportunity to learn first-hand the latest information on product research and technological breakthroughs that will shape the future of design and construction in Wisconsin. It’s your last chance to tour the Trade Center and gather valuable information on products and services that can be put to good use on all of your projects.

Registration is FREE for this special event…and a delicious boxed lunch is included. The winners of the exhibitor-sponsored Design Charette will be announced. Invite your clients, colleagues, consultants, business associates and friends to join you in the Trade Center at the Holiday Inn Madison West!
**Professional Development Seminars**

After lunch and a tour of displays of the latest building products and services in the Trade Center, prepare yourself for the future by selecting from three concurrent professional development seminars. These sessions will address future office design, the latest in CAD technology and the implementation of Total Quality Management practices in your firm.

- **Office Design of the Future**
  Michael Brill  
  BOSTI  
  1:30 p.m. - 3:00 p.m.  
  Emerging trends, research and design guidelines for high-performance workplaces.

  Keynoter Michael Brill will continue the dialogue on the future of design by focusing on the emerging trends, research and design guidelines for the places and spaces in which people work. In the future, the office environment will be considered a “tool” that management can use to increase organizational effectiveness.

  As president of BOSTI, Brill has worked with a broad spectrum of future-oriented clients to develop innovative ways to improve the effectiveness of workplaces and to utilize new technologies for non-conventional office environments. These new office design concepts include “hotelling,” “just-in-time offices,” and “drop-in centers.” BOSTI was engaged by one large corporation to design and test the effects of a truly high-performance “office-of-the-future” ... one in which beyond-state-of-the-art business electronics are fully integrated with workstation design and space planning to extend the limits of the conventional office.

- **Future CAD Technology**
  Oliver Witte  
  Architecture  
  1:30 p.m. - 3:00 p.m.  
  A sneak preview of CAD technology that is shaping the future of architecture.

  Join Oliver Witte, manager of Architecture magazine’s innovative computer-aided architecture evaluation program, for a sneak preview of emerging CAD technology that will shape the future of architecture. Witte has enlisted a number of WSA members, in places like La Crosse, Sheboygan, Beaver Dam, Madison and Milwaukee, to be part of the magazine’s evaluation program; and these Wisconsin architects already are testing out this state-of-the-art CAD software on real projects for real clients.

  This seminar is designed for novice as well as experienced CAD jockeys and will include demonstrations of the latest software programs available for both Macintosh and DOS computer systems. Join Witte for this fascinating look at the future of CAD technology and you may even walk away from the seminar with your own free cutting-edge software program, like CADVANCE for Windows by ISICAD, Inc., and Squiggle by The Premisys Corporation.

  **Total Quality Management for the 90's & Beyond**
  Steven P. Morstad  
  Morstad Management Group  
  1:30 p.m. - 4:30 p.m.  
  TQM – more than just a buzzword.

  Today, it seems more and more architectural, engineering and construction firms are adopting TQM techniques to remain competitive in the 1990s and beyond. Total Quality Management – or TQM – is a management style that promotes communication, worker participation and statistical analysis to improve production.

  TQM can be defined as a way of doing business that involves continuous improvement in all processes and systems in order to meet or exceed customer expectations. TQM programs share certain attributes such as customer-driven quality, strong leadership, continuous improvement, action based on facts and analysis, and employee participation.

  Seminar leader Steven Morstad, co-founder and CEO of the Morstad Management Group, will guide participants through an innovative learning process that will introduce basic TQM concepts and address implementation issues and questions specific to design and construction firms in Wisconsin. Morstad has led and facilitated TQM, Quality Improvement (QI), strategic management and other cross-functional design, training and planning projects for numerous private companies and public agencies.

  This special three-hour seminar will review and discuss real-life TQM experiences and case histories of design and construction firms. A panel of Wisconsin practitioners, representing small as well as larger firms, will share their TQM experiences.

  The Wisconsin Chapter of the Society for Marketing Professional Services (SMPS) is sponsoring this featured professional development seminar designed to assist firms of all sizes to better understand the potential of TQM. It will address how to begin implementing such a total quality approach in your firm...and how to refine existing systems. It will introduce basic TQM concepts, methods and tools that can lead to greater customer satisfaction, higher professional performance and enhanced profitability. You won’t want to miss this expanded interactive seminar session designed to help you and your firm go Above and beyond today’s practice standards to meet the challenges and opportunities of the future.

**Special Events**

3:00 p.m. - 4:30 p.m.

Continue your WSA Convention experience by participating in one of the following special event programs. The SMPS-sponsored TQM seminar also will be running until 4:30 p.m.

- **Building Tour**
  Grainger Hall  
  UW-Madison School of Business  

  Here’s your chance to get a behind-the-scenes guided tour of the new University of Wisconsin-Madison School of Business building, Grainger Hall, before it opens for business next fall. A star-studded cast of tour guides has been assembled to answer your questions about this new addition to the Madison skyline, including Dave Stroik, AIA, the Zimmerman Design Group; Dave Beck-Engel, J.H. Findorff & Son; Fritz Wegener, Division of Facilities Development, Wisconsin Department of Administration; Bill Strang, UW-Madison School of Business; and Chris Gluesing, UW-Madison Department of Planning and Construction.
Committee roundtables. and joining in the discussion at these WSA your membership expectations by pulling up a chair

45-minute sessions, so you'll have the opportunity to participate in a couple of roundtables of your choice.

- **Cleaning New Masonry Workshop**
  
  Have you ever specified white brick and had them turn yellow...or specified dark brick and then seen a black stain in the joint? Has an owner ever complained about white powder on their brick...or about gold or brown stains in new limestone? Did a concrete truck or welder ever splatter a new masonry wall? Do you want to know how new federal regulations will affect masonry cleaning in the years ahead?

  If you answered “yes” to any of these questions, then this program on removal of excess mortar and job stains is for you. It is sponsored by the Brick Distributors of Wisconsin and will feature James J. Lucas with J.N. Lucas & Associates, Inc., of Hammond, Indiana.

- **WSA Committee Roundtables**

  This special event is designed to encourage your input and feedback on a variety of WSA programs and services. If you have any questions, comments or suggestions about government affairs issues, public awareness efforts, AIA documents, the Qualification Based Selection (QBS) program for public owners, environmental education initiatives and/or Wisconsin Architect magazine, then schedule some time to participate in these informal small-group roundtable discussions.

  WSA Committee members will help get the discussion rolling at these concurrent roundtables, but the agenda is up to you. The program will include two 45-minute sessions, so you'll have the opportunity to participate in a couple of roundtables of your choice. Help the WSA go **Above and beyond** in meeting your membership expectations by pulling up a chair and joining in the discussion at these WSA Committee roundtables.

### WSA Honor Awards Lecture

**Design Excellence**

Gerald Horn, FAIA

Holabird & Root

4:45 p.m. - 6:15 p.m.

#### Achieving excellence in design by building successful client-architect relationships.

The 1993 WSA Convention program concludes with a presentation by award-winning architect Gerald Horn, FAIA, a partner with Holabird & Root in Chicago. This WSA Honor Awards Lecture will also kick off the evening's gala events celebrating design excellence and award-winning Wisconsin architecture.

Through a presentation of his work, Gerald Horn will provide unique insights into achieving excellence in design, participating in design awards programs and building successful client-architect relationships. As the partner responsible for establishing the design character of the firm, he has designed a variety of building types with a concentration on office buildings, research and development buildings, data processing facilities, telecommunications and college/university buildings. His specialty is working with clients on projects with complex programmatic and contextual requirements.

Gerald Horn's work has been widely published and exhibited; and he has received numerous honors and awards. He has chaired the national AIA Honor Award program and served on numerous AIA Chapter design award juries. Examples of his award-winning architecture include the Holabird & Root office, Digital Computer Laboratory at the University of Illinois, Federal Reserve Bank of Chicago, Chicago Historical Society, Kersten Physics Teaching Center at The University of Chicago and American Bar Center/Northwestern University Law School Addition. Horn also led the design team for the new UW-Milwaukee School of Architecture & Urban Planning building, a project done in association with Eppstein Uhen, Inc., of Milwaukee.

### 1993 WSA Design Awards Gala

**WSA Honor Awards Reception & Banquet**

6:30 p.m. - 9:00 p.m.

The 1993 WSA Honor Awards Reception & Banquet will recognize the architects, owners and contractors responsible for this year's award-winning Wisconsin projects. The evening's celebration of excellence in architectural design begins with a cocktail reception in the hotel atrium. This special event is sponsored by Klipstein Insurance Services, Inc., the insurance professionals for architectural and engineering firms and Wisconsin's exclusive carrier of Design Professional Insurance Company (DPIC).

Immediately following the reception, the WSA Design Awards Committee will host the Honor Awards Banquet. This gala affair will feature the presentation of WSA Honor Awards and Merit Awards to the owners, architects and contractors responsible for projects selected to receive recognition for design excellence as part of the 1993 WSA Design Awards program. Susan Maxman, FAIA, President of The American Institute of Architects, will be the featured speaker at the banquet.

There is a separate registration fee for this special event. Please refer to the Registration Form for details.
WSA Convention Sponsors
The 1993 WSA Convention is being brought to you with the help and support of our exhibitors and several special sponsors. Their generous support has enabled the WSA Convention Committee to offer truly outstanding programs and events that otherwise would not have been possible.

Klipstein Insurance Services, Inc.
The WSA Design Awards Committee is pleased to again recognize Klipstein Insurance Services, Inc., for its support of the WSA Honor Awards Reception. Klipstein has been helping architectural and engineering firms for years with their specialized professional insurance and risk management needs.

Oscar J. Boldt Construction Company
The opening keynote address by Mike Fitzgerald is made possible because of the underwriting support received from Oscar J. Boldt Construction Company, Wisconsin’s largest general construction and construction management firm with offices in Appleton, Milwaukee and Wausau.

Society for Marketing Professional Services
The WSA Convention Committee is pleased to recognize SMPS, Wisconsin Chapter for its sponsorship of the featured Total Quality Management seminar by Steven Morris.

Wisconsin Concrete Masonry Association
The Wisconsin Concrete Masonry Association will host a complimentary breakfast to recognize and showcase the winners of its annual “Excellence in Masonry Awards” program. In addition, the WCMA will be offering a chance to win a trip for two to Mexico to study masonry of old.

S&S Sales and Citadel
S&S Sales Corporation and Citadel Architectural Products are hosting a complimentary breakfast that will feature a special video presentation on The American Institute of Architects “Accent on Architecture” awards program.

Brick Distributors of Wisconsin

Houston Instrument

Computer Software:
ISICAD, Inc.
The Premisys Corporation
Semaphore, Inc.

1993 WSA Exhibitors
The annual WSA Convention would not be possible without the strong and consistent support of the companies exhibiting in our Building Products Exposition. The 1993 WSA Convention will include one of Wisconsin’s largest expositions of design and construction industry products and services.

The 1993 WSA Building Products Exposition will be held in the attractive Trade Center at the Holiday Inn Madison West. The Trade Center will be open to the public from 3:30 - 8:00 p.m. for the annual Construction Industry Reception on Tuesday, May 25, and from 11:00 a.m. - 1:30 p.m. on Wednesday, May 26. Registration is FREE for these special events in the Trade Center.

Find the answers to all of your questions on new products and services from the following companies that will be exhibiting in the Trade Center:

AACOA
Acoustical Floors of Wisconsin
A/E Graphics Inc.
A+J Speciality Services, Inc.
American Olean
Andersen Windows Inc.
Associated Builders & Contractors, Inc.
Baraboo Tent & Awning Inc.
Benicia Industries, Inc.
Best Block Company
Blue Prints Inc.
Brick Distributors of Wisconsin
Brussel Lumber & Millwork
Builders World, Inc.
Ceramic Corrugated Corp.
Champion Brick Co.
Childress Tile & Marble
Cold Spring Granite Company
Consolidated Inc.
F. J. Cook Co., Inc.
Cornell Corporation
Cornell Iron Works, Inc.
Custom Building Products
DeSoto Windows
Donmar Decorative Panels
Fabcon, Incorporated
Fonemica Corporation
GAF Building Materials Corp.
Gagnon Clay Products Co.
Georgia-Pacific Corp.
Giles Engineering Associates, Inc.
The H Window Company
Hallmark Building Supplies, Inc.
Halquist Stone Co., Inc.
The Hatfield Corporation
Heatlink Floor Heating
Huntingdon-Twin City Testing
Hunzinger Floor Company
Hurt Millwork Co., Inc.
International Conference of Building Officials
International Masonry Institute
Great Lakes Region
Interpace Coatings, Inc.
JWC Building Specialties Inc.
Jaeckle Wholesale, Inc.
Kleene Inc.
Kool View
LaFarge Corporation
LaForce Hardware & Mfg. Co.
Lumber Dealers Service & Supply
Marvin Windows
Master Blue Print Inc.
Mueller Paint Co.
Mid Continent Cabinet
Miron Construction Co., Inc.
Molin Concrete Products Co.
Monarch Tile
NorthWestern Elevator Co., Inc.
Ons Elevator Company
Parkerwood Chicago, Inc.
Peters & Sons, Inc.
Pilanes & TECO
ProStar, Inc.
R. M. Co. Contract
The Radford Company
Rochdick
S&S Sales Corp.
STI Consultants, Ltd.
Schindler Elevator Corporation
Schiebe/LCN
Spancrete Industries, Inc./Waukesha Block
Stickler & Associates, Inc.
Sullivan Brothers
Techline Madison
Thermal Design, Inc.
Thorne Systems Products
Tremco, Inc.
Vande Hey-Raleigh
Architectural Roof Tile
Ver Halen Inc.
W. E. Neal Slate Co.
Weather Shield Windows & Doors
Weyerhaeuser Architectural Doors
Wilsonart
Windows & Doors Inc.
Wisconsin Bell, Inc.
Wisconsin Blue Flame Council
Wisconsin Brick & Block
Wisconsin Pipe Trades
Wood-Lam Inc.

Convention Registration
Please use the accompanying Registration Form to register for all of the exceptional programs and events scheduled for the 1993 WSA Convention ...Above and beyond. Complete and return the Registration Form with your payment to the WSA office by May 10 to benefit from an early registration discount. Stop at the WSA Registration Desk in the lobby of the Trade Center at the Holiday Inn Madison West to pick up name badge and other Convention materials or to register on-site.

Convention Hotel
The Holiday Inn Madison West in Middleton is the official hotel for 1993 WSA Convention. It is easily accessible from the West Beltline Freeway (Hwy. 12 & 14). Take the Greenway Blvd. exit (#252) off the Beltline and you can’t miss it.

A block of rooms has been reserved at the Holiday Inn for WSA Convention participants...at very attractive rates. Single occupancy is $69 per night and double is $77 per night. You can’t afford to pass up a deal like this! Reservations should be made directly with the Holiday Inn by returning the WSA Convention reservation envelope or by calling (608) 831-2000. Tell them you are with the Wisconsin Society of Architects Convention.

WSA Convention Committee
Above and beyond is made possible because of the efforts, dedication, creativity and energy of the members of the 1993 WSA Convention Committee:
Russell LaFromboise, AIA, Chair
Michael Gordon, AIA
Tactus Bond, AIA
Bruce McCann
Kathy Bond
Gretchen Pfleger
Laura Davis
Mark Rapant, AIA
A. James Gersich, AIA
Kerry VonDross

Promotional graphics for the 1993 WSA Convention were developed by:
Phoenix Marketing Group, Inc., Brookfield.

Questions?
For additional information on the 1993 WSA Convention, please call or write:
Wisconsin Society of Architects
321 South Hamilton Street
Madison, WI 53703
(608) 257-8477/1-800-ARCHITECT

1993 WSA CONVENTION
The ability to adapt to different periods in time is a wondrous thing. Through time, Pella® has become a master in customizing windows and doors to fit a building's architectural history. The Seth Peterson restoration project exemplifies Ver Halen's ability to adapt windows and doors to architectural periods in time.

The challenge: To utilize today's window technology to restore the cottage’s windows and doors according to the original design.

In keeping with the 1958 design, we duplicated the look of the original windows using Douglas Fir. Using double-glazed windows, we upgraded the energy efficiency of each window.

We are proud of our involvement in this monumental restoration project and were pleased to provide more than 30 windows and doors. We saw it as a wonderful opportunity to preserve the work of America’s greatest architect, and allow future generations the opportunity to enjoy the architectural brilliance of Frank Lloyd Wright.
Tilt-Up Concrete Buildings

Giving you more than beautiful savings

Tilt-Up Concrete offers all the advantages you’ve come to expect from concrete walls — durability, low maintenance, energy savings, fire resistance, low insurance premiums and lasting value.

As a bonus, Tilt-Up Concrete buildings feature rapid forming, casting and panel erection for exceptionally economical construction.

Discover the many benefits of Tilt-Up Concrete buildings. Call Wisconsin Ready Mixed Concrete Association at 1-800-242-6298 for details.

Do It In Concrete.

Wisconsin Ready Mixed Concrete Association
9415 W. Forest Home
Hales Corners, WI 53130
1-800-242-6298

Looking for a job? The WSA Job Bank is available to architects looking for a job or firms who are hiring. Call Mary for more information at (608) 257-8477

Small Change Could Cost You Big Dollars

Copying blank AIA Documents is illegal...and dangerous. The AIA Documents are revised periodically to reflect current case law and the ever-changing practices within the construction industry. Copying an outdated AIA Document—that’s missing even a small change or revision—increases your liability and the possibility that you’ll pay big dollars to settle a dispute. Don’t take chances; order your current AIA Documents from us today.

The Wisconsin Society of Architects
321 S. Hamilton St.
Madison, WI 53703
(608) 257-8477
The new office building for the State of Wisconsin is located between Wilson Street and John Nolen Drive, and is a predominate feature on the downtown cityscape. The exterior of this 10-story building is mainly brick with a vertical banding of windows on each floor to capture the views of downtown Madison and the lakes below.

The parking ramp was designed to further emphasize the building base and to relate the building to the escarpment along John Nolen Drive. The entrance to the parking ramp from Pinckney Street was carefully coordinated with plans for the proposed Convention Center.

The design concept for the interior of the building combines three sequences to create a division of spaces. The sequences include formal to informal, repetition of curved forms and variation of volumes.

The lobby has a feeling of formality, a place of distinction. This is achieved through the use of traditional materials including subtle carpet tiles, slate flooring and dark oak paneling. As you progress through the building, the feeling gradually becomes more informal through the use of curved walls and variations of volumes. The formal to informal feeling is further emphasized in the carpet pattern. Beginning in the lobby, carpet tiles are formal and progress to the cafeteria where colorful splashes of carpet tile are used in traffic areas.

Photography: James T. Potter, AIA
Windows

- BLIND BETWEEN GLASS
- COMPLETELY RETRACTABLE

When only the BEST will do.
Quality materials and workmanship combined with attractive and energy efficient design, have made aluminum clad BiltBest Windows a popular choice with today's builders and home buyers.

Make BiltBest your next choice

OMNI GLASS & PAINT, INC.
2010 Dickinson, Oshkosh
2705 W. College Ave., Appleton
Toll Free 1-800-236-8222

Introducing a better idea in fluorescent lighting...

3M™ Silverlux Reflectors

- Reduce fluorescent lighting costs 50 to 75%
- Highest lighting efficiencies in the industry
- Eliminate half the number of tubes
- Easy installation and maintenance
- Rebates available from most Wisconsin electric companies

Available in new 3M Silverlux reflectors, T-8 fixtures or retrofits

Silverlux Reflectors

• Reduce fluorescent lighting costs 50 to 75%
• Highest lighting efficiencies in the industry
• Eliminate half the number of tubes
• Easy installation and maintenance
• Rebates available from most Wisconsin electric companies

Available in new 3M Silverlux reflectors, T-8 fixtures or retrofits

The ultimate lighting system

OMNI GLASS & PAINT, INC.
2010 Dickinson, Oshkosh
2705 W. College Ave., Appleton
Toll Free 1-800-236-8222

OMNI GLASS & PAINT, INC.
2010 Dickinson, Oshkosh
2705 W. College Ave., Appleton
Toll Free 1-800-236-8222

Introducing a better idea in fluorescent lighting...

3M™ Silverlux Reflectors

- Reduce fluorescent lighting costs 50 to 75%
- Highest lighting efficiencies in the industry
- Eliminate half the number of tubes
- Easy installation and maintenance
- Rebates available from most Wisconsin electric companies

Available in new 3M Silverlux reflectors, T-8 fixtures or retrofits

Silverlux Reflectors

• Reduce fluorescent lighting costs 50 to 75%
• Highest lighting efficiencies in the industry
• Eliminate half the number of tubes
• Easy installation and maintenance
• Rebates available from most Wisconsin electric companies

Available in new 3M Silverlux reflectors, T-8 fixtures or retrofits

The ultimate lighting system

OMNI GLASS & PAINT, INC.
2010 Dickinson, Oshkosh
2705 W. College Ave., Appleton
Toll Free 1-800-236-8222

OMNI GLASS & PAINT, INC.
2010 Dickinson, Oshkosh
2705 W. College Ave., Appleton
Toll Free 1-800-236-8222

Introducing a better idea in fluorescent lighting...

3M™ Silverlux Reflectors

- Reduce fluorescent lighting costs 50 to 75%
- Highest lighting efficiencies in the industry
- Eliminate half the number of tubes
- Easy installation and maintenance
- Rebates available from most Wisconsin electric companies

Available in new 3M Silverlux reflectors, T-8 fixtures or retrofits

Silverlux Reflectors

• Reduce fluorescent lighting costs 50 to 75%
• Highest lighting efficiencies in the industry
• Eliminate half the number of tubes
• Easy installation and maintenance
• Rebates available from most Wisconsin electric companies

Available in new 3M Silverlux reflectors, T-8 fixtures or retrofits

The ultimate lighting system

OMNI GLASS & PAINT, INC.
2010 Dickinson, Oshkosh
2705 W. College Ave., Appleton
Toll Free 1-800-236-8222

OMNI GLASS & PAINT, INC.
2010 Dickinson, Oshkosh
2705 W. College Ave., Appleton
Toll Free 1-800-236-8222
The existing Strand Associates building was an L-shaped structure of traditional design on an irregular site. The design challenge was to create the maximum amount of office space on the site and at the same time change the character of the building to that of a modern engineering consulting firm. The owner acquired land across Wingra Creek to provide the necessary parking thus freeing up more land for the addition. Working with the City of Madison, approval was granted for creating a footbridge over the creek to allow access from the parking to the office building.

The building additions took form from the angular shape of the property. This strong geometric design concept is expressed on the inside of the building as well as on the exterior. The new entry angles toward the footbridge, and its green metal roof is perforated in a grid pattern to cast strong shadows on the facade.

The existing red brick on the building exterior was enhanced by the addition of a white base of split face block and limestone accents at window heads and connecting window units. Traditional gridded windows took new form and new color to reinterpret a Georgian facade.

A new reception area, centrally located, features a skylight and a reception desk which takes its form from the entry columns and trusses. The colorful interior palate of teal, red and blue playing against the warmth of natural maple and walnut make the expanded and remodeled facility a pleasant office environment.
Let Your Imagination Be Our Guide

At Elipticon we feel that you should have the freedom to design your architectural millwork without limitations from your supplier.

Whatever kind of millwork you can imagine for your next project, Elipticon can make it a reality.

Call us today.

See our display in Magnum Opus at Woodlake Mall in Kohler.

ELIPTICON INC.

600 East Moores Drive
P.O. Box 221
Little Chute, WI 54140
Telephone: 414-788-9322
Fax: 414-788-3086

PBBS EQUIPMENT CORP.

5401 N. Park Dr., Butler, WI 53007

BOILER ROOM

Service - Parts - Sales - Chemical - Engineering

INDUSTRIAL Large Parts

24 Hour Commercial Inventory

Radio Dispatched FACTORY AUTHORIZED

Cleaver/Brooks PARTS & SERVICE

INDUSTRIAL Large Parts

Webster Burners

Cleaver/Brooks ALL MAKES

And-Car Systems

SERVICE

TRoubleshooting - Repairs - Cleaning - Refractory Work

Efficiency Tune-Ups - Service Contracts - Inspections

Mobile Boiler Room Rentals - Descaling - Conversions

SALES

Boiler Room Equipment & Accessories - Chemical Systems

Burners - Chemical Treatment & Analysis

Propane Systems And-Car Boiler Blowdown Systems

And-Car Monitor Systems

THROUGHOUT WISCONSIN AND UPPER MICHIGAN

Milwaukee (414) 781-9620 • Madison (608) 249-6604

Green Bay (414) 494-3675 • Stevens Point (715) 344-7310

FAX (414) 781-8526

THROUGHOUT MINNESOTA AND NW WISCONSIN

PBBS EQUIPMENT CORP.

TWIN CITIES DIVISION EAGAN, MN.

(612) 686-7227
This project represents a successful marriage of elite office space adjacent to manufacturing space. The latter is a low key wing placed toward the back of the site and clad in precast concrete panels used horizontally to blend in with the prairie style of the two-story office space.

Although the office space is only half as large as the manufacturing space, its entrance design dominates the buildings. Generous roof overhangs protect the large expanses of glass windows which reflect the constantly changing scene outdoors—clouds and landscaping. Combined pools, fountain and planters add a playful focal point from inside and out and are seen from unexpected angles and places.

Photography: Howard Kaplan
HNK Architectural Photography
Hiring a sheet metal contractor?

“It pays to use trained craftsmen who are up to date on the latest technology and industry standards.”

In the sheet metal industry, the knowledge and skill of well-trained union craftsmen can make the difference when you've got to meet deadlines and budgets.

Thanks to their comprehensive training program, union workers are well-versed on the latest industry codes and standards. And they know how to use the most modern tools and technology — like computer-guided torches and lasers that save time, reduce waste, and save you money.

Choosing a union sheet metal contractor is the best way to ensure that you'll get the most value for your construction dollar, and that the highest standards of quality and efficiency will be maintained on the job.

MADISON AREA SHEET METAL LABOR-MANAGEMENT COUNCIL
1245 E. Washington Ave., Suite 184, Madison, WI 53703

AND SHEET METAL WORKERS LOCAL '18

Above and beyond.

1993 WISCONSIN SOCIETY OF ARCHITECTS CONVENTION
May 25th & 26th, 1993
Holiday Inn Madison West
Middleton, Wisconsin
Call 1-800-ARCHITECT to register today.
A new Systems Operation Center consolidates approximately 250 employees in this headquarters facility of regional power cooperatives. The four components in this facility include power distribution center, engineering, offices and administration. These areas are organized around an elongated circulation spine for maximum efficiency, generous waterfront vistas and employee interaction.

State-of-the-art technology is evident in the electronics and computer laboratories, Building Automation System (BAS), Uninterruptible Power Supply (UPS), and extensive security systems. Additional areas include an employee credit union, cafeteria, Cooperatives Board Room, plus internal garage. Employee parking on each end of the building allows for easy access, ample green spaces and visitor parking at the entrance.

The building's scenic site along the waters of the Mississippi River is also across from Dairyland's service center, thus centralizing operations.

*Photographs supplied by owner.*
Marvin Windows and Doors offer the flexibility demanded by Design Professionals. Each one is made to your specifications, because each one is made to order. Our Architectural Services Department offers a full range of support in design, engineering, and installation of premium Marvin Products. Contact Mark Heard at:

builders world, inc.
p.o. box 881-waukesha, wi 53187
(414) 542-8883
1-800-686-2206

Is taking your business to the top worth the trip?

Let's talk.
At Klipstein Insurance, we walk you through the risks and rewards of business expansion one step at a time. For a complete protection plan individually designed for today and into tomorrow, call Klipstein. It's the insurance agency architects and engineers are talking to.

Klipstein Insurance Services, Inc.

A WISCONSIN TRADITION OF QUALITY FOR OVER 80 YEARS

Brick Block Pavers Tile Stone
Economic Loss Doctrine

Unfortunately, what may seem to be a job well done to many architects and engineers may later be viewed as unsatisfactory by the recipient of those services. Often, a claim will be made against an architect or engineer for “malpractice” even though a binding contract exists between that designer and the owner. Wisconsin law, however, tends to hold parties to the terms of their contract and may disallow additional recovery for negligence.

The economic loss doctrine can prevent recovery for certain negligence claims brought against architects and engineers. Such service providers should be aware of the economic loss doctrine and its ramifications if a claim is made against them by their client. The economic loss doctrine can greatly diminish an architect’s or engineer’s liability for services because it prevents recovery for negligence for solely economic loss. This doctrine becomes particularly important when commercial litigation involves a contract between two sophisticated parties of equal bargaining power and strength. It is imperative that parties take the time to negotiate the terms of an agreement, because the economic loss doctrine, in later litigation, will generally hold them to the terms of their original agreement. Without a strong contract, parties may open themselves up to liability for tort-like remedies.

Counsel involved in litigation can use the economic loss doctrine to seek dismissal of a tort claim which prays for solely economic loss. “Economic loss” is typically defined as:

Damages for inadequate value, costs of repair and replacement of the defective product, or consequent loss of profits—without any claim of personal injury or damage to other property...as well as the diminution of the product because it is inferior in quality and does not work for the general purposes for which it is was manufactured and sold.

Although the economic loss doctrine originated with “product” cases, it may apply to claims for defective “services” or “architectural malpractice.” In other words, damages for inadequate value, costs of repair, replacement, loss of profits and diminution in value are likely barred from recovery in tort under the economic loss doctrine regardless of whether the thing complained of is a good or a service.

The rationale behind the economic loss doctrine is that if manufacturers or service providers are to be liable for consequential damages such as lost profits, when no personal injury or damage to other property is involved, then commercial purchasers need to negotiate and contract for that additional security and will likely pay a higher price for the good or service. It would be unfair to spread that additional cost to all purchasers, when all purchasers do not need or are not willing to pay for the same guarantees. Likewise, it would be unfair to assess the additional risk against the provider without compensation. Thus, risk allocation continues as an important and well-respected concept in commercial transactions which involve service providers.

Recently, in Wausau Paper Mills Co. v. Chas. T. Main, Inc., the court dismissed Wausau Paper’s “architectural malpractice” claim against Main for “costs to repair or replace the improperly designed piping, pumps and equipment, engineering costs to evaluate the design and engineering deficiencies and recommend corrective action, down time costs and lost production, and internal administrative engineering costs....” Dismissal of this negligence claim was based upon the terms of the contract which left Wausau with only the remedy of reperformance. The court used the economic loss doctrine to determine that recovery in tort was precluded for the damages sought by plaintiff. In other words, the court held the parties to the terms of their agreement and refused to extend the defendant’s liability beyond the contract’s terms for damages such as lost profits and lost production.

The rationale for disallowing the recovery of purely economic loss in tort is authoritatively explained by the United States Supreme Court in East River S.S. Corp. v. Transamerica Duvall, Inc. In this case, a unanimous Supreme Court ruled that a purchaser could not bring a cause of action in negligence for economic loss resulting from defective turbines installed in the purchaser’s ship stating that “if [tort law] were allowed to progress too far, contract law would drown in a sea of tort.”

The Court distinguished tort law and contact law, explaining that when only economic loss occurs, contract law and the law of warranty in particular is well suited to commercial controversies, not the law of tort.

In the wake of East River, courts around the country have dismissed negligence claims which seek solely economic loss regardless of whether the claim involves goods or services. Wisconsin courts and the Seventh Circuit have been on the forefront in applying the economic loss doctrine to dismiss claims which seek solely economic loss.

The Wisconsin Supreme Court in Sunnyslope Grading, Inc., v. Miller, Bradford & Reeseberg, Inc., adopted the economic loss doctrine and addressed whether a commercial purchaser of construction equipment, which was covered by warranty, had a
cause of action against the manufacturer for negligence or strict liability to recover lost profits in the cost of repairing the equipment. The supreme court affirmed dismissal of a tort claim for damages to the product itself and economic losses flowing therefrom because a warranty existed.

Even more recently, in Miller v. United States Steel Corp., buyers of fabricated steel panels brought suit to recover the cost of replacing the panels after they had corroded. The Seventh Circuit held that the buyers could not use tort law to recover the cost of replacing the defective products sold to them for use in their business. The court labeled the loss as "commercial loss" for which contract law is the appropriate tool. The Miller claim was then dismissed even though they did not have contractual remedies to rely upon.

The economic loss doctrine now appears to preclude causes of action in tort for solely economic loss even if the contract, or lack thereof, between the parties will not offer any relief for the claimed loss. Since Miller, parties must be careful when drafting remedies in a commercial contract or they may later be barred from what they think is adequate relief.

The trend continued as the Seventh Circuit in Midwest Knitting Mills, Inc. v. United States, affirmed a motion to dismiss and held that a tort claim could not lie where the only damage resulting between the two parties to a contract was for economic loss. Specifically, the court held "there is now substantial evidence that Wisconsin would decline in all circumstances to allow a negligence suit for the recovery of only economic damages, even when there is no contractual relationship between the parties."

Recently, however, in Milwaukee Partners v. Collins Engineers, Inc., the court of appeals addressed a professional malpractice suit which sought economic loss damages against an engineer for negligent investigation of a building in Milwaukee. Although the court held that a valid tort claim existed, it only addressed the economic loss doctrine in dicta. Moreover, in Collins Engineers there was no contractual relationship between the parties which adequately provided for an allocation of risk, limitation of consequential damages or even warranties. Collins Engineers also dealt with safety considerations which allegedly resulted from a design firm's inadequate investigation rather than only failed economic expectations. Clearly, tort law is designed to address safety concerns, whereas contract law addresses failed commercial expectations. Collins Engineers appears to backtrack from Midwest Knitting and Miller, muddying the waters with respect to the economic loss doctrine's application and does not address the doctrine's application when there exists a valid and enforceable, negotiated contract between two sophisticated commercial parties which provides for risk allocation and/or warranties.

One thing remains clear, however; service providers should protect themselves in their contract because the economic loss doctrine keeps parties to the terms of their contracts and the risk allocation therein. In litigation, a plaintiff may attempt to expand contract principles and redefine tort principles to recover more than that for which it contracted. The economic loss doctrine precludes such a mixing of tort and contract concepts. Economic expectancy claims are recoverable under warranty principles, not in tort. A plaintiff may attempt to recover an amount more than the contracted for remedy by framing its cause of action in tort. However, the economic loss doctrine may preclude such a claim, because it ignores the integral parts of the bargain between the parties: the contract's conditions and limitations.

When a plaintiff attempts to mask a contract claim in tort to avoid the contract's limitations, the economic loss doctrine comes to the forefront.

Counsel for architects or engineers should consider bringing a motion to dismiss tort claims which do not involve personal injury or damage to other property. In such a motion, evaluate the plaintiff's own pleadings. Often the plaintiff will seek to enforce certain warranty terms and rights within the contract, while ignoring the contract's limitations. In addition, the factual allegations in the complaint may reveal that the plaintiff's tort and warranty claims really are indistinguishable. Also, plaintiffs may make allegations which relate only to the product itself and not personal injury or damage to other products. Unless personal injury or damage to other property is involved, the economic loss doctrine will likely preclude recovery of solely economic loss in tort.

These concepts are important for engineers and architects who seek to allocate risk by contract and do not want to be later held to additional liability. The more preparation that goes into the beginning of a relationship, when a contract is being drafted and negotiated, the better off a party will be in later litigation. The economic loss doctrine seeks to hold commercial parties to the bargain they struck, lending credence to the old adage that "a deal is a deal." Be sure, as an architect or engineer, that you take the time to strike a good deal.

EDITOR: The author is an associate with O'Neil, Cannon & Holman, S.C. who practices construction law and commercial litigation and successfully argued the application of the economic loss doctrine in the Chas. T. Main case referenced in this article.
DECORATIVE BLOCK
The fact is decorative concrete block is one of the most economical and versatile building materials around. Why? Because it’s strong, durable and low maintenance. And our decorative block comes in a variety of rich textures and colors for both interior and exterior treatments. One last fact to consider: all concrete block is not created equal. That’s why it’s important to choose block from Waukesha Block Company. Not only is our block strong, it’s lighter... with exceptionally true dimensions.

Decorative block from Waukesha Block Company. Concrete evidence that’s stacked in your favor.

“When we’re ready to start construction, we know our Waukesha Block will be there... right on schedule. They keep their promises.”
Bill Dentinger - Mason Contractor

“Decorative block from Waukesha Block comes in a variety of colors and textures. We’re excited about the design options and quality it offers us and our customers.”
Bill Baesemann - Kings Way Homes

Waukesha Block
10919 W. Bluemound Road
Milwaukee, Wisconsin 53226
(414) 453-7980

BASEMENT, DECORATIVE & LANDSCAPE BLOCK
PAVERS • FIREPLACE MATERIALS • MASONRY SUPPLIES • PARKING BUMPERS & MORE

Darn!
No Need To Be Out Of AIA Documents. Call Us Today.

FULL SERVICE DISTRIBUTOR
documents
THE AMERICAN INSTITUTE OF ARCHITECTS

Wisconsin Society of Architects
321 S. Hamilton St.
Madison, WI 53703
(608) 257-8477
(800) ARCHITECT

Stevens Construction Corp.
MILWAUKEE • MADISON

Corporatte Office & Manufacturing
RML, Middleton, WI

Public Works/Governmental
U.S. POST OFFICE / WESTSIDE STATION, MADISON, WI

IN MILWAUKEE CALL FRED BERSCH
(414) 358-3505

IN MADISON CALL JERRY HENRICH
(608) 222-5100

Multi-Family Residential Housing
GREEN TREE GLEN APARTMENTS, MADISON, WI

Your building partner since 1952

Wisconsin Architect March/April 1993
The Overwhelming Choice in Floor Underlayments.

We've poured our underlayments in apartments, condominiums, office complexes, single-family homes and shopping malls. More than 1 billion square feet of Gyocrete®, Gyp-Crete 2000™ and Dura-Cap™ have been installed nationwide. For new construction or renovation, they're the overwhelming choice in poured floor underlayments. Installed at a fraction of the cost of other cementitious underlayments.

Here’s why:
• Sound and fire control
• Accepts virtually all finished floor goods
• Pour over wood or concrete subfloors
• No shrinkage cracks
• Poured from featheredge to 3”
• Accepts foot traffic within 90 minutes
• Fast, efficient installation
• Leveling capabilities

Acoustical Floors of Wisconsin
675 Industrial Ct., Ste. C
Hartland, WI 53029
(414) 387-3306

Superior Gypsum
Floors
1132 Ashwaubenon St.
Green Bay, WI 54304
(414) 336-7225

GYP-CRETE PRODUCTS

Not yet sold
(Actually the first time up for sale!)
Like new, hardly used and all that rhetoric

DELUXE GBC BINDING SYSTEM
includes:
• 3/8” and 3/4” bindings (about 100 each)
• 250 varnished, white cover sheets
• dust cover

Good deal for upstart young architect, or an experienced one that’s worn out his old one!
Call Martha Moore 414-273-0654

Reprints Available From Wisconsin Architect

Doing A Trade Show?
Considering A Direct Mail Campaign?
Reprints Are A Great Marketing Tool!

For more information contact:
Cheryl Seurinck
Advertising Sales Manager
608/257-8477
Renewing America—A New Vision for the Future

The world has entered a new epoch of increasing interdependence, accelerating change and intensifying global competition. It may be that change is the only constant to which we can assuredly look forward.

While there are many positives afoot in the U.S. and around the world, there are numerous "red flags" alerting us to alarm and calling us to action.

To quote a recent editorial, "When the 80s began, the world's largest corporations, banks, stock market and investment banks were all American. As the 90s began, they're all Japanese. Forty years ago, American goods had a worldwide reputation for superior quality. Today, it is Japan that has the reputation for superior goods."

These tidings are just the most visible slacking of American excellence.

Our K-12 education may be obsolete; the public infrastructure of the U.S. is decaying; we have the highest crime rate in the industrialized world; 20% of our children are living in poverty; our environment is gasping. I could go on, but you and your associates know the realities. The point is that much needs to be done, not just by government, but by us all. The attention, the action, the opportunities for positive change, renewal and revival of our country are at the local level in the communities throughout the U.S.

In this age of chaotic change, with decline and growth, negatives and positives surrounding us, we have a unique opportunity and responsibility to provide visionary leadership, action and follow through in the renewal of America. That is the challenge in the 90s is we expect to maintain, much less improve, our standard of living and quality of life in the U.S.

These times are abundant with new opportunities for personal involvement, professional achievement, family and community renewal. Clear thinking, wise and compassionate people will make the difference and will lead their communities and this country to a new era and the 21st Century.

This is an exciting age where everybody matters. Communities will be redesigned for more environmentally balanced living; schools will be redesigned for community learning centers; offices will be redesigned for maximum interaction and communication among owners, managers and employees; homes, apartments and neighborhoods will be redesigned to be ecologically balanced, energy efficient, maximize interaction among residents and be affordable, inspiring spaces that cause the human spirit to flower and that will endure into the 21st Century.

This is not an age of decline. It is an age of dramatic change full of opportunities, if we are wise and courageous enough to take private initiatives and form public policies based on the new realities that confront us. We are now challenged to invent our future.

EDITOR: The author is a strategic planner and private consultant from Issaquah, Washington. He will present the opening keynote address at the 1993 WSA Convention on May 25 at the Holiday Inn Madison West.
What You Don't Know Can Hurt You!

Before beginning your next digging project, stop and think about the thousands of miles of buried and overhead power lines, gas pipelines and other facilities throughout Wisconsin, possibly directly at your work site.

State law requires you to notify owners and operators of transmission facilities at least three working days before you dig.

Call Diggers Hotline, because what you don't know CAN hurt you.

Diggers Hotline
TOLL-FREE 1-800-242-8511 MILWAUKEE (414) 259-1181
TDD FOR HEARING IMPAIRED 1-800-542-2289

Advertising in Wisconsin Architect reaches design and construction industry decision-makers.
Call (608) 257-8477

An artistic expression of our expertise—
to fashion metal & glass
to perfection

Marc Plaza Hotel
Milwaukee, Wisconsin
Architect: Schroeder/Holt

Architectural Windows
Window Replacement
Translucent Panels

arwin
Arwin Builders' Specialties, Inc.
2145 South 162nd Street
New Berlin, WI 53151

(414) 782-1090
1-800-876-1090
GUY L. McCUTCHEON  I have a diploma in Small Business. I saw an opportunity to go back to college and enrolled in the Architectural Commercial Design program at WITC. While a student, I took extra courses including AutoCAD, P.C. Trouble Shooting, Fundamentals of Supervision, Business Law and Residential Lighting Design at UW-Stout. I am a member of the student organizations WSA/AIA and NAHB. In the summer I have volunteered to coach softball and soccer through the city program. My future goal is to obtain permanent, full-time employment in a stable community.

KRISTI STENDALL  After completing two years of college, I entered WITC. I have maintained a 3.8 GPA while being an active member of WSA and serving as vice president as well as president of NAHB. Being employed at Spangler Architects in Rice Lake, I gained experience in architectural drafting, office practices and work procedures. Bank employment for five years allowed me to handle a wide variety of office responsibilities and learn to interact with many different people on a professional level. I feel that my background experience, combined with my ambition and responsible business attitude, will make me a valuable employee.

JAMES FROILAND  I'm seeking employment that is both challenging and rewarding. I have developed good communication skills while working as the assistant manager of a condominium project in California. After working two years for a roofing contractor, I decided to pursue a career in architecture. I have thoroughly enjoyed my training at WITC, achieving a 3.48 GPA. I am an active member in WSA/AIA. Hand drafting, HVAC, topography, and CAD were among the courses that interested me the most. I am willing to relocate as I venture into my career in architecture. I feel I would be an asset to any firm.

BENJAMIN M. MADSON  As I was growing up with family and friends who were contractors, I was around building sites a lot. I really enjoyed working on the houses and being able to see the finished product. Through high school I took as many drafting classes as I could, and now, as an Architectural Commercial Design student at WITC, I have become a WSA member and greatly expanded my knowledge and talents. With my hand drafting and AutoCAD skills, I feel I would be an asset to your company.

DARREN T. DURAND  Architecture and commercial construction fascinated me at an early age because my father and elder brother are in the construction field. Their style and method of design in construction prompted me to go into the study of architecture at WITC. While attending WITC, I have been a member of WSA/AIA and have participated in many extra curricular activities. Working on hand drafting, CAD drafting, and construction work during the summers with my father, and as an energy auditor for the Wisconsin Gas Company has given me the knowledge of working with others as a team.

LINDA CASPER  Upon completion of the Architectural Commercial Design program at WITC in Rice Lake, my goal is to obtain employment in Wisconsin in the architectural field. I am especially interested in areas of topographical science, HVAC, and plumbing and electrical plans. Having grown up working with my father for seven years in construction, I am familiar with typical construction practices. I am a hard worker, a good hand draftsperson, make good use of common sense when tackling situations, and work well with a group as well as independently. I believe I will be an asset to any office.
ANDREW ACKERSON  The best knowledge for one person is experience and hands-on training. After receiving two years of classroom training, I would like to put my creativity to work. I gained experience in hand drafting and had extensive CAD training on AutoCAD Version 11–ASG. Working several summers with an electrician, I really learned common construction products and practices. I believe my hard work and creativity would make me a beneficial employee.

TRAVIS PETERSON  Upon graduating from the Architectural Commercial Design program, I look forward to starting a career in the architectural field. I have a strong interest in art that lead me to this field. Being a hard worker and trying to improve my business etiquette, I enrolled in a Professional Profile course. I have been a member of WSA/AIA and NAHB for the past two years and in Student Senate this year. I am looking forward to applying my new skills in the commercial and residential areas.

BONNIE HOST  I am a non-traditional student and returning to school has helped me grow both intellectually and socially. The architectural field has been a 180° change from my former experiences of office and banking. In the 3 years at WITC I have maintained a scholastic average of 3.0. I am active in WSA/AIA and NAHB, serving as treasurer for both clubs. Extra courses I have taken at WITC have been Accounting Principles, Word Perfect, spreadsheets, DBase, Manufacturing Processes, Descriptive Geometry, Technical Science and Mechanical Drafting.

JULIE MONTAG  Pursuing a career in architecture has been a goal of mine since my sophomore year in high school. Upon the completion of my two year degree from WITC, I feel I will have gained the knowledge and skills essential for becoming a successful architectural drafter and team player. I also look forward to the challenge, hard work, and sense of accomplishment that architectural design can bring. With this, I feel I would be a benefit to any company and am anxious to have my goal realized.

ROD SMITH  I became interested in the architectural field while enrolled in high school drafting courses. Last summer I worked for a residential contractor to get hands-on experience building houses. I have been a member of WSA for two years. While attending WITC, I have become interested in CAD operation. Upon graduation, I would like to begin working in a fairly small firm as a drafter/CAD operator. I am a hard worker and believe I would be a valuable asset to any company.

REBECCA M. McCUTCHEON  The Architectural Commercial Design program is a challenge I enjoyed. Other courses I took to broaden my education were Business Law, P.C. Trouble Shooting, Principles of Insurance, Fundamentals of Supervision, AutoCAD, and Commercial and Residential Lighting Design at UW-Stout. While attending WITC I was involved in the student organizations WSA/AIA and NAHB. I have been active in my community as a coach for the local soccer association, as a 4-H volunteer, and as a Sunday School teacher at my church.

DONNA RUKAVENA  Confident in the education I am receiving at WITC, I look forward to using my skills on a daily basis. My problem solving ability and efficiency enable me to work individually as well as within a group. I excel in math and communications. My primary interest lies in residential design, estimating, and topography. In addition to the curriculum at WITC, I participate in the student chapters of WSA and NAHB. I hold the position of secretary for both organizations. Upon graduating, I would like to secure employment in Southern Wisconsin.
KEVIN LISOWSKI During my two years at WITC, I have maintained a 3.8 GPA. I am currently president of the student chapter of WSA/AIA and have served on the college’s Architectural Advisory Committee. My greatest personal attributes are having a strong sense of responsibility, being very efficient and self-motivated. I have a wide variety of educational background in residential and commercial construction, as well as some on-the-job experience that rounds out my education. I believe these qualities could be an asset to any company.

BRODY PIOTROWSKI I am looking forward to working in the architectural profession as a hand or CAD drafter. I have been an active member of WSA/AIA for two years. I am also a representative in the WITC Student Senate and on the Architectural Commercial Design Advisory committee. Throughout my two years of study, I have maintained a 4.0 cumulative GPA. With my CAD and hand drafting skills and my ability to learn new ideas quickly, I believe that I would be an asset to any firm.

JAMES CARSON Working in the construction field, I spent four of my summers building Lindal Cedar Homes. This experience is what attracted me to the architectural program at WITC. While attending WITC, I have maintained a 3.2 cumulative GPA. I feel I am an efficient and accurate draftsperson and CAD operator. I have served as WSA vice president for two years. I had the opportunity this past summer to work for the Wisconsin Gas company as an energy auditor. I feel my past job experiences and training would greatly assist your company.

RICHARD WIJK Upon graduation from the Architectural Commercial Design program, I look forward to the beginning of a challenging career in the construction and design industry. My best subjects include estimating, communications, and especially CAD, which I am eager to use and become more proficient in. Work experiences have taught me teamwork and responsibility over the past five years. I work very well under pressure and feel that I could be a valuable asset to your company if given the opportunity.

JAYSON J. REVOIR As I was growing up I was always interested in building design, which lead me to enroll in the architectural program at WITC. I was trained in AutoCAD V.10 (AEC) during my senior year at Chippewa Falls high school, and I have learned how to operate AutoCAD V.11 and ASG at WITC. I am excited about becoming an architectural CAD drafter. Plumbing and HVAC design are areas in which I hope to excel. I’m a person who works well under the pressure of a deadline.

TISCHA M. LUDZACK Always being interested in how things went together, I took Industrial Arts in high school. After serving two years as a medic in the Army, I married and moved to Wisconsin. While at WITC, I was a member of WSA/AIA and a Student Senate representative. I was employed as an energy auditor for Wisconsin Gas Company during the summer. My interest still grows and I am eager to learn more. Now that I have a family, I am looking for stability and am ready to settle down in a good community.

TERESA ROOP I have searched for many years as to what I wanted to do for the rest of my life. After taking one year of accounting at WITC, I decided that was not for me and entered the Architectural Commercial Design program. WITC has taught me the basic skills I need to become a beginning drafter, but I have a thirst to know more, whether on the job or in the classroom. I am very eager to learn. My goal is to be a technical hand drafter and/or CAD operator in all stages of layout and drawing.
We are pleased to introduce the 1993 ARCHITECTURAL COMMERCIAL DESIGN graduates from WITC-Rice Lake Campus. You will find that a quality education and the Northern Wisconsin work ethic make these people productive members of your team. Their professional experiences have been enriched through active involvement in the Wisconsin Society of Architects and The National Association of Homebuilders. Students have also taken many field trips and participated in many other education-related activities.

Architectural Commercial Design graduates are working for many types of companies including: Architectural, Engineering, Surveying, Construction, Interior Design, Material Suppliers, and Manufacturers. They are working as CAD operators, drafters, estimators, construction managers, surveyors, sales people, and many other related jobs.

Emphasizing commercial construction, Architectural Commercial Design is a two year Associate Degree granting program requiring a minimum of 68 credits for graduation. In drafting and related classes the students learn about the materials and techniques used in the construction of wood frame, masonry, poured in place concrete, prestressed concrete, steel frame and manufactured metal buildings. Their drafting projects stress the use of these materials in commercial buildings.

The program consists of the following courses:

- Architectural Drafting (4 Courses)
- Construction Courses (2 Courses)
- Structural Design & Science
- Architectural CAD
- Computer Applications
- Plumbing/Electrical Systems
- Estimating
- Topographic Science
- Heating and Ventilating Systems
- Construction Trigonometry

Contact
Joel Kohlmeyer
W.I.T.C.-Rice Lake Campus
1900 College Drive
Rice Lake, Wisconsin 54868
715-234-7082
Home- 715-458-4094
One Of America's Best Run Companies Gives 95% Of Its Money To Charity.

CARE was recently named the best run, best managed charity in America.
We aren't surprised. 95% of every dollar we receive goes to help impoverished people. Only 5% goes to run our organization.
No other company could survive on margins like that. But a lot of starving people can.

CARE
We're Helping People Learn To Live Without Us.
1-800-242-GIVE

For Brick as well as Concrete everyday is TEWSday

The Milwaukee Center

TEWS
Company
Contractor Supply Center
7200 South 10th Street, Oak Creek, Wisconsin
414/764-8700 Toll-free 1-800/686-8401

Let us know 4-6 weeks in advance so that you won't miss a single issue of Wisconsin Architect. Please include a copy of the old label.

New Address:
Name ____________________________
Address ____________________________
City, State, Zip ____________________________

Mail To:
WISCONSIN ARCHITECT
321 S. Hamilton, St.
Madison, WI 53703

Wisconsin Architect March/April 1993
AIA Convention
The 125th Annual convention of The American Institute of Architects will coincide with the XVIII Congress of the International Union of Architects (UIA) in a four-day architectural summit in Chicago. The World Congress of Architects, which will be hosted by the AIA June 18-21, will feature AIA Expo93 and will immediately follow NeoCon93, a major U.S. contract furnishing exhibition.

This extraordinary international architectural gathering will focus on the delicate balance between the natural and built environments. Its theme, *Architecture at the Crossroads: Designing for a Sustainable Future*, reflects the event’s global scope and increasing international environmental concern. Participants will be able to combine opportunities for learning with lively exchanges on environmental initiatives.

The gathering will also celebrate the centennial of Chicago’s 1893 Columbian Exposition, which included the first World Congress of Architects and sparked a Beaux Arts renaissance in American architecture.

For more information, contact the World Congress of Architects hotline, (202) 626-7395.

State Accessibility Rules
The newly enacted State Fair Housing law, 1991 Wisconsin Act 295, prohibits housing discrimination against persons with disabilities and requires certain housing to conform to accessibility standards published by DILHR.

The law requires DILHR to promulgate interim emergency rules for the accessible design and construction of covered multifamily housing until the permanent rules are adopted. The emergency rules were published on January 12, 1993.

Under the Federal Fair Housing law, covered multifamily housing must conform to the final accessibility guidelines issued by the federal Department of Housing and Urban Development, published in the Federal Register on March 6, 1991. In addition, the State Fair Housing law will require new multifamily housing with multilevel dwelling units with separate exterior entrances to provide accessibility to at least 25 percent of the total number of dwelling units in the building or complex and will require remodeled housing to provide accessibility in accordance with the established percentages.

The proposed rules will eliminate conflicting rules in the Wisconsin Building Code relative to multifamily housing and require multifamily housing to comply with the final guidelines issued by the HUD until the final rules are adopted. The Fair Housing Guidelines present seven requirements:

- Accessible building entrance on an accessible route;
- Accessible and usable public and common use areas;
- Usable doors;
- Accessible route into and through the covered dwelling unit;
- Light switches, electrical outlets, thermostats and other environmental controls in accessible locations;
- Reinforced walls for grab bars; and
- Usable kitchens and bathrooms.

With the promulgation of the emergency rules, DILHR will review plans and make inspections of all apartment, townhouse, rowhouse and condominum buildings in accordance with the final accessibility guidelines issued by HUD.

Copies of the Federal Register, March 6, 1991, may be obtained by calling (202) 708-2618 or writing Department of Housing and Urban Development, 451 Seventh Street SW, Washington, DC 20410-0500. Copies of the emergency rules on State Fair Housing may be obtained by calling (608) 266-1542 or writing to DILHR, Division of Safety and Buildings, 201 E. Washington Ave., PO Box 7969, Madison, WI 53707.

Regarding the Americans with Disabilities Act (ADA), efforts to amend DILHR accessibility rules for buildings other than apartments, townhouses, rowhouses and condominums have progressed to the stage where the draft of proposed rules is being finalized for public review and comment. Public hearings are anticipated to be held in May or June.

DILHR will propose to adopt by reference the Americans with Disabilities Act Accessibility Guidelines (ADAAG) and either add or substitute rules applicable in Wisconsin. Copies of the ADAAG may be obtained by calling (800) 949-4232 or (800) USA-ABLE.

Legislative Update
As of the end of February, over 200 separate bills already had been introduced in the 1993-94 session of the Wisconsin Legislature. The following is a brief summary of the proposals that the WSA will be monitoring:

- Senate Bill 44 State Budget (Joint Committee on Finance)—Governor’s 1993-95 state budget proposal that includes total appropriations from all funds of $30.2 billion, including $15 billion in general purpose revenue (GPR) spending. It includes a Child Support Initiative that gives the Department of Regulations and Licensing the authority to deny the issuance or renewal of credentials unless applicant signs a statement that, in effect, indicates they are not behind in any child-support payments.
- **Senate Bill 47 Historic Preservation** (Senators Burke, Rude, Plowa, Risser, et al. and Reps. Huber, Bock, Potter, Riley, et al.)—To require each county, city and village to adopt an ordinance regulating historic or archaeological structures, landmarks and districts by January 1, 1995.

- **Senate Bill 59 New Homes; Construction Defects** (Senators Risser, Chvala, Lorman, Clausing and Reps. Boyle Ruba, R. Young, Notestine, et al.)—To create a new home quality protection program under which a builder of an owner-occupied 1- or 2-family dwelling would be required to repair construction defects materially affecting owner’s residential use during first two years.

- **Senate Bill 62 Landscape Architects; Regulation (Senators Chvala, Risser, Rude, Darling, et al. and Reps. Roberts, Carpenter, Baldus, Gruszynski, et al.)—To provide for the registration of landscape architects and to restrict the use of the title “landscape architect” to those so registered. (Identical to Assembly Bill 100.)

- **Assembly Bill 4 School District Promissory Notes; Petitions for Referenda** (Reps. Coleman, Wineke, Duff, Foti, et al. and Senators Andrea, Lasue)—To increase from 15 to 30 the number of days during which a petition for referendum may be filed for certain school district borrowing.

- **Assembly Bill 10 Storm Shelters** (Rep. Schneider)—To require any new building containing two or more dwelling units to have a shelter designed to withstand any type of weather, except floods or earthquakes.

- **Assembly Bill 130 Contributory Negligence; Multiple Tort-Feasors** (Reps. Ainsworth, Lehman, Duff, Ladwig, et al. and Senators Lorman, Weeden, Lecan, Petak, et al.)—To limit the liability of each defendant in a multiple liability action to their percentage of negligence times the total damages awarded.

The Governor's budget bill, with its proposed property tax rate freeze, is getting most of the legislative attention. In addition, since the State Senate is in partisan gridlock with 15 Democrats and 15 Republicans until after the three special elections in April, not much of any real substance is expected to happen in the near term.

Regarding the WSA-backed legislation to re-establish a statute of repose for Wisconsin’s design and construction industry, the coalition of organizations lobbying for this important liability-limiting legislation is working to get it approved as an amendment to the state budget bill. If this strategy fails, separate legislation has been drafted and is ready for immediate introduction in the State Senate.

If you have any questions or suggestions about these or other legislative issues, please contact the WSA office.

**Samuel Dadian, AIA**

The profession lost a valued friend in January with the death of Samuel Dadian, AIA. He died in his sleep on his 61st birthday. James G. Plunkett, AIA, provided the following obituary in his memory:

Sam died in his sleep after an apparently healthy day of work. He had commented at his birthday lunch his eagerness to move into his newly constructed house in Menomonee Falls and how he was preparing to construct his basement darkroom. He was his same upbeat self and shared with us his ongoing desire to teach our young “kids” how to become better draftsmen and architects.

Sam joined Ebling Plunkett Keymar Reginato in 1961. As the firm grew from 10 to 50 people, Sam also grew in stature and value. He moved up to the position of Project Manager which he held until he was recently promoted to Director of Quality Control for the entire firm. Sam was also an officer and director of Plunkett Raysich Architects.

Sam was one of the state’s most knowledgeable architects in medical facility design. He had major responsibility of the design of St. Francis Hospital, Kenosha Hospital and Medical Center, Milwaukee County Medical Complex, Sacred Heart Rehabilitation Center, Family Health Plan Clinics, Amity Leather Products and the restoration of the Federal Courthouse in Milwaukee.

Our sympathy to Jacquelynn, Cindy and Paul who can be reached at 5231 N. 25th Street, Glendale, Wisconsin 53209.

**People & Places**

At the annual WSA Past Presidents and Fellows luncheon hosted by the WSA Board of Directors in December, George A. D. Schuett, FAIA, Milwaukee, contributed prints of one of his beautiful watercolors to the Wisconsin Architects Foundation. One of the prints is on display at the Stoner House. The other was raffled off at the luncheon and fetched over $600 in contributions to the WAF’s scholarship fund. Thank you George!

The magazine staff can’t blame it on a malfunctioning spell-checker because it involves numbers ... phone and fax numbers to be exact. Please correct your 1993 WSA Firm Directory listing for Vetter Denk Architects, Inc., as follows: telephone number: (414) 223-3388; and fax number: (414) 223-4825. *Wisconsin Architect* regrets the error.

The following WSA members have been selected as the winners of the first Young Practitioners Forum.
sponsored by the Southwest Wisconsin Chapter/WSA: James W. Shields, AIA, Milwaukee; Scott F. Georgeson, AIA, Milwaukee; Peter B. H. Tan, AIA, Madison; Mark Ernst, AIA, Milwaukee; Ursula Twombly, AIA, Milwaukee; David W. Black, AIA, Madison; Kay M. Kornovich, Madison; William J. Bula, AIA, Madison; and John C. Vetter, AIA, Milwaukee. These individuals will be formally recognized during the WSA Annual Meeting on May 25. Examples of their work will be featured in the May/June issue of Wisconsin Architect.

The Division of Facilities Development threw a retirement luncheon in January for Gerald D. Germanson, AIA, Madison. Congratulations Jerry!

Thomas S. Stacey, AIA, Wauwatosa, has joined PSI Design, Inc., West Bend, as project manager.

Epstein Keller Uhen Architects, Milwaukee, is pleased to announce that Robert D. Cooper, AIA, Greenfield, and James French, AIA, Whitefish Bay, have joined the firm as senior project managers.

Kahler Slater Architects, Milwaukee, has appointed George Meyer, AIA, Shorewood, and James Yasche, AIA, Mequon, vice presidents and principals of the firm. In addition, John Cain, AIA, Milwaukee, Richard Eschner, AIA, Shorewood, and Louis Stippich, AIA, Milwaukee, have been appointed principals; and Arthur Chadek, AIA, Wauwatosa, and Ursula Twombly, AIA, Milwaukee, have been named associates.

Hammel Green and Abrahamson, Inc., Milwaukee, has promoted Cherie K. Claussen, AIA, Wauwatosa, to the position of associate vice president and Richard Batchelder, AIA, to the position of associate. Terri Chadderton, AIA, Milwaukee, has joined HGA as a project architect.

The Landmark Lighting Master Plan of Milwaukee’s Central Business District, designed by Kahler Slater Architects, has been selected to receive one of the 1993 Urban Design Awards of Excellence from The American Institute of Architects. The awards recognize the achievements of collaborations between the public and architects in urban design, city planning and community development.

The Department of Building Inspection, City of Milwaukee, has prepared an informative article on elevator installation issues that could help you avoid problems with the elevator inspector. For a copy of the article, contact Martin Collins at (414) 286-2548.

National Preservation Week will be celebrated May 9-15, 1993. The theme for this year’s event is “Make the Connection! Preservation & Livable Communities.” For kits containing information and ideas for promoting local preservation activities, contact the National Trust for Historic Preservation at (202) 673-4141.

The National Town Meeting on Main Street is scheduled for May 9-12 in Milwaukee. For information, contact the Wisconsin Main Street Program, Department of Development, at (608) 267-3855.

IFRAA has issued a call for entries for its 1993 Architectural Design Awards program for religious structures. For entry form and requirements, write to: IFRAA National Headquarters, Doris Justis, Executive Secretary, 1777 Church Street, NW, Washington, DC 20036. Entry forms are due by July 1, 1993.
Design
Basement Parking
in your next Apartment, Condo or Office
Building... your client will appreciate that...

Building occupants enjoy the security,
convenience of basement parking.
This also saves valuable land space.

Flexicore/Flexicast systems offer you —
• A solid floor with sound
  and vibration control.
• A more "cost effective"
  system than "poured in
  place concrete"
• A quickly erected system
  by Mid-States' experienced
  field crews. Installed in all
  types of weather.
• Flexicore/Flexicast
  systems meet all state
  and local codes.
• Mid-State's experienced
  sales and engineering staff
  are ready to provide any
  assistance you may need.

For more information on
Flexicore-Flexicast systems... call or write —

MID-STATES CONCRETE PRODUCTS CO.
Box 58, Beloit, WI 53512
Phone 1-800-236-1072 Fax 1-815-389-2339
Trenwth Industries, Inc., a specialty masonry unit manufacturer based in York, PA, is making its Trendstone Plus ground face masonry units available in a spectrum of seven new pastel colors. The new color line will include soft shades like pink, yellow and light green.

Trendstone Plus filled and polished masonry units offer smooth terrazzo-like surfaces. After the initial grinding process, the pores and interstices are filled with cementitious grout. The face is polished smooth in a multi-stage process and covered and sealed with a clear acrylic, resulting in a smooth finished surface.

A total of 29 Trendstone and Trendstone Plus colors are now available with the addition of the new pastel colors. To receive a sample chip kit or product literature, call Trenwth's toll-free number at (800) 233-1924.

Star Sprinkler Corporation, a Milwaukee-based sprinkler manufacturer, recently introduced the Quasar Quick Response—the world's first self-adjusting, quick response, concealed sprinkler.

The new Quasar Quick Response responds to fire's heat up to five times faster than standard response sprinklers. It features a patented cover plate assembly which moves with normal ceiling fluctuations. Installed over the glass bulb sprinkler after the ceiling is in place, it allows for a full half inch adjustment with no unsightly gaps, falling cover plates or callbacks down the road.

The Quasar Quick Response comes in a wide range of cover plate colors. Custom painted cover plates are available to match any decor.

To learn more, call (414) 769-5500 or write Star Sprinkler Corporation, 307 W. Layton Ave., Milwaukee, WI 53207.

Andersen Windows, Inc., introduces the new Andersen Gliding Window, a high-performance unit incorporating new design technologies for the 90s and beyond. The gliding window sets new standards of grace, beauty, style, structural integrity and performance never before met by a gliding window.

An important feature is the improved "universal" handle design—an industry first—which not only allows for greater sash control, but its placement and design makes the unit accessible and easy to operate for individuals who are physically challenged. The locking system also integrates all locks with the handle for easy use.

For more information about the Andersen Gliding Window, call (800) 426-4261 for your local retailer.
Extend Mother Nature
An Open Invitation

What a practical, beautiful way to reach out and enjoy nature's sunlight and scenery in your home.
Create a miniature greenhouse, too.

- Easy to Install—fits new or existing openings.
- Curved profile adds attractive dimension to home exterior.
- Energy Efficient—High performance, insulated glass with argon gas.
- Available in 4 colors, 4 sizes.

MagiClean™ Glass—protective coating repeals dirt and dust.
- Totally maintenance free, inside and out.
- Maximum ventilation—side window sash open to full 90°.

BOTANICA™
GARDEN WINDOWS

Distributed by:

RADFORD COMPANY
• Oshkosh • La Crosse • Madison • Duluth
The Halquist Stone Company has been quarrying famous Lannon Stone for over 60 years in Lannon, Wisconsin, 20 miles from downtown Milwaukee, and it is now available in interior and exterior paving as well as sills, coping, paneling and specialty units. Halquist Greyflek, a domestic dolomite limestone tile, is superior to any imported limestone tile. As a permanently clean natural stone with great strength, low porosity and resistance to weather, Halquist Greyflek is without equal.

**COLORS AVAILABLE**
- White - light grey/white in color; very uniform.
- Grey/Buff - a variegated stone with color ranging from dark to light grey with buff.

**FINISHES AVAILABLE**
- Honed, Polished, Sandblasted and Bushhammered.

**SIZES - INTERIOR TILES - STOCK SIZES**
- 7 13/16" x 15 13/16" x 1/2"
- 12" x 12" x 1/2"

**CUSTOM SIZES**
Sizes up to 24" wide and 8" thick. Up to 8' lengths are available.

**TECHNICAL DATA**
- Compressive Strength: 30,000 psi ave.
- Density: 171 lbs/cu.ft
- Abrasion Hardness: 25
- Absorption: 0.95% (Detailed testing available)

Halquist Lannon is available in a full line of building and landscape stone products. Halquist Lannon has more matching colors, textures and finishes than any other single stone, making it suitable for any project. For more information, call Halquist for our 30-page architectural catalog.
It appears to be Invincible.

If you need office furnishings that can handle a heavy work load, call Invincible. We make desks, files, computer support furniture and panel systems. All strong. All durable. All good looking for a long time to save you money. It’s no circus to pay furniture replacement costs. So specify Invincible. We’ll never forget. 800-558-4417. Elephant not included.