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Sonderagger Science Center, Edgewood College
Architect:  
Durrant Architects
Photography: Edward Purcell

WISCONSIN ARCHITECT (ISSN 1083-9178) serves the design and construction industry in Wisconsin with circulation to Architects, Engineers, General Contractors, Business and Interior Designers, Landscape Architects, Certified Planners, Developers, Specifiers, Construction Managers, Facilities Managers, Builders, Manufacturers and Suppliers. Wisconsin Architect is the official publication of AIA Wisconsin, A Society of The American Institute of Architects, and is published bimonthly by Wisconsin Architect, Inc. © Copyright 2000 Wisconsin Architect, Inc. All rights reserved. This issue or any part thereof may not be reproduced in any form without written permission of the publisher.
Performing Arts Center, Cedarburg
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Since 1986, AIA Wisconsin has offered the QBS program as a public service to Wisconsin public owners. In recent years, QBS Wisconsin has evolved into a collaboration between AIA Wisconsin and the Wisconsin Association of Consulting Engineers (WACE). That partnership has improved the program’s ability to inform public owners about "selection by qualification."

**QBS Wisconsin**

**Selection by Qualification**

QBS ... a selection process that fosters clear project understanding, expectations and responsibilities early in the project process ... a selection process that encourages a team atmosphere and develops long-term relationships ... a process that results in the selection of the most qualified professional for the specific project.

QBS Wisconsin is a public service that provides owners with forms, manuals and one-on-one guidance through a Facilitator knowledgeable in public projects and selection criteria, all free of charge. We encourage public entities to utilize the program; and we encourage design and construction industry professionals to investigate QBS for a better understanding of the process.

This issue showcases public projects ranging from schools to municipal buildings and park shelters.

Christine M. Sloat, Facilitator

QBS Wisconsin
Masonry Quality Assurance Plan

How does your masonry contractor fit in with the quality assurance plan for the success of your next project?

The International Masonry Institute has the answer with Contractor College, a systematic approach to contracting professionalism in the masonry industry. Similar to the Continuing Education process for members of the American Institute of Architects, union masonry contractors are now embracing the opportunity to keep ahead of the curve on quality assurance and other professional development issues, and to be distinguished as certified contractors.

In February 2000, IMI launched the program, which is delivered through a system of regional and national sessions. To date, Wisconsin union masonry contractors are leading the ranks of contractors embracing this new program. "It was one of the most informative and well-presented seminars I have ever attended," says Robert C. Hougard, Jr., President of Hougard Construction (Green Bay).

"IMI is ensuring the future of the masonry trades, with the Contractor College program," he says.

IMI Contractor College involves an ongoing, coordinated curriculum to help contractors develop the business tools they need to grow in size and skills, in all facets of industry practices. The core modules are Project Management, Financial Management, Human Resources, Safety and Health, and Business Strategy.

One of the highlights is the popular seminar entitled "Why Contractors Fail", which covers strategies for achieving successful masonry projects, such as scheduling, manpower, productivity, materials, and proper masonry system installations.

Milwaukee contractor Mark Kemp, president of Superior Masonry Builders, Inc., appreciated the program materials and topics. "It was stuff I can use," says Kemp.

"Today's highly competitive construction marketplace demands that subcontractors be equally competitive and well-prepared to serve their role skillfully," says IMI President Joan Baggett Calambokidis.

This professional development is backed up on a daily basis through IMI's Market Development/Technical Services team, ensuring that what gets learned in the classroom gets used to everyone's advantage on a project.

Are your masonry contractors participating in Contractor College? To ensure the highest standards for your projects, it's a question worth asking.

EDITOR: The author is the International Masonry Institute Wisconsin Area Director. Pat can be reached at: pconway@imiweb.org or (608) 464-0988. This article is the fifth of a six-part masonry series devoted to the use of masonry systems to address masonry topics such as flashing, movement joints, accessories, codes and standards, wall types, tolerances, workmanship and construction inspection.

IMI is a nonprofit trade organization representing all masonry trades: brick, block, stone, tile, marble, terrazzo, cement finishing and restoration. IMI is funded by the International Union of Bricklayers and Allied Craftworkers and the Contractors who employ them.
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The initial owner’s program called for a building that would accommodate 450 students on a ten-acre site. It is used to educate preschool children through fifth graders in an environment conducive to the unique curriculum needs of the district.

Some key ideas that came out of a focus group and became part of the program were:
- Allow daylighting to reach all parts of the building.
- Allow the entire building to serve as a gallery for the display of children’s work.
- Create a building that was child centered.
- Encourage performances.
- Be community oriented.
- Build flexibility into spaces.

Classrooms are grouped into neighborhoods; one neighborhood for first through second, another for third and fourth. Fifth graders have their own neighborhood to help them transition to middle school, while kindergarten and early childhood share a neighborhood close to their playground space.

Each neighborhood has common space used for team activities and shared learning, a room for teacher planning and a space for children with disabilities. The neighborhoods surround the central “village” that contains the main common and performance space, library and administrative offices. A curving gallery links music, art and performance together. The gallery is connected to two other pathways. The gymnasium is connected to the main building at the gallery but is able to be locked off for after-hours community use.

Exterior materials are brick, glass and corrugated metal panels. Exterior colors coordinate with the interior color scheme. Materials and colors were used to further delineate the forms of the building.

Photography: Freund Photography
The structure, a single science facility to be used by a college, a high school and campus grade school was created to address needs related to science education and science literacy. The three educational institutions need to share the facilities, services and staff, conduct collaborative research and teaching, have shared professional development opportunities and work together on the development of integrative K-16 science education models.

The science building is physically connected to the high school, adjacent to the campus school and centrally located on the college campus. The central lobby is flanked by the Interactive Science Exploratorium and Experimental Classroom, allowing for greater involvement in science projects by students of all levels. By placing the ISEECC classrooms adjacent to the lobby, the structure dramatically illustrates and facilitates the visual bond between curiosity and the art of science.

The science building is designed as a four floor building, including a basement and a mechanical penthouse. The labs for all three institutions are integrated together to achieve the educational goals of the project. The structure was concealed within the building footprint and built into the adjoining hillside. The ramp is depressed into the naturally occurring hill and abuts the existing high school and new science building.

The exterior palette of materials respects existing masonry buildings on campus; however, stone and metalwork were added to integrate the high-tech exhaust stacks on the roof.

The stacks were carefully arranged in a coordinated linear pattern to add to the overall aesthetics of the building.

*Photography: Edward Purcell*
This Phoenix, Arizona, hands-on learning environment for health science careers is designed to replicate current health care settings and anticipate future technologies to seamlessly transition students from an educational setting into the rapidly changing, high tech, real world of health-care.

The interior spaces of the building address educational and training needs of the health-care system of the 21st century and integrate advanced technology with flexible space.

Within the space, 16 different health-care specialties are supported, including health unit coordination, medical imaging technologies, nursing, physical therapy, respiratory care, life sciences, surgical technology and perioperative/hospital central services. Classrooms and laboratories were designed and constructed to simulate actual medical office, hospital and home health care settings.

Exterior building materials recognize the tradition of southwestern architecture but are used in a more contemporary application. The exterior design of the building represents the high-tech, high-touch approach of the learning that is going on within.

The sun shading for the building became an important aspect of the overall design. The design of the outdoor court provides a much-needed oasis for students and faculty serving as a perfect place for respite and gathering.

*Photography: Timmerman Photography, Inc.*
The following is a list of the AIA Documents commonly used on residential projects. These along with the B, C, D and G-Series documents are available from AIA Wisconsin, the state’s only authorized full-service distributor of AIA Documents. Please contact the AIA Wisconsin office for a complete list of documents or visit our Web page at www.aiaw.org. AIA Wisconsin members benefit from 25% discount.

### A Series/Owner-Contractor Documents

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### Other Document Series:

- **B**: Owner-Architect Series
- **C**: Architect-Consultant Series
- **D**: Architect-Industry Series
- **G**: Architect’s Office and Project Forms

Prices are subject to change. Prices effective January 1, 2000.
Nestled in gentle rolling hills that is a sledder’s delight, Elver Park is a winter paradise and a summer getaway. It was important, then, that the shelter became a part of the landscape. The shelter’s stone exterior and timber framing appeal to the natural woodsmen in everyone.

The building was situated to take advantage of the natural light, as well as to form a gateway to the park trails. The shelter’s drama is in its subtle blending with the woodsy landscape.

To tie the structure to the site, a multi-sloping roof structure became the predominant design feature, as did three eye-catching concrete piers.

The shelter was designed for multiseasonal functions. The shelter serves as a summer picnic, special events and winter warmup facility. It houses winter sports’ rental equipment, an indoor warmup area and public restrooms. An outdoor patio and additional landscaping are planned to further refine the natural setting and welcome summer visitors.

*Photography: Mead & Hunt*
This county fair park project had two main goals: to dramatically improve site drainage and a new image for the park. Additional objectives included the improvement of pedestrian and vehicular traffic into the park. The site is virtually flat with a very high water table.

As an environmental complication, the fair is consistently rained on during the annual event, greatly exasperating the poor site drainage.

A storm water management plan was established by creating a three-acre detention pond and new utility mains and laterals.

The new theme was accomplished by designing the new construction to mimic the look of successful farm that required multiple expansions over an extended period of time. To accomplish this, single unified structures were created with alternating heights of split CMU wainscoting, visually reinforcing the varying structural shapes and giving the appearance of separate structures of different origin.

Color was used to tie different types of masonry into the overall theme. Two colors of CMU, terra cotta and gray, as well as two textures, split face and smooth, were utilized in the entry towers and ticket booth, mirroring the combination of red metal and gray masonry used on all other structures.

At the entry gates are faux retaining walls incorporating random color split field stone. By using the same material used for early barn foundations this design plays up the central theme of an expanded overtime farm property.

The goal of separating public and exhibitor ingress and egress was accomplished with creative space planning and creation of a new Main Street.

Photography: Edward Purcell
A new 36,000 square-foot building cited on an eight-acre lot located in a rural section of the community. Two main axes define the major spines of the square plan, along which are taller sloping ceilings. Large stained wood trusses span the 30 ft. wide spans, while tension cables support suspended light fixtures that wash the cherry trim and cork ceilings.

The intersection of the two axes produces an interesting new book area with cherry shelves that cantilever from the finely detailed columns.

The 12-foot tall colorful tree leads children and adults down the secondary axes to the children’s library that is separated from the quieter spaces.

Many play spaces, creative furniture designs and even a deconstructivist children’s staff office provide interesting and colorful visuals to stimulate the children. Adjacent to this area is a story hour room; equally creative with its oddly shaped windows and colorful light fixtures.

Another highlight of the building is the current periodicals reading room. A large stone fireplace with an eight-foot mantle creates a cozy space to Read and relax. The wood trusses continue to be exposed in this room, while ornate and colorful stenciling accents the soffits below them.

The café operated by the friends a library, is located at the front entry and has become a successful place to socialize away from the library atmosphere. The 140-seat meeting room is used by the community during and after library hours. The wood detail, acoustical paneling, and state-of-the-art multimedia system make this room visually interesting and extremely useful.

*Photography: Barry Rustin Photography*
The law-enforcement center is located on a prominent 1.7 acre site along a major highway leading into the historic downtown, where many surrounding buildings are more than 100 years old.

Components of the project include county court facilities, including six courtrooms and related support facilities, Sheriff's Department, 911 Emergency Dispatch Center, Investigative and Paroled Divisions, Detention Housing and Inmate Housing.

Providing ultimate flexibility in classification and housing arrangements, each housing pod accommodates 18-24 inmates, at different security levels, including minimum security dorm-style housing, medium and maximum security cell blocks. All pods radiate from central housing control station, making it extremely operationally efficient. The law-enforcement center is one component of a larger county complex of administration, human services and work-release facilities. To provide for flexibility within the county complex, the new law enforcement center is planned for vertical or horizontal expansion.

Photography: Don F. Wong
With the demise of Winter Festival, and the temporary ice rink on Cathedral Park, county officials sought to establish a permanent ice rink in a suitable location in downtown Milwaukee. After an extensive search, Red Arrow Park was chosen and, in 1995, C.G. Schmidt started the planning work as part of their 75th anniversary gift to the city.

The ice rink is an uncovered outdoor facility, approximately two-thirds the size of a typical hockey rink. It has a permanent in-ground cooling system engineered to produce and maintain very high quality ice. The rink is supported by an outdoor warming facility where the general public can rent skates and enjoy a typical concession of light snacks and refreshments. The remainder of the building houses ice making equipment and a Zamboni machine.

The building serves not only as a welcoming warming facility, but also as a landscape wall. The roof of the building is an extension of the already existing MGIC plaza and becomes a perfect observation area to watch skaters. The 3,000 square-foot minimalist concrete and masonry building is quite complex in terms of structure and construction. The rough board-formed reddish concrete has a very natural earthy feel, while the white perfectly machined concrete of the curved stairway and canopy is representative of the city and invites visitors to enter and participate.

Photography: Dan Twombly
Masonry Insights
2000 Volume 2

Excellence Awards

Jefferson County Fair Park
Jefferson, WI

St. Lucas Evangelical Lutheran School
Bayview, WI
From The President

WCMA members' spouses and children enjoyed wonderful weather at the Osthoff resort at Elkhart Lake, August 3rd and 4th. Meanwhile, at the indoor meeting of members, the WCMA Board of Directors voted to develop and distribute a series of Wisconsin-specific technical bulletins entitled, "Wis-Tek Notes" in conjunction with Concrete Masonry Industries. This program will help construction professionals understand and address some of Wisconsin's unique problems concerning specifications and codes.

Please visit our new website: www.concretemasonry.org. Although still in its preliminary stage, we intend to complete our site by the end of the year. If you are interested in becoming a sponsor of the new website, please contact Jane Svinicki at the WCMA office: 1-800-377-0667.

We're glad to recognize the continued success of our Vocational Training program. Students are attending Technical Colleges in Fennimore and Rice Lake. Waukesha County Technical College has enrolled students for Fall, 2000 classes. Post high-school opportunities like these provide a promising future of skilled masons to continue Wisconsin's fine tradition of masonry.

Be sure to get your concrete masonry projects entered in our 13th annual EXCELLENCE IN MASONRY Design Competition. The deadline for entries is October 31st. Winners of the Maynard W. Meyer "Best of Show" and "Excellence" Awards will be announced on May 3rd at the WCMA Awards Breakfast during the AIA/Wisconsin Convention. Entry forms are available from all WCMA members or call the WCMA office at (800) 377-0667 or (414) 276-8788.

WCMA'S programs and promotion of the concrete construction industry ensure that concrete masonry construction will continue to be the most effective way to build imaginative and durable structures of lasting value.

Paul Wank, President

Wisconsin Concrete Masonry Association

The Clock is Ticking!!!

Have you submitted your "Excellence In Masonry" project?
The International Code Council (ICC) spent the better part of five years working on the International Building Code (IBC) which was to be the ultimate code and replace the three Model Codes. In addition, Wisconsin, which has its own state building code, is one of five jurisdictions that are already beginning IBC adoption. The masonry industry formed the Masonry Alliance for Codes & Standards to work with the ICC on masonry issues and has spent considerable time and effort in that regard. Learning the new provisions of the IBC will be a challenge for designers, builders and building officials. New code text, appendices, and definitions will change the environment in which buildings are selected, designed and built.

Now that the IBC is finished, and the first printing is available for adoption, a rival group, the National Fire Protection Association (NFPA) voted to write its own building code by 2002 to compete with the ICC’s code. At its May 2000 meeting, the NFPA Standards Council formally approved the establishment of a project to develop a building code-NFPA 5000. NFPA also announced the establishment of a new building code technical correlating committee (TCC) that will have responsibility for the development and release of NFPA 5000.

The masonry industry is evaluating what level of participation is necessary for the development of the NFPA building code. In addition, (MACS) will be developing a strategy in order to participate in the development process so that masonry is properly represented in the code. Just when we thought our work was nearing completion, we can start the process all over again. It sure was nice to have one building code, even if it was only for a very short period of time.

Dick Walter, P.E./CAE
Executive Technical Director
Concrete block, the 'BLOCK OF AGES,' makes an award-winning statement.

ST. LUCAS EVANGELICAL LUTHERAN SCHOOL
Bayview, WI

ARCHITECT: ANDERSON ASHTON, INC.
NEW BERLIN, WI

CMU MFR: BEND INDUSTRIES, INC.
WEST BEND, WI

"Our judges were favorable to the building's design which projects a view surpassing the normal presentation of concrete block. They noted how the block engages the ground to adapt to grade changes, were impressed with the highly articulated entrance and how the palette of colors harmonized throughout its composition."
"Our judges appreciated the architect’s attention to detail, how well the colors played off one another and the ‘fun’ feeling this project conveyed.”

JEFFERSON COUNTY FAIR PARK
JEFFERSON, WI
ARCHITECT: DURRANT ARCHITECTS
HARTLAND, WI
CMU MFR: WISCONSIN BRICK AND BLOCK CO.
MADISON, WI
One of the risk management tools used in the construction industry is an indemnification clause, which attempts to at least define and often shift the risk of loss from one party to another. One cannot speak in the abstract about the details of "indemnity clauses," because they come in many colors.

One of the more innocuous, from the standpoint of shifting risk, is subparagraph 3.18.1 of the American Institute of Architects' (AIA) General Conditions (1997 Edition), which requires the contractor to indemnify the owner for losses it causes, but only to the extent of its fault. This makes little change in the legal duty a party would have with no indemnification clause at all.

An "intermediate" version would make the contractor responsible for the entire loss, provided it bears any portion of the responsibility and, regardless of whether the owner or others were also at fault. And the most far-reaching version literally makes the contractor the insurer of its part of the project, imposing liability for all problems related to its work, even if the contractor is completely free from fault.

Indemnity clauses may also differ in their scope of coverage. For example, the AIA clause cited above, by excluding damage to the work itself, contemplates mainly third-party claims (such as injured persons) plus perhaps consequential damages caused by defective work, though not the defective work itself. Other clauses appear to cover all controversies between the owner and contractor as well as third-party claims.

Another difference involves losses that may be covered by property or liability insurance. For example, where liability insurance is involved, the indemnity clause may cover claims only to the extent the contractor can pass on the loss to its insurer.

Most indemnification clauses run from the contractor to the owner. However, there is no reason in principle why an owner may not be called upon to indemnify a contractor.

In Wisconsin, the working assumption should be that indemnification clauses are fully enforceable in accordance with their terms. Neither statutory nor case law wholly rejects any category of indemnification clause. However, the more seemingly "unfair" an indemnification clause may look, the harder a court may try, in specific circumstances, to avoid fully enforcing it.

Outside Wisconsin, many states have anti-indemnification statutes, which might, for example, invalidate clauses calling for a person to be indemnified against his own negligence, or which might require separate consideration for an indemnity agreement.

Another frequent problem is multiple or conflicting indemnification clauses. For example, there may be a general indemnification clause running from the contractor to the owner but, elsewhere in the same contract, a special indemnification clause calling for the owner to indemnify the contractor against losses due to hazardous materials that appear on site. Or a contractor who has taken on an indemnity obligation to the owner, may pass that obligation on to its subcontractors, more than one of whom may be involved in any given controversy.

Of course, even a valid and uncontradicted indemnification clause is no better than the financial

continued on next page
INDEMNITY AGREEMENTS continued from previous page

stability of the party granting the indemnification. Therefore, even if all of the other problems described in this article are avoided, the indemnified party may not achieve its goal.

In summary, indemnification clauses are one of a number of tools a contracting party may use to define and possibly shift the risks of loss from problems occurring during construction. The downside of an unfavorable indemnification clause is serious. In Wisconsin, such clauses will be enforced according to their terms. The upside of a favorable indemnification clause is uncertain. This is because multiple problems stand in the way of its ultimate realization, including possibly conflicting clauses, litigation risks and collection problems. Thus, they have a role to play but not an all-important role.

Ronald L. Wallenfang
Quarles & Brady LLP

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WCMA CALENDAR

WCMA Annual Meeting
February 18 - 20, 2001
Heidel House
Green Lake, WI
Qualification Based Selection for Public Owners

In the next decade, Wisconsin's local governments will spend millions of dollars to develop and maintain their facilities and infrastructure. Professional service providers, like architects and engineers, will play critical roles in assisting owners in successfully defining and completing projects. The involvement of these professionals will be crucial in determining the quality, functionality and operational costs of these projects.

Hiring an architect or engineer, and determining a fair value for their services, is very different from pricing bricks, mortar, asphalt or concrete. For the bricks and mortar type commodities, the buyer/owner can describe exactly what is wanted and get competitive price quotes on predefined products. When selecting an architect or engineer, however, the owner is looking for a professional who can develop solutions to problems that become more clearly defined or discovered as the design process proceeds. And, incorporating sound solutions in the design phase of a project ensures that expensive surprises do not occur during construction.

To better assist public owners in successfully accomplishing their objectives, a process was developed for selecting professional services based on qualifications. That process is called Qualification Based Selection, or QBS. QBS provides a procedure that takes away the guesswork in selecting an architect or engineer and tailors the process specifically to the owner's and project's needs.

In Wisconsin, there is a free public service program designed to take the complexity out of the process and ensure a successful experience. The Wisconsin Qualification Based Selection (QBS) program can be an invaluable resource to boards, committees and staff when a public owner begins planning for a project.

QBS Wisconsin is a partnership between AIA Wisconsin and the Wisconsin Association of Consulting Engineers (WACE). The QBS program is provided as a public service, at no charge to owners. Since 1986, QBS Wisconsin has provided assistance to over a thousand public owners.

QBS Wisconsin has developed a variety of useful guides and forms, and offers the service of a knowledgeable facilitator to assist owners in developing an individualized selection process. The facilitator is available to educate owner representatives about the process, assist in developing selection criteria and support the owner in the preparation of requests for qualifications including clear project statements and trained selection teams on interview techniques.

The process saves the owner time and money through an organized approach that gets the architect or engineer on-board early enough to improve project planning and prevent costly mistakes.

Already working with an architect or engineer?
There's no need to replace an established relationship that is working for you. The purpose of the QBS program is to assist owners in establishing a selection process only if they do not already have an ongoing relationship with an architect or engineer.
When Milwaukee Psychiatric Hospital needed to upgrade their windows at their Bugby Building to provide more energy efficiency, reduce maintenance and keep the traditional look of their building, they chose Marvin Windows and Doors.

Weather-Tek provided seamless service through the entire project, from the initial consultation to the final punch list.

For more information about Marvin Windows and Doors for your project call Weather-Tek or S&S Sales at 1-800-657-0701, or E-mail us at sssales@execpc.com.
Fellowship in the AIA is the highest membership honor an architect member can receive. It is bestowed by one’s peers in recognition of the architect’s significant contribution to architecture and to society on a national level, and on those who have achieved a standard of excellence in the profession. Some 2,300 AIA members have the distinction of using the initials FAIA after their names. Annually, on average, an additional 100 members are added to the College of Fellows roster.

To qualify for nomination for fellowship, the architect must be an AIA member in good standing for at least 10 cumulative years. Most members are nominated by their components, but any 10 individual AIA members or any five Fellows nationwide whose membership is in good standing may also nominate members. A member in good standing must be current with dues payments and meet the CES requirements. This also applies to candidates, sponsors, and member references.

Nominations should be based on a member’s notable and outstanding contributions to the profession in fulfilling the mission of the Institute. There are five categories of nomination that correspond to the five Objects of the Institute as stated in the Bylaws Candidates must be nominated in one of these categories. Achievements should include those that are national in scope and have made substantial and positive contributions to the AIA as well as to architecture and society. Portfolios and reference letters should concentrate specifically on results, achievements, and outcomes, as opposed to titles, offices, and longevity.

The 2001 submission and reference letter postmark deadline is **October 20.** If you have been nominated for Fellowship and need a submission package, contact the Institute at thoaney@aia.org or (202) 626-7586. For first-year candidates, the $150 application fee is due when you order your FAIA kit. All other submissions (second & third-year candidates) must be accompanied by the $150 application fee when submitted in October. The seven members of the Jury of Fellows – selected by the AIA Executive Committee for their regional and practice diversity – will meet for one week, February 3-7, 2001, to evaluate the portfolios. All candidates and their sponsors will be mailed notification of the jury’s decision no later than February 14, 2001.

**The jury process**

Past members of the Jury of Fellows describe their jury experience as rigorous, energizing, and humbling. They are often overwhelmed by the enormous contributions that many architects are making to the profession and to their communities. The various paths to success for which Fellows are being honored speak to a profession that is diverse and broad based in achievements and has moved far beyond “traditional” practice.

Nomination for fellowship is in itself an honor. It means that those who know you best (whether you have been nominated by your chapter or by a group of your peers) feel you are qualified. The next task is to work closely with your sponsor to present a portfolio that will highlight your achievements.

Most of the jury won’t know you, so the material submitted in the binder and the way your story is presented become critical. The following tips should be considered when preparing a nomination.
Preparing the nomination

1. Organize your achievements and select one category. Excellence in all areas of the profession is recognized, not just in design. Your submission will be evaluated in the category in which you have excelled. Therefore, the materials that you present, achievements that you describe, and reference letters should support the primary focus of your submission.

2. Clarity in your presentation is critical. An effective presentation of your achievements requires a clear, concise explanation of what you have done and why it is important. Focus on results.

3. Follow the rules. Nominees who don’t follow the rules or who bend them risk annoying the jury from the start. One rule in particular that seems hard for people to follow is the maximum number of project images. For some reason, many nominees seem to think more is better. It isn’t. If there is a strong story to tell, it can be done within the allotted space.

4. Reference letters are critical. Reference letters verify and comment on the impact of the accomplishments that are presented. Letters that are highly specific, citing circumstances of familiarity with the nominee’s work and personalized view of accomplishments provide the verification that the jury needs. General “should be a Fellow” letters and those that parrot back the nominee’s summary statement are of little value.

5. Select a sponsor who can help you be objective about yourself. It is beneficial to have a sponsor who will honestly critique your portfolio before it is submitted to the jury. The sponsor also plays a key role in providing follow-up with reference writers to ensure they meet the submission deadline.

Common Mistakes

- Reference letters that are late or longer than one page (these are not reviewed by the jury)
- Reference letters from a limited source (i.e., all from local region, all from same committee or organization, more than one from the same firm)
- Achievements claimed in sponsor letter and summary statement that are not substantiated elsewhere in the portfolio.
- Presenting activities versus results (e.g., someone serves as component president each year – what were the results because you were the leader?)
- Exhibits that do not support the category of nomination.

The jury wants to be supportive of each nomination. Excellent work presented clearly and supported by exhibits and references that verify the accomplishments will provide the jury with the information it needs to bring recognition to those leading our profession.

EDITORS: This year, 83 AIA members were elevated to fellowship. Questions about the fellowship process or qualifications should be directed to Robin Lee, (202) 626-7390 or rlee@aia.org. This article is reprinted from AIArchitect, July/August 2000.
Managing Risk in the Small Firm: A Primer

Are you part of a “small firm?” According to the AIA, a small firm employs up to nine people (76% of AIA member firms in 1999); according to several professional liability carriers, it is a firm with up to $500,000 in annual billings. Regardless of the definition you choose, no firm is too small to manage its risk.

Small firms typically have limited resources to manage the risk that we all face as professionals, business owners, and employers, so efforts must be informed and targeted. To manage risk, it must first be identified. Once you have identified it, you can then decide your management strategy: ignore it, transfer it, or manage it.

Ignore it
Ignoring risk is certainly the easiest way to “manage” it, and this strategy is particularly prevalent in small firms. Have you ever heard, “I have never had any problems,” or “the attorneys will leave me alone when they find out that I don’t carry insurance,” or “nothing bad will happen to me because I’m always careful”? This technique is called ignoring your risk and it certainly can be costly. The result of a seemingly minor mistake can be catastrophic to a small firm.

Transfer it
Transferring our risks is the most immediate way to handle risk. For an annual premium, an insurance company will take on a certain portion of your risk. Transferring risk, however, does not eliminate it all, because coverage has both monetary and contractual limits. Small-firm policies are now available from many carriers at very affordable rates; they are usually economical and can be instrumental in protecting your assets from claims. One major difference between small-firm policies and policies for larger firms is that the policy may be written for a three-year period with the fixed annual premium based on the firm’s billings the year prior to policy implementation.

Manage it
Managing risk should be a firm’s first line of defense, and it can be surprisingly easy:

1. Evaluate your client. Not every client is worth the business that he or she brings to you. Clients who are notoriously difficult to deal with, who are litigious, or who don’t pay their architects may cost you more than you are being compensated. According to many professional liability carriers, most claims brought against design professionals are brought by the client. If the client is the largest source or risk to a design professional, it is important to choose your clients wisely and closely manage the relationship.

2. Sign an owner-architect agreement and make sure that you understand what each clause is requiring you to do. Make sure that the risks and the responsibilities are assigned to the party most capable of handling them. The agreement should reflect what you and your client expect over the life of the project. While this may sound remedial, it is common to hear during even a minor dispute that the parties are not in accord as to what each party’s responsibilities are under their agreement. Using AIA documents helps to ensure that you have covered most of the bases within the agreement. Commonly, letter forms of agreement are silent on issues such as who owns the documents, how changes in the scope or work are handled, or what happens when the owner makes a change to the project four weeks before it is scheduled to go out to bid. Management of expectations is an important method of risk management.
3. Develop a project production manual or use AIA Document D200: Project Checklist. Your checklist or manual should be designed to help your team produce quality projects that do not overly expose the firm to unnecessary risk. Use it to go through each phase of the design process and provide a backbone for good project management. Don’t be overly reliant on staff, even senior staff, to manage the risk associated with a project; review the checklist with the team at regular intervals.

4. Seek Advice. Your professional liability insurance broker is a good source of information, such as good risk management techniques or regarding contract language about what is insurable and what is not. Many brokers and insurance companies provide free contract review services. An attorney or accountant can provide very beneficial advice in just a few hours time. Also, ask your colleagues or your local AIA chapter for advice or resources that have been beneficial to them in developing a risk management strategy.

5. Address complaints or claims immediately. Often a grievance can be resolved merely by talking with the party. All claims or “demand letters” should be referred to your insurance carrier without delay.

A small firm’s limited resources mandate that risk management efforts be focused and targeted. Your cannot eliminate risk, but you can reduce it by identifying where your risk exposure is and determining whether that risk is best transferred to another party or managed within the firm.

EDITOR: The author is with Galla Architects, Tulsa. The article is reprinted from AIA Architect, September 2000.
By Paul Grzeszczak, AIA

Public Awareness & Outreach

Design Competition for High School Students

This past spring, AIA Southwest Wisconsin marked their 26th year of holding its annual Design Competition for High School Students. Since inception, this program has helped to stimulate an interest in the profession of architecture as a career, acquaint students with the role of architecture in society, and foster creative thinking. Throughout its history, the competition has had nearly one thousand student participants, and the assistance of hundreds of members of the profession participating as either advisors, mentors, judges, or competition chairpersons.

Beginning in 1974 as the High School Design and Drafting Competition, the first project was a School Store located within an existing high school, and the program statement noted that the project’s design goals were “to develop a solution that is exciting, attractive, and functional.” Throughout the years, though the projects and the participants have changed, those simple project goals still hold true.

The Competition has grown from 1974’s modest project of a few hundred square feet, represented by four hand-drafted non-color drawings on a single presentation board, to 2000’s 20,000 square foot Library for a Utopian Town of 25,000, with some participant entries presenting as many as seven boards of CAD generated plans, sections, elevations, and perspectives, and also, large, detailed models. And as if the size of the program, and the number of presentation documents wasn’t enough, the students were forced to write a program statement that defined the utopian philosophy behind their work. Yet, regardless of size or complexity, each year the work of the students continues to improve, and they never fail to amaze us with their creative, well-developed solutions.

Today’s Design Competition for High School Students invites over ten regional high schools in the Madison area to participate, geographically ranging from DeForest in the east, Mount Horeb to the west, Waunakee to the north, and McFarland to the south. The competition duration is approximately eight weeks long, typically ending during the second week of May.

Making this competition occur each year takes not only the dedication of 20 to 60 students and their instructors, but the persistence, encouragement, and support from AIA Southwest Wisconsin, its local members, and other, often new, members to the architectural community. Frequently, it is the Associate AIA Members, and intern architects that help bring the most life and support to this annual event, as they can easily relate to the students, and help encourage creative, non-traditional designs. Throughout the duration of the Competition, these architectural advisors will make weekly visits to their assigned schools, providing guidance, encouragement, and technical help to the students. Other help occurs as the Competition ends, with three judges spending the better part of a Saturday reviewing the project entries, and others helping to transport and set-up the projects for display at the Awards Program, when the winning entries are announced.

The Awards Program gives the participants and their families the chance to enjoy a pizza dinner and see all of the entries. First Place receives $250, Second Place $200, Third Place $50 plus an architectural book, and Honorable Mention, an architectural book. This Competition and the Awards Program would not be financially possible without local sponsorship from MasterGraphics, Cook’s Reprographics, AIA Wisconsin, and others.
Winners of the 1998 competition: Antonio Testolin, instructor and students Eric Green and Brian Domini of McFarland High School.

The future of this Competition may see us trying to geographically expand the concept to other areas of the Southwest, or even elsewhere in the state. This could give AIA Wisconsin the possibility of a Design Competition for High School Students with local, regional, and statewide winners.

The current goals for the competition are not only to influence the student participants into considering a career in architecture, but also to reinforce the importance of architecture, design, and creativity in our society. Though no figures are available, the experience of the past few years has shown that about 20% of the student participants go on to some post-secondary education in the field of architecture, with an equal amount going into schooling in allied/related fields such as interior design, civil and structural engineering, landscape architecture, real estate/development, and CAD/Computer Graphics. Of the remaining students, some may go on to become the CEO’s, public officials, developers, and homeowners that become our clientele. Therefore, our impact is immeasurable.

Also, this positive publicity for architects, and more importantly for the AIA, keeps us in the hearts and minds of the public at large. This is one aspect of community service that is fun and easy to participate in, for it helps develop the next generation of architects, and within all of us, it helps re-energize the passion we all have towards architecture.

EDITOR: The author is a project architect and project manager with Flad and Associates, and has been the AIA Southwest Wisconsin Design Competition for High School Students’ Chairperson since 1994. To volunteer or offer suggestions for the next competition or to start up a Competition in your area, contact Paul at (608) 238-2661 or e-mail paul_grzeszczak@flad.com

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State AIA Officers
The AIA Wisconsin Board of Directors, at its most recent meeting, unanimously approved the nominations of Gary A. Gust, AIA, Menomonie, as 2001 Vice President/President-Elect and Thomas R. Cox, AIA, Appleton, as 2001 Secretary/Treasurer.

Gust and Cox will join Allyson D. Nemec, AIA, Milwaukee, and Robert Shipley, AIA, Madison, on the 2001 AIA Wisconsin Executive Committee. Nemec will be the President of AIA Wisconsin in 2001, while Shipley will serve as the immediate Past President.

Gust is the director of building design services with Cedar Corporation in Menomonie. He currently serves as the Secretary/Treasurer of AIA Wisconsin. Cox is director of learning and multi-market projects group with Hoffman Corporation in Appleton. He currently serves on the AIA Wisconsin Board of Directors as the President of AIA Northeast Wisconsin.

Nemec is a principal of Quorum Architects in Milwaukee. Shipley, the 2000 AIA Wisconsin President, is a principal of Bowen Williamson Zimmermann, Inc., in Madison.

AIA Director
Lisa L. Kennedy, AIA, Whitefish Bay, has been appointed by the AIA Wisconsin Board of directors to serve as the next AI Director for North Central Region on the national AIA Board of Directors.

Lisa will do an outstanding job of representing the interests of AIA members in our region,” according to AIA Wisconsin President Robert Shipley, AIA, Madison.

Kennedy is a principal of Hammel, Green & Abrahamson, Inc., in Milwaukee, having previously established and led her own successful firm. She served as the 1994 President of AIA Wisconsin and the 1991 President of AIA Southeast Wisconsin. Early in her career, Kennedy was the first Student Representative as well as the first Associate Representative on the AIA Wisconsin Board of Directors. In 1996, Governor Thompson appointed Kennedy to the Architects Section of the Joint Examining Board.

The North Central Region, which includes Wisconsin, Minnesota, North Dakota and South Dakota, is represented by two AIA Directors. Kennedy’s three-year term on the national AIA Board begins in December 2000. She will be serving with Edward J. Kodet Jr., FAIA, of Minneapolis. Under the rotational scheme established by the north Central Region, AIA Wisconsin also appoints the next AIA Director, who will replace Kodet when his term ends in December 2001.

Foundation
The Board of Directors of the Wisconsin Architects Foundation (WAF) has elected the following officers for 2000-01: Michael K. Kadow, AIA, Green Bay, President; James W. Miller, FAIA, Madison, Vice President; and Frederick E. Zimmermann, AIA, Madison, Secretary/Treasurer.

Kadow is senior vice president of Somerville, Inc., in Green Bay. Miller is a former president of Flad & Associates in Madison. Zimmermann is the president of Bowen Williamson Zimmermann in Madison.

The other members of the WAF Board of Directors for 2000-01 are: Christine M. Ahl, Waukesha; Gary D. Davis, AIA, Eau Claire; Curt Hastings, Shorewood Hills; David T. Kahler, FAIA, Milwaukee; Andrew J. Pace, Genesee Depot; and James W. Shields, AIA, Milwaukee.

At its most recent meeting at the Stoner House in Madison, the WAF
Board of Directors approved a 2000-01 budget that includes $34,070 for educational scholarships and public awareness grants. In addition, the WAF Board approved challenge grants to support the publication of a new book, Simply WRIGHT, for distribution to fourth grade art teachers throughout the state and materials for a design/build studio project at UWM SARUP.

**Distinguished Service**

At its meeting in September, the AIA Wisconsin board of Directors unanimously approved awarding Lisa K. Stark, Eau Clair, a Citation for Distinguished Service to the profession of architecture. Stark was recognized for her significant contributions as a public member of the Architects Section of the Joint Examining board. Stark, the daughter of AIA Wisconsin member Roy Stark, AIA, Manitowoc, recently resigned from the Architect's Section after her election as a judge.

The AIA Wisconsin Board of Directors also presented a Citation for Distinguished Service to Mary K. Orella, Madison, in recognition of her dedicated service and significant contributions to the profession and AIA Wisconsin Members. Orella joined the AIA Wisconsin staff in 1988 and currently serves as the Administration Manager.

**Golden Award**

The Golden Award is the highest honor that AIA Wisconsin can bestow on a member architect. It is awarded by the Board of Directors in recognition of the architect's distinguished leadership and service to AIA Wisconsin and the profession of architecture over an extended period of time.

AIA Wisconsin presented its first Golden Award in 1986. Thirteen architects have received the Golden Award. Nomination materials are available by contacting the AIA Wisconsin office. The deadline for nominations is November 15. The Golden Award will be presented at the 2001 AIA Wisconsin Convention on May 2 at Monona Terrace.

**State Capitol Display**

An exhibit of photographs of the Wisconsin State Capitol is available from the Wisconsin Architects Foundation. The display, created by James T. Potter, AIA, Madison, and funded by J.P. Cullen & Sons, Janesville, is a perfect way to showcase the outstanding architecture of Wisconsin's most recognized building. For more information on how you can bring the State Capitol to your community, contact the WAF office at (608) 257-8477.

**NCARB Certification**

As of July 1, 2000, architects are required to hold a professional degree from a program accredited by the National Architectural Accrediting Board (NAAB) or the Canadian Architectural Certification Board (CAB), or have a CABC-certified professional degree from a Canadian university, in order to meet NCARB's education requirements for Certification.

If you do not have a recognized professional degree from an NAAB-accredited school, NCARB currently accepts one of two alternatives:

1. An EESA-NCARB (Educational Evaluation Services for Architects) evaluation report from Educational Credential Evaluators (ECE) stating that you have met the NCARB Education Requirements with post-secondary education completed partially or entirely outside of the U.S. If you do not meet any of the above alternatives, this clause may apply if you have a pre-professional degree, e.g. Bachelor of Arts or Science in Architecture, plus other acceptable course work; however, such individuals are encouraged to earn the professional degree previously described.

2. Satisfaction of the Broadly Experienced Architect (BEA) evaluation process if you do not meet any of the alternatives outlined above. To qualify for consideration, you must have at least 10 years of substantial and verified post-registration experience in responsible charge of an architectural practice.

For further information about education requirements for architects registered in the U.S., request a copy of the NCARB Education Standard or direct specific questions to the Council's Operations and Services Department at (202) 879-0528. Learn about the benefits of certification at www.ncarb.org/certification.

**New NCARB Monographs**

The National Council of Architectural Registration Boards has added two new monographs to its professional development series. Low Slope Roof I is written to help a practitioner become more familiar with roofing terminology and concepts and more skilled in designing built-up roofing systems. It provides guidance to architects on standards of conduct that they are legally obliged to follow and includes a discussion of lessons learned from the collapse of the walkways in the Kansas City Hyatt Hotel in 1981.

The successful completion of the quiz that accompanies each monograph qualifies for 10 AIA/CES learning hours related to health, safety and welfare. To order, call (202) 783-6500 or visit www.ncarb.org/publications.

**National Crisis**

The following is a letter-to-the-editor by AIA President Ron Skaggs, FAIA published in USA Today.

The story on school districts that can't keep up with ever-increasing student populations highlights a serious national crisis: the physical state of America's public schools. Many of our nation's public schools were built more than 50 years ago and are literally in shambles, while others simply can't accommodate growing student enrollment. A just-released report by the Department of Education indicates that by 2100, the nation's schools will have to find room for 94 million students—nearly double the number of school-age children now.

The magnitude of the problem means that local jurisdictions are ill-equipped to carry the burden themselves. All Americans should join U.S. Education Secretary Richard Riley in urging Congress to pass pending legislation...
that would help states raise money for school construction, modernization and renovation. Our nation’s children deserve nothing less.

Directories
AIA Wisconsin members recently were mailed directory surveys. The annual “Membership Directory” published in Wisconsin Architect magazine will include member name, firm name, mailing address and daytime phone number. Members are encouraged to return their form if corrections are needed.

“Firm Directory” surveys were mailed to firm principals. A directory of AIA Wisconsin member-owned firms also will be published as part of Wisconsin Architect. To be eligible, firm must be authorized to offer architectural services to the public and must have at least one principal/owner who is a registered architect and an AIA Wisconsin member. As an added benefit, firms listed in the 2001 AIA Wisconsin “Firm Directory” also will be eligible to be included on the national AIA consumer access Web site.

To receive either of these surveys, please contact AIA Wisconsin at (608) 257-8477.

Looking for a Tax Cut?
Just a friendly reminder that the Wisconsin Architects Foundation is a 501(c)(3) charitable organization, which means that contributions are tax deductible to the full extent allowed by law. If you are interested in making a donation, please contact the WAF at (608) 257-8477.

People & Places
Potter Lawson, Inc., has announced that Eric D. Lawson, AIA, Madison, has been named president of the firm.

Jerome J. Kuskowski, AIA, Green Bay, has been approved for Emeritus membership. Congratulations!

Mark H. Jenssen, AIA, Madison, has been promoted to associate at Flad & Associates. Jeffrey C. Raasch, AIA, Mequon, has joined the firm as senior associate.

Peter Hargreaves, AIA, Waukesha, and Peter Schuyler, AIA, River Hills, recently served on the Milwaukee Building & Apartment Owners and Managers Association 2000 Building of the Year (TOBY) Awards jury. Their selections were published in a special section of The Business Journal (Milwaukee).

Eugene J. Herr, Assoc. AIA, Milwaukee, has joined the Milwaukee office of Kahler Slater.

Dennis Horbinski, AIA, has relocated his firm, Horbinski Design Group, to 4227 S. Coventry Ct., New Berlin, WI 53151, phone: (262) 860-9052, fax: (262) 797-9894.

Stephen J. Kuhnen, AIA, Oostburg, recently gave a keynote address on theatre design to The Alliance for Wisconsin Theatre Education.

Koby Scheel, AIA, Grafton, has joined Kahler Slater as part of the Venture Architects office. Jessica L. Steeleber, Assoc. AIA, Madison, has joined the Madison office.

Daniel J. Becker, AIA, Milwaukee, and Paul W. Schmidt, AIA, Menomonie Falls, have joined Plunkett Raysich Architects. Edward Haydin III, AIA, Wauwatosa, Heidi C. Kavanaugh, AIA, Brookfield, and Mary K. Spriggs, AIA, Milwaukee, have been promoted to project architect. Jeffrey Holzhauer, AIA, Wauwatosa, was promoted to project manager. Named as associates at the firm were Martin P. Choren, AIA, Mequon, Scott A. Kramer, AIA, Menomonie Falls, Karen W. Plunkett Muenster, AIA, Milwaukee, Grant D. Reginato, AIA, New Berlin, and Michael J. Sobczak, Assoc. AIA, Elm Grove. Craig R. Eide, Assoc. AIA, Shorewood, Lynn Jensen, Assoc. AIA, Lynn Langley, Assoc. AIA, Hartland, Karl V. Lusis, Assoc. AIA, West Allis, Jeffrey N. Spruill, Assoc. AIA, Wauwatosa, Jeffrey Tredo, Assoc. AIA, Milwaukee, Barry Chen-Jui Yang, Assoc. AIA, Whitefish Bay, were advanced to position of design.

Armin C. Bischoff, AIA, Milwaukee, Eugene R. Krueger, Assoc. AIA, Mukwonago, and John J. Cronin, AIA, Waukesha, have been promoted to senior associate at Aldrian/Guszowski Architects.

Several members recently shared their residential design philosophies in the “Homes” section of the Wisconsin State Journal. James L. Gempeler, AIA, Brooklyn, Mark T. Udvari-Solner, Assoc. AIA, Madison, E. Edward Linville, AIA, Madison, Robert R. Bouril, AIA, Blue Mounds, and James I. Glueck, AIA, Madison, were quoted extensively and referenced as “prominent local designers.”

An objective of the Public Awareness Committee is to recognize members serving on state and local government boards, commissions, committees and task forces. AIA Wisconsin is pleased to salute the following members who recently notified AIA Wisconsin of their involvement: Lou W. Host-Jablonski, AIA, Paul W. Wagner, AIA, and Frederick E. Zimmermann, AIA, all from Madison and members of the city’s Urban Design Commission. Please write, fax or e-mail a brief description of your current public service activities to the AIA Wisconsin office. Thank you!

The Pine Brook Pointe Community Based Residential Facility in Burlington, Wisconsin, designed by the Zimmerman Design Group, received Best of Home – Medium Sized New Construction Award from the Assisted Living Federation of America. Congratulations!
Kahlcr Slater has selected this year's student recipient of the Kahlcr Slater Prize for Best Thesis, Len H. Lopate, a UWM SARUP December graduate, received a $1,000 award for his design project, which proposes a site for a visual arts center focused on New York Art.

Oh, Henry! We misspelled your last name in “People & Places.” Henry A. Kosarzycki, AIA, Greendale, is the new agent monitor with the Safety and Buildings Division of the Wisconsin Department of Commerce.

Membership Action
Please welcome the following members to AIA Wisconsin:

AIA
Michael R. Banks, AIA—SE
Diana Dorschner AIA—SW
Heidi C. Kavanaugh, AIA—SE
Audrey Moto Parks, AIA—SE
Mary Houle Richter AIA—SE

Associate AIA
Peter Davis, Assoc. AIA—SE
Janell Gerhartz, Assoc. AIA—SE
Brendan M. Kress, Assoc. AIA—SW

Professional Affiliate
Douglas C. Diefenthal —SE

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