In every project, imagination and innovation are key.

The projects shown above each demonstrate that a careful, consistent approach to materials and details, and an integrated design, can yield exceptional results. The success of these projects is a testament to the commitment of the architects, engineers, and masons involved. The innovative use of materials, such as glazed, scored splitface, and burnished masonry, showcases the versatility and aesthetic appeal of masonry in modern architecture.

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**Project 1: Oshkosh Water Filtration Plant**
- **Location:** Oshkosh, WI
- **Masonry:** Wirecut, fullface split, sill block and burnished
- **Architect:** HNTB Corporation, Milwaukee
- **Engineering Firm:** CDM, Chicago, IL
- **General/Mason Contractor:** Miron Construction, Appleton

**Project 2: Tom's Drive-in Restaurant**
- **Location:** Appleton, WI
- **Masonry:** Glazed, scored splitface
- **Architect:** Kevin J. Connolly Architects, Inc., Milwaukee
- **General Contractor:** Oudenhoven Construction, Kaukauna
- **Mason Contractor:** Theobald Masonry, Black Creek

**Project 3: Waupaca High School**
- **Location:** Waupaca, WI
- **Masonry:** Glazed, burnished, fullface split, smoothface
- **Architect:** Hoffman Corporation, Appleton
- **Mason Contractor:** McGivern Masonry, Hatley

**CONGRATULATIONS**

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<thead>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Project:</strong> Oshkosh Water Filtration Plant</td>
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**2002 EXCELLENCE AWARD WINNER**

**Project:** Tom's Drive-in Restaurant
- **Location:** Appleton, WI
- **Masonry:** Glazed, scored splitface
- **Architect:** Kevin J. Connolly Architects, Inc., Milwaukee
- **General Contractor:** Oudenhoven Construction, Kaukauna
- **Mason Contractor:** Theobald Masonry, Black Creek

**2002 FINALIST AWARD WINNER**

**Project:** Waupaca High School
- **Location:** Waupaca, WI
- **Masonry:** Glazed, burnished, fullface split, smoothface
- **Architect:** Hoffman Corporation, Appleton
- **Mason Contractor:** McGivern Masonry, Hatley
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The home is the main stage of our lives. It is special to us all.

We grow up, raise our families and live many of life's special moments there.

What can an architect provide to a family home that can't be found in a stock house plan? Plenty. An architect's expression of home is developed for the specific qualities and characteristics of the site, most importantly, derived directly from the unique relationships, functions and experiences of the family.

A home is a building that can be, and should be, designed from the heart. The result is a sensory experience of life and place that conveys the passions of the clients. Residential architecture itself is a celebration of life.

More books, magazines and forums like this issue of *Wisconsin Architect* are bringing residential architecture to the public. We are all the better for it. I hope that you enjoy the homes in this issue and that the passions and personalities in these projects are visible in their photographs.
As of July 1, 2002, the new “Wisconsin Enrolled Commercial Building Code 2002” requires you to install an “air barrier” in most commercial projects in the state of Wisconsin—not just masonry. Are you familiar with the nuances of when, where and how to install air barriers? Do you know there are a few exceptions to the rule? Well IMI does.

Along with professional services like technical consultation or job site troubleshooting, IMI also works with designers to explore new products and application processes impacting masonry wall systems. Take the case of air barriers in masonry walls.

Air barrier technologies, which cover entire buildings, have been required in Canada since 1985. Wisconsin followed with recommendations for major state-owned projects. Now, air barriers are required by code in Wisconsin (2002) and Massachusetts (2001). Other state laws on the near horizon include Michigan and possibly Florida. ABAA (Air Barrier Association of American) President John Hudson, president of The Waterproofing Companies (Boston) predicts a national code rule within five years.

Air barriers are catching on all across the U.S. for two reasons: energy efficiency in both cold and warm climates, and increased building envelope performance.

This requirement also brings a strong demand for trained installers. It is important that trained masons apply air barriers so exterior building envelopes have a single source of responsibility. “This is a high quality assurance process,” says ABAA’s Hudson, “and, fortunately, IMI and BAC are right there.”

EDITOR: For more information on air barriers for masonry walls, or other masonry design information, contact Pat Conway, AIA, CSI at pconway@imiweb.org or (608) 437-6871, fax (608) 437-6941. In response to a flux of technical support inquiries regarding air barriers in masonry walls, IMI has designed a traveling technical seminar for the four local AIA Wisconsin Chapters.
WCMA'S 15TH ANNUAL "EXCELLENCE IN MASONRY" DESIGN COMPETITION

CALL FOR ENTRIES

ELIGIBILITY
Any individual involved in the design, supply or construction of a concrete masonry building project may participate. Entries must adhere to following:
1. A minimum 1/3 of the project's exterior must consist of CONCRETE MASONRY units. The exterior requirement may be reduced to 25% if the interior applications feature 50% exposure concrete masonry.
2. Use Concrete Masonry Units produced by a member of the Wisconsin Concrete Masonry Association.
3. Be completed within 5 years of the date of submission.
4. Note: Previous "Excellence In Masonry" Award winning projects may not be re-submitted.

ENTRY FORMATT
Each entry must be accompanied by:
1. A signed official Entry Form. (Form may be duplicated)
2. TEN (10) professional 35mm slides of the project are required. a. Slides should best express to the judges the character of the project and the role of concrete masonry.

ENTRY DEADLINE: NOVEMBER 15, 2002

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Date
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Many of us think of architects only in terms of large-scale or commercial design projects. However, architects are taking on an increasing amount of residential work with successful results.

So, when you decide to add on to your home or build a new one, consider working with an architect to achieve a custom design that will reflect your individual requirements and desires.

**WHY USE AN ARCHITECT?**
Architects are trained in the art and science of designing spaces to meet human requirements. They understand the relationship of space to human needs and can create harmony between interior and exterior and between new and existing spaces.

**HOW CAN AN ARCHITECT HELP ME ACHIEVE MY GOALS?**
After a thorough exchange of ideas, the architect can accurately translate your individual requirements into the form of a house plan. Because architects are sensitive to land conservation issues and are familiar with applicable building codes and zoning regulations, they can place the structure in the most advantageous position on your site.

Architects also can furnish a complete set of drawings and specify the materials going into the structure in such detail as to allow several contractors to submit competitive bids on the project.

As your agent during the construction phase of the project, the architect can help you evaluate the bids received and assist you in selecting a contractor.

Architects are actively involved in construction and can help protect your interests during the construction phase by documenting that your home is being built in accordance with approved plans and specifications.

**HOW DO YOU BEGIN THE PROCESS OF SELECTING AN ARCHITECT?**
Selecting an architect is not unlike selecting a doctor, dentist or attorney. Friends and business acquaintances can be a key source of information. A reliable way to select an architect is to seek recommendations from people whose judgment you respect.

As you ask for recommendations, one or several architects may emerge as strong candidates for your project. Make appointments to interview the leading contenders. Visit their offices; you will pick up valuable information on each architect's approach to design. You can view slides and photos of their work. You may also wish to visit some of their projects. At the project sites, talk to the owners, particularly if they were the architect's clients. Also, contact the references each architect has provided.

When you are viewing slides and photos or visiting projects, remember that your requirements are yours alone. Your needs and desires are different; and the resulting design solution will be as well.

**AFTER I'VE TALKED WITH SEVERAL ARCHITECTS, HOW DO I MAKE THE FINAL SELECTION?**
Of course, you must like the architect's work. The architect also should show genuine enthusiasm for your project. An equally important consideration is simply how well you and the architect get along. Do you communicate freely with each other?

The importance of good “chemistry” between architect and client cannot be over-emphasized. Competence, interest and chemistry are major considerations in making the final selection.

Once you have made your selection, you and your architect should discuss your requirements and expectations thoroughly. Make sure you approach budget and time requirements realistically. The architect should tell you more about their firm and their methodology.

You and the architect should agree on the professional services they will perform as well as the responsibilities you will undertake. The more information you exchange at this point, the smoother the project will run and the closer the result will come to meeting your requirements and expectations.

A contract between you and your architect will finalize the selection process. The use of a written contract is advised; oral agreements and understandings can suffer from faded memories.

By using this approach, you will be on the way to a successful project; one that will give you great satisfaction for years to come.

The accompanying directory contains a listing of AIA Wisconsin member-owned firms that have indicated an interest in residential projects. Following the directory of architects, information is provided on the steps involved in a typical project plus questions that you should ask yourself and your architect to help you get started.
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<th>Address</th>
<th>City, State Zip Code</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
<th>Contact</th>
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</thead>
<tbody>
<tr>
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<td>(414) 944-2222</td>
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<td>boerarch.com</td>
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<td>bourildesign.com</td>
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<td>Architectural Designs Group, Inc.</td>
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<td><a href="mailto:TimP@adg-architects.com">TimP@adg-architects.com</a></td>
<td>adg-architects.com</td>
<td>Timothy K. Peterson, AIA</td>
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<td>Architectural Designs, Inc.</td>
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<td>(262) 646-9512</td>
<td><a href="mailto:gene@architecturaldesignsinc.com">gene@architecturaldesignsinc.com</a></td>
<td>architecturaldesignsinc.com</td>
<td>Gene Eggert, AIA</td>
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<tr>
<td>Architecture Madison, LLP</td>
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<td>Madison, WI 53703</td>
<td>(608) 287-0441</td>
<td><a href="mailto:archmad@itis.com">archmad@itis.com</a></td>
<td></td>
<td>Randall A. Page, AIA</td>
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<tr>
<td>Architecture Network, Inc.</td>
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<td>(608) 251-7515</td>
<td><a href="mailto:ani_archnet@tds.net">ani_archnet@tds.net</a></td>
<td></td>
<td>Arian Kay, AIA</td>
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<td>Robert J. Arntz, AIA</td>
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<tr>
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<td>Milwaukee, WI 53209</td>
<td>(414) 351-6390</td>
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<td>bhsarchitects.com</td>
<td>Peter J. Schuyler, AIA</td>
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<td>Jim Gempeler, AIA</td>
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Design and construction projects involve several steps. Typically, projects go through the following six phases. However, on some projects several of these steps may be combined or there may be additional ones.

**Step 1**  
**Programming/Deciding What to Build**  
The homeowner and architect discuss the requirements for the project (how many rooms, the function of the spaces, etc.), testing the fit between the owner’s needs, wants and budget.

**Step 2**  
**Schematic Design/Rough Sketches**  
The architect prepares a series of rough sketches, known as schematic design, which show the general arrangement of rooms and of the site. The homeowner approves these sketches before proceeding to the next phase.

**Step 3**  
**Design Development/Refining the Design**  
The architect prepares more detailed drawings to illustrate other aspects of the proposed design. Floor plans show all the rooms in correct size and shape. Outline specifications are prepared listing the major materials and room finishes.

**Step 4**  
**Preparation of Construction Documents**  
Once the homeowner has approved the design, the architect prepares detailed drawings and specifications, which the contractor will use to establish actual construction cost and build the project. These drawings and specifications become part of the building contract.

**Step 5**  
**Hiring the Contractor**  
The homeowner selects and hires the contractor. The architect may be willing to make some recommendations. In many cases, homeowners choose from among several contractors they’ve asked to submit bids on the job. The architect can help you prepare bidding documents as well as invitations to bid and instructions to bidders.

**Step 6**  
**Construction Administration**  
While the contractor will physically build the home or addition, the architect can assist the homeowner in making sure that the project is built according to the approved plans and specifications. The architect can make site visits to observe construction, review and approve the contractor’s applications for payment, and generally keep the homeowner informed of the project’s progress. The contractor is solely responsible for construction methods, techniques, schedules and procedures.
20 Questions to Ask Yourself

Before You Get Started

1. Describe your current home.
   - What do you like about it?
   - What's missing?
   - What don't you like?

2. Do you want to change the space you have?

3. Do you want to build a new home?

4. Why do you want to build a house or add to or renovate your current home?
   - Do you need more room?
   - Are children grown and moving on?
   - Is your lifestyle changing?

5. What is your lifestyle?
   - Are you at home a great deal?
   - Do you work at home?
   - Do you entertain often?
   - How much time do you spend in the living areas, bedrooms, kitchen, den or office, utility space, etc.?

6. How much time and energy are you willing to invest to maintain your home?

7. If you are thinking of adding on, what functions/activities will be housed in a new space?

8. What kind of spaces do you need, e.g., bedrooms, expanded kitchen, bathrooms, etc.?

9. How many of those spaces do you think you need?

10. What do you think the addition/renovation/new home should look like?

11. If planning a new home, what do you envision in this home that you don't have now?

12. How much can you realistically afford to spend?

13. How soon would you like to be settled into your new home or addition? Are there rigid time constraints?

14. If you are contemplating building a home, do you have a site selected?

15. Do you have strong ideas about design styles?
   - What are your design preferences?

16. Who will be the primary contact with the architect, contractor and others involved in designing and building your project? (It is good to have one point of contact to prevent confusion and mixed messages.)

17. What qualities are you looking for in an architect?

18. How much time do you have to be involved in the design and construction process?

19. Do you plan to do any of the work yourself?

20. How much disruption in your life can you tolerate to add on to or renovate your home?

Once you have answered these questions, you will be better able to talk with an architect. The more detailed information you give, the easier it will be for the architect to address your needs.
20 Questions to Ask Your Architect

1. What does the architect see as important issues or considerations in your project? What are the challenges of the project?

2. How will the architect approach your project?

3. How will the architect gather information about your needs, goals, etc.?

4. How will the architect establish priorities and make decisions?

5. Who from the architecture firm will you be dealing with directly? Is it the same person who will be designing the project? Who will be designing your project?

6. How interested is the architect in this project?

7. How busy is the architect?

8. What are the steps in the design process?

9. How does the architect organize the process?

10. What does the architect expect you to provide?

11. What is the architect’s design philosophy?

12. What is the architect’s experience/track record with cost estimating?

13. What will the architect show you along the way to explain the project? Will you see drawings or sketches?

14. What services does the architect provide during construction?

15. How disruptive will construction be? How long does the architect expect it to take to complete your project?

16. What sets this architect apart from the rest?

17. How does the architect establish fees?

18. What would the architect expect the fee to be for this project?

19. If the scope of the project changes, how will the fees be adjusted?

20. Do you have a list of past clients that the architect has worked with?
The residence provides accommodations and areas of privacy for extended stays of friends and relatives. It takes advantage of the site's many assets and is fun and functional home in which to live, visit and entertain.

Irregular in shape, the site slopes to the south and overlooks the lake and offers panoramic views of the Madison skyline.

While, the home is in excess of 7,000 square feet, the human scale is maintained with a “village concept.” This breaks the building into small and varied forms common to the small towns of Germany, where the owners visit family regularly. The goal was not to replicate German architecture, but to borrow from its vocabulary and blend it to fit their American lifestyle.

A pallet of native limestone, timber beams and columns, stucco and accents of stained glass is introduced to visitors at the home’s sheltered entrance. The gracious elongated foyer forms the “street” that provides access to the various houses in the village. This thoroughfare terminates at a lakeside deck. On the right of this axis are the family’s private spaces, including the owner’s suite, laundry and stair leading to the children’s bedrooms above the garage. To the left of the foyer axis are the various community spaces. The dining room offers panoramic views from a volume featuring the exposed steel-collar tie spokes of its roof structure.

The kitchen incorporates a family dining area that overlooks the family room and lakeside terrace, which is accessible from the small grilling deck and stair. Off this terrace in the lower level, the screen porch provides a shady retreat and offers a fireplace to warm the chilly evenings. In the upper level of the turret structure, there is a quiet living room, which provides lake views and a warm fire. It is accessed via bridge, hung from a timber frame roof truss, and through an archway in the chimney of the family room fireplace below.

The Rathskeller and guest bedrooms share the lower level.
The new Convent and House of Formation is the home for the aspirants and the Sister’s of St. Francis of the Martyr St. George, whose life of community provides a fitting setting for the aspirants to pursue their interest and ability in serving Christ and the church in the consecrated life.

The building site originally was used as a playground and parking lot for the Diocesan Center. The diocese asked to maintain as much of the existing parking lot as possible, but still create a front yard and a drop-off area adjacent to the main entrance. Landscaping was used to buffer the convent from the existing parking lot and other buildings. The garden spaces open up to the quite side of the site and take advantage of the existing views to the river.

Simple building forms and natural materials were used to blend into the existing campus. The building forms separate the public exterior spaces from the private gardens. The main living spaces are designed to open up to take advantage of the existing views and gardens. The interior spaces were designed to have a home-like atmosphere and to create a spiritual setting for prayer and devotions.

The final design solution illustrates respect the existing Diocesan Campus, while satisfying all of
The cottage was designed for a couple, who run marathons the world over, entertain at home and value their solitude. The owners had originally planned to retire to North Carolina, but decided to return home to the Wisconsin farm that has been in the family for over 100 years.

This 2,200 square foot home takes full advantage of the scenic quality of 250 acres composed of both rolling farm fields and heavily wooded ravines.

The major criteria was that the site and its agricultural heritage be respected. Other criteria were that as few trees as possible be removed, the house was not to be visible from the road and every room have a distinct view. The site and the home were designed in concert with one another.

The idea to organize the house with stone walls is derived from a visual reminder of the deep structure of the site, reflecting the masses of stone deposits left by the glacier. The wood lams and wood deck ceiling reinforce the idea of living under a canopy of mature trees. Other colors, building materials and textures were suggested by leaves, bark, stones and moss gathered from the site.

The design concept is "a walk in the woods." The plan of the cottage follows a bent circulation path that accommodates the contours, vistas and functions of the three wings of the home: living-dining and kitchen, bedroom and home office-utility. Massive stone walls divide the home and the site into distinct functions and vistas with portals through those walls emphasized, with wood lam lintels and stone.

Photography: Mark Heffron
Rich with family history, the house and its outbuildings were well worn from generations of use. With meticulous restoration and a sensitive addition, the historic qualities of the homestead were protected without sacrificing modern amenities.

For over 145 years this brick farmhouse was the centerpiece of a large family farm on the edge of the village of Waunakee. Now surrounded by development, the house has been woven into the fabric of an urban community.

Since the removal of the barn, the rural heritage of the property has focused on the house, the site’s visual highlight.

Restoration efforts began with the century-old red brick that was crumbling and extensively damaged in some areas. Original brick removed from the farmhouse during construction of the sympathetic addition was reused in damaged areas. Recycling the brick made the restoration cost-effective and historically accurate.

The original front porch columns, another key exterior design feature, had been replaced mid-twentieth century with narrow, disproportional supports. New replicated columns were reinstated on the front porch and integrated into the design of the new rear porch.

Designs for the addition at the rear of the house were shaped by the earliest period that the owner’s family lived on the farm, 1867 - 1908. The addition drew on elements of the milkhouse it replaced. Wooden siding, roof angles and scale mingled the memory of the old with a functional new design. The addition made space for laundry and family activities, with a new entrance on a small covered back porch.
Featuring a spectacular 180 degree view of the Bay of Green Bay and minimizing the impact of the structure on the land, this residence is barely visible from the water.

The plan has most of the floor area 20 feet above grade, at the bluff's edge, without the lower levels dominating the site. A 26-foot square tower houses mechanical and storage at the bluff level. The second floor contains a guest bedroom, sitting room and sauna. The main floor is cantilevered out from the tower on the third level.

The tower is turned with the diagonal axes of the square parallel and perpendicular to the site. By using steel trusses, a cantilevered structure could be extended side-to-side and out over the bluff. The main floor shape was asymmetrical, with a 45 degree triangle placed to the south side and a larger 60/60 degree triangle on the north side. This set the tower on the furthest point towards the bay and allowed for the correct proportion of floor space with the north spaces being public areas and south area being private with sitting room and master bedroom.

The tower contains a large entry that opens to the living room, bathrooms and stair. To access this floor, a bridge was extended from the garage area to the main entrance. A fourth floor was added to the tower to accommodate the truss configuration and provide room for two guest bedrooms with baths. The rooms have windows facing the woods. The stair was extended to the tower roof, which became an exterior deck with a breathtaking view.

A substantial concrete slab is anchored to the bedrock. Steel columns at the four corners support a system of steel roof girders that extend out from the corners (34' south and west and 70' north) and support the roof and floor. The tower was veneered with stone to give a massive look to the primary supporting element. The stone is expressed at the interior of the tower in the living room, master bedroom and walls of the stair. The glass and wood areas supported a copper standing seam roof to give a light appearance to the cantilevered elements.
The 8,500 square foot residence is a weekend and summer house for a family from Chicago. The clients desired to emulate a rural family residence on the East Coast. The program called for seven bedrooms for family and guests and ample living spaces that could be isolated from one another depending on the composition of visitors. The house also had to be open to the valley and surrounding hills of the large site.

The program would result in a large structure, yet the desire was for a building that looked much smaller than it was.

The plan is composed of geometrical rooms arranged in an irregular configuration within a T-shaped perimeter. The living room is oriented south with access porticoes on the east and west. If one enters the foyer from the porch on the north, there is not a straight path to the living room. Instead, several convoluted routes through other living spaces provide access to this destination. Likewise, the principal bedroom, located above the living room, is reached by an indirect stair. The second floor hall also provides access to a library, additional bedrooms and a sleeping porch.

The plan is capped by a third floor office within an octagonal cupola. The second floor rooms are assembled within a gambrel roof that brings down the scale of the house. Dormers provide light and ventilation to the bedrooms. Each of the bedrooms has a different geometry and character, responding to the client's request for diversity and thematic interest.

The house combines aspects from many models of residential-type buildings. The gambrel roofs with sprung eaves derive from Dutch-American farmhouses built along the Hudson River while they also reflect the shapes of Wisconsin barns. The exterior coloration is taken from ochre and red farm buildings in the vicinity. The base of Fond Du Lac stone recalls the limestone outcroppings of the region.
Located in the Northern Kettle Moraine area of Wisconsin, this home is located in a farmland community. The clients wanted to have a structure that would meet their needs for a home, but was not typical for the Midwest.

The U-shaped floor plan provided the needed separation of living spaces as required by the program set forth by the clients. The overall square footage was targeted at roughly 3,500 square feet.

Other than the floor plan, the uniqueness of the house is derived from the use of light into the interior spaces and the use of outdoor rooms to enhance the overall feel from inside the home.

Views were important in the layout of the home on the site. The east-facing breakfast area allows morning light to enter, while the west-facing master suite features evening sunsets. The northern porch and courtyard area offer shade during the summer. The southern wide porch is suitable for summer evenings. Winter light also is enhanced in this design.

To further accent the difference of this home the clients selected a “board and batt” appearance that was accomplished by using 4x8 rough sawn exterior plywood covered with 1x2 wood slats.

Photography: Bryan C. Tom, AIA
Set in the woods on a steeply sloped site, this 336 square foot addition presented several unique challenges.

The owner required preservation and protection of the existing adjacent trees and understory, the integration of antique stained glass windows into the fenestration, views to both prairie and woodland gardens and the ability to isolate the addition from the existing house.

A foyer bridge provides separation between the addition and the house while also providing exterior entrances from the front and rear of the house. A penthouse over the bridge houses a new A/C system and provides vertical separation between the new and the old. The addition sets on columns up to seven feet above the woodland floor and includes windows on all four elevations, allowing views in all directions.

The stain glass windows and the exterior views provide the owner with continued enjoyment year round.
ETHICS: Design & Practice
2002 AIA Wisconsin Fall Workshop
October 4
Country Inn Hotel Pewaukee, WI

Wisconsin Golden Trowel Awards Luncheon
International Masonry Institute

Ethical considerations help to define our professional obligations to the public, our clients, colleagues and communities. The topic is particularly relevant in today's business environment.

This year's AIA Wisconsin Fall Workshop focuses on the ethical dimensions of architectural design and practice. The full-day program features presentations by architects, educators, authors and consultants who are helping to shape the current national dialogue on ethics in architecture. You will:

• Use case studies and interactive exercises to learn methods for addressing ethical issues inherent in everyday practice.
• Be inspired by the work of the Rural Studio and how architects play a critical role in improving our communities.
• Discover new ideas and techniques for managing your practice in today's environment.

Are professional ethics relative values or absolute principles? Are they rules of practice or merely guidelines? Do ethical considerations govern our behavior or become habits of conduct? Do they promote social consciousness or just acceptable professional standards? The workshop will explore these and other related issues.

Registration
Reserve your seat today! Complete and return a registration form for the 2002 Fall Workshop. Fee includes program materials and lunch. Register on or before September 20 and save $25!

O AIA Wisconsin member $120
O Non-member $195
O Early Registration Discount -$25

Registration Forms available at www.aiaw.org or call (608) 257-8477.

Fall Workshop Program
8:30a.m. Registration

9:00a.m.
Ethics & the Practice of Architecture
Patrick Sullivan, FAIA, & Barry Wasserman, FAIA
Designing the future requires knowledge of diverse social issues and a creative response to professional responsibilities in an ethically challenging environment. This participatory hands-on presentation will explore the fundamental interrelationship of architecture and ethics. Through interactive discussions of real-life case studies, you will learn about the critical demand for a solid understanding by architects of ethics and their application to the practice of architecture. It will provide a practical guide for discerning and addressing ethical concerns that architects encounter on every project. In addition to running their own firms, Sullivan and Wasserman are professors in the Department of Architecture at California State Polytechnic University Pomona and co-authors, with Gregory Palermo, FAIA, of the highly acclaimed book Ethics and the Practice of Architecture.

12:00p.m.
Wisconsin Golden Trowel Awards Luncheon
International Masonry Institute
The luncheon program features the presentation of the 2002 Wisconsin Golden Trowel Awards, which recognize outstanding achievement in masonry design. The International Masonry Institute (IMI) is a non-profit organization that represents all the trowel trades and conducts programs on market promotion, technical services, apprenticeship and training, research and development, and labor/management relations.

1:30p.m.
Citizen Architect
D.K. Ruth, Professor
As architects, we have a unique opportunity and responsibility to understand client needs, share our values and enhance our communities. This session will explore the relationship of professional ethics and architectural design by illustrating what’s possible through active community involvement and leadership. A professor of architecture in the College of Architecture, Design and Construction at Auburn University, Ruth, with the late Samuel Mockbee, FAIA, is a co-founder and co-director of the innovative Rural Studio. Its mission includes enabling students to put their educational values to work by creating workable solutions that address a community’s needs within the community’s own context.

3:00p.m.
Practice & Ethics – New Horizons
James P. Cramer, Hon. AIA
These are tough times for architects and other design professionals. Pressures from all sides are greater than ever; and professionalism itself is being questioned. Ethical compromise, integrity lapses and a general lack of trust have been identified by client groups as areas for architects to design "a new architecture of trust." While there is no simple solution or easy answer, there is a new agenda unfolding that offers up fresh ideas and new techniques, along with down-home common sense. Cramer, founder and chairman of Greenway Consulting, editor of DesignIntelligence and author of several books on managing design firms, including How Firms Succeed, will present the findings from his research on "the experience of professionalism – what's next?"

4:30p.m. Adjourn

Continuing Education
AIA Wisconsin is a Registered Provider for the AIA Continuing Education System (CES). Fall Workshop participants will earn 6 learning unit hours related to health, safety and welfare.
I've heard others comment that an award from your professional peers affects one the most and is the most meaningful. I now can repeat the same sentiment. Thank you, to those that nominated me and to those on the Board of Directors that endorsed the nomination.

As you can imagine, trying to practice architecture, our first love after our families, and being involved in AIA Wisconsin activities, you have to have a number of persons support you and assist in the projects that you undertake. In my case, I want to thank my family, especially my wife, Janet, and my partners, who covered for me in my absences from the office when involved in AIA activities.

As all of you know who have been involved in AIA Wisconsin activities, we also owe a great deal of thanks to the organization’s Executive Director Bill Babcock and, in my case, his predecessor Eric Englund. I’ve attended national AIA legislative affairs conferences and workshops and have had participants and other executives ask, “How do you Wisconsin folks find these guys?” We are the envy of many state organizations. If I’ve had the success that has been commented on, truly much of it came from the intellect, energy and insights that these two have brought to our state society.

When I was informed that I was going to be presented the 2002 Golden Award, I began to remember all the previous recipients that AIA Wisconsin has honored. When I reflect on these architects’ contributions to our profession, AIA Wisconsin and their communities, it is humbling to think I would be included on that list.

THE AWARD
I do want to comment on the award itself. About seventeen years ago at a Board of Directors meeting, Frank Dropsho, AIA, proposed that we recognize members for their service to AIA Wisconsin. In AIA Wisconsin, as in I’m sure most other organizations, if you propose something, then you’re going to be assigned the job of executing the idea. Frank, as a committee of one, retired to his study and drawing board. (Computers were not in wide use then.) He approached the project with the discipline and rigor of a Mies Van der Rohe associate.

After developing the design for the award and preparing a written description on its intent, Frank returned to the next Board meeting to present his proposal. After the Board discussed the material and approved the concept, Frank was asked what he thought the award should be called. He paused, put his forefinger to his lips, glanced up to the ceiling and said: "I think it should be called the 'Golden Award,' yes 'Golden Award.' We have too many Golden Medals around.”

Reflecting on my AIA involvement over the last thirty-five years, I can say that the personal benefits I’ve received far out weigh any inconvenience or schedule conflicts I may have experienced. The opportunity to meet fellow professionals with the same aspirations, hopes and interests has been extremely rewarding and reassuring. Out of these opportunities to meet and work with other architects and allied professionals has come new ideas and innovative solutions.

STONER HOUSE
The Stoner House is one example of this type of opportunity. In the early 1980s, some of our Board members were convinced that we needed an identifiable headquarters near our State Capitol. The Board of Directors began investigating opportunities and, through his network, Eric Englund received information that Madison Newspapers Inc. was considering closing its downtown news bureau housed in the Stoner House and demolishing the structure for the land value. MNI was faced with dilemma that the building was considered an historic landmark by the people of Madison.

With wit, guile, and cunning, AIA Wisconsin fashioned an agreement to have the publishing company gift the building and a portion of land to the Wisconsin Architects Foundation. MNI received a tax benefit from the donation and avoided the public outcry from trying to demolish a notable building. The City of Madison also kept an important landmark. AIA
Wisconsin moved the building forward on the site, restored an historic building and gained an identifiable headquarters near the State Capitol. We were practicing "green architecture" before the term was coined.

More recently, AIA Wisconsin was presented with an opportunity to serve its membership by enacting and subsequently protecting a new and improved Statute of Repose for the state's design and construction industry. In the mid-1980s, it became clear that a situation existed in this state that, as architects, we could be held in a state of perpetual liability for the buildings we designed, even though we might not have had any involvement in later alterations or ongoing maintenance. Our personal assets were at risk even in retirement. This condition was unsettling to say the least.

AIA Wisconsin and our legal counsel Tom Pyper drafted proposed Legislation, developed a coalition with other professional groups and met with state legislators to correct the condition. After several legislative sessions, we finally succeeded in having legislation passed that provides the most fundamental statutory protection for architects by limiting the "long tail" of liability to ten years after substantial completion of the building.

This significant legislative victory was not accomplished without the strong support and efforts of the membership who contacted their state legislators to explain our position and the benefits of the proposed Statute of Repose legislation. The law recently was challenged all the way to the Wisconsin Supreme Court. Fortunately, thanks to the leadership of AIA Wisconsin, our Statute of Repose successfully withstood this constitutional challenge last fall. We can all sleep better at night as a result.

SALES TAX

This brings me to another issue about which AIA Wisconsin members will most likely be called upon to assist in educating our legislative leaders. The present shortfall in the state budget is forcing our representatives look for other sources of revenue. As has been the case in previous sessions, legislators will propose expanding the sales tax to architectural and other professional services. We have been able to beat back similar sales tax expansion legislation in the past.

I'm not here to say that we should shirk our responsibility to pay our fair share of taxes. But, the reality is that expanding the sales tax to architectural services would create enormous enforcement and compliance problems and put Wisconsin firms at a distinct competitive disadvantage to firms located beyond the borders of our state. You don't need to be an economist to figure out who is likely to end up paying any such sales tax.

In closing, I remain confident that the skills and care that our members possess will more than take AIA Wisconsin forward to solve and resolve the issues that our profession will face in the years ahead. When the Legislative Committee calls you for help, please respond positively.

Thank you again for this honor. It is one I will always cherish.

EDITOR: The author is the recipient of the 2002 Golden Award. This article is based on his remarks in May when accepting the award at the AIA Wisconsin Convention.
LOW-COST HOME TO BRING IDEAS TO EARTH

by Georgia Pabst

From the street, it probably will look very much like another two-story, turn-of-the-century Milwaukee row house, similar to those in historic Walker’s Point.

But inside and out, from top to bottom, the Milwaukee Idea House will offer possible blueprints for quality, affordable, durable, sustainable, energy efficient housing in the central city.

It will use new ideas in design, technology and materials and challenge conventional thinking about what low-cost housing in the city can be, said Stan Wrzeski, who leads the Milwaukee Idea House project for the University of Wisconsin-Milwaukee.

For example, the Milwaukee Idea House will likely omit a basement, which would eliminate the problem of a subsurface flooding or dampness. Building the home on a slab could save about $10,000 in construction costs, which could then be spent on other features, he said.

In this three-bedroom, two-bath house, efforts will be made to contain rainwater and storm runoff on the property, where it could be used for irrigation or watering a garden, instead of going into the already taxed sewer system, said Wrzeski.

The house might have a steel roof, instead of the more conventional shingle roof. While a steel roof might be more expensive initially, it could prove more durable, dependable and cost less to maintain in the long run, he said.

Energy efficiency will be a big part of the home’s design and engineering, including the use of skylights to harness the natural light and warmth of the sun, and possibly in-floor hydronic heating to distribute heat more evenly through the house, making for fewer drafts and more thermal comfort, he said.

Newer construction methods and materials, such as new light-weight blocks made of autoclaved aerated concrete, or recycled materials, may be tried in the hopes of reducing construction costs and increasing durability.

The house will be small—only 1,200 square feet—and would sell for a modest $100,000 in the central city.

“It’s a big vision, and it’s not just about building houses,” said Wrzeski, an adjunct associate professor and associate researcher in the School of Architecture & Urban Planning at the University of Wisconsin-Milwaukee.

“It’s more about the process than production,” he said. “It’s about developing creative ways to meet the housing needs in the city of Milwaukee. It’s also about considering the public policy implications for such things as energy and wastewater.

The idea is not just to build another house, because a lot of groups are already building and renovating housing in the central city, said Robert Greenstreet, dean of the UWM SARUP.

“Basically, housing construction hasn’t changed in 100 years,” he said. “This house will challenge a lot of preconceptions and thinking with trade-offs and uses of new technology and materials to provide better, cheaper housing for years to come.”

USING UNIVERSITY RESOURCES

The Milwaukee Idea House is part of the Milwaukee Idea, an effort by UWM Chancellor Nancy Zimpher to use the university’s academic and research resources to collaborate with others in the community to improve the quality of urban life. As such, the house involves a number of partners.

They include the City of Milwaukee’s Neighborhood Improvement Development Corp., Wells Fargo Bank, Wisconsin Electric-Wisconsin Gas, the Milwaukee Metropolitan Sewerage District and the Allied Construction Workers.

The Neighborhood Improvement Development Corp. has agreed to provide a parcel for the prototype home, at a location not yet determined, and a subsidy of up to $25,000 for the first buyer. It also will act as developer for the project.

“If first-time home buyers can save on energy, water runoff and no ice puddling, then that’s an advantage,” said Yolanda Mack, executive director of the Development Corp.

Kent Bergemann, president of Wells Fargo for Greater Milwaukee, said the bank has put up
$100,000 that was matched by Wisconsin Electric-Wisconsin Gas.

“We can squeeze someone into a first mortgage, but generally they buy an older home,” he said. “But once they get into the house they often don’t have the financial capacity to reinvest in the maintenance and upkeep of the home, and it becomes a vicious cycle. The property degenerates, and the family falls behind.”

Building affordable, high energy, durable homes that don’t eat up a family’s paycheck has great appeal to lending institutions, he said.

He also likes the collaborative nature of the project. “So many efforts within the city are isolated,” he said.

**Prototype Home**

Carl Siegrist, senior project strategist for Wisconsin Electric-Wisconsin Gas, said energy ideas for the home are still in the brainstorming stage.

“From our perspective, it’s a demonstration project to develop a prototype home that’s affordable, sustainable and energy efficient and that can be replicated in Milwaukee’s older neighborhoods,” he said. He called the project “a learning opportunity for all of us.”

Wrzeski began the project three years ago by taking five of his best students and telling them to create a compelling 1,200-square-foot space for $100,000.

It took all semester, but when the students finished they came up with a design that’s the working framework for the Milwaukee Idea House, he said.

The house should appeal to younger people or empty nesters who want a small, quality home that is different.

Wrzeski said he expects to break ground for the home in the spring. “This is a research and development project, but ultimately it will be a great house in the city, and someone will be living in it,” he said.

EDITOR: Reprinted with permission from the Milwaukee Journal Sentinel.
Every day architects face the challenge of conveying design concepts to their clients as well as the government agencies that must approve their projects. Today, many architects and engineers are turning to three-dimensional computer animations as an opportunity to show clients a life-like view of what a building and the surrounding site will look like after construction.

Architects can now use three-dimensional technology to create still architectural images, animations and panoramic views of the interior and exterior of proposed structures and the surrounding site. It’s as if the viewer is walking through, driving by or flying over the proposed buildings.

Because of the "wow" impact on those who view the animations prepared with three-dimensional technology, time and money are saved during what otherwise often becomes a lengthy government approval process. Three-dimensional images and animations take the visual ambiguity out of the approval process. A further benefit of this technology is the viewer’s ability to make better decisions about the project before it gets underway. And, design adjustments can be made in response to client needs.

Three-dimensional visualization also is gaining popularity as a powerful tool to assist private sector clients. Key examples include fundraising for new facilities such as schools and churches; marketing of new buildings such as a recreational or sports complex; and leasing of space in a new office building. Being able to take clients on a virtual tour also can be very effective for presales of projects such as condominiums. The applications and types of projects are limited only by your imagination.

INCREASING DEMAND

Local government has recently begun to see the benefit of three-dimensional visualization. Some municipalities are beginning to strongly recommend and even require the use of three-dimensional visualization on larger proposed developments. The city of Muskego has rewritten their municipal code to allow the plan commission to use their discretion in requiring the preparation of a three-dimensional visualization on larger, more complex projects.

Those in the private sector also are beginning to see the benefits of the technology. Hoffman Corporation, Appleton, contracted to create three-dimensional animation for a design of a new high school in the village of Pecatonica, Illinois. An animation was created to simulate driving around as well as flying over the proposed high school to demonstrate how the proposed facility and landscaped site would look from various vantage points. The three-dimensional animation was used to gain support from the school board and local residents at a public information meeting.

According to Steve Behrendt, Assoc. AIA, Hoffman Corporation, “The three-dimensional fly-over answered many questions for the design team, the school district and the community of Pecatonica. Presenting the building design to the community in this fashion was truly very exciting for the school board. There were many positive comments from the group on how realistic the model appeared; and the moving vehicles and placement of people around the building brought the model to life. The fly-over not only confirmed the building design, but it also helped to gain community support. It is a wonderful communication tool.”
Three-dimensional animations and still images also were prepared for Kueny Architects, Kenosha, and its design of the First Banking Center in Pleasant Prairie. The animation depicted the visual impact of a proposed bank and office complex to be built on a site with an elevation higher than an adjacent residential development. Line of sight was a critical concern of neighboring homeowners, the plan commission and the village board. Virtual cameras were placed in each of the adjacent homeowners' back yards; and still images were created to depict what they would see after the development was built. In addition to speeding plan commission approval, the animation served as a visual marketing aid to help the bank lease the remaining office space developed on this site.

The 3D Process
The process begins with collecting data such as architectural floor plans and elevations, site and grading plans, landscape plans, signage details and even building material samples and colors. Next, a three-dimensional model of the building and site are created in a CAD program such as AutoCAD Architectural Desktop. Line of sight is a key issue with most development projects. In order to maintain the highest level of credibility, the site should be modeled using the actual grading plan. This provides for the portrayal of a very accurate sight line.

Once the model is created, life-like landscaping and textures are added using programs such as 3D Studio Viz and 3D Studio Max. Next, a path is defined, upon which the camera will move. A walkthrough, drive-by or flyover can be created. The path is then rendered to create the animation. Finally, post-processing software such as Adobe Photoshop, Illustrator and After Effects are used for touching up images and digital compositing.

A three-dimensional animation can be prepared by a professional who specializes in this technology as quickly as a few days to two weeks at an average fee of $2,500 to $7,500 for small to medium sized developments (ranging on average between 1 and 40 acres).

Bringing 3D In-House
Architectural firms who are thinking about providing these services internally should be aware of the following considerations:

- **Software and hardware investment.** To produce quality work, expect to invest approximately $5,000 for a high-end personal computer and approximately $10,000 for software.

- **Networked computers.** When creating lengthy animations, network rendering is a must. Animation professionals use “rendering farms” to expedite this creation process. A rendering farm uses a networked system of computers to sequentially process frames of data at a much quicker pace than what is possible using one computer. For example, a two-minute animation can be processed in three to five hours using a rendering farm, while a single computer would take several days to a week to process the same amount of data. Depending on the size of the farm, costs for implementing this solution often exceed $100,000.

- **File management.** CAD files used to create the animations typically require 25 to 50 megabytes of storage each and
uncompressed movie files oftentimes exceed several gigabytes each. It is important to make sure that your computers and your internal network can effectively process and store this amount of data.

- **Technology issues.** Users will want to stay current with technological advancements since capabilities are constantly evolving and rapidly changing.

**The Future of 3D**

It's likely that immersive virtual reality is on the horizon for decision-makers in local units of government who want an even more "life-like" means of viewing proposed developments. The technology allows a person to actually move forward wearing a pair of lightweight head-mounted goggles and explore a proposed development. The image projected through the goggles simulates the user walking through the virtual world—at the same pace and in the same direction.

While we wait to see exactly what happens with virtual reality, architects can benefit now from incorporating three-dimensional animations into their projects. The technology is becoming increasingly popular in the architectural world for speeding governmental approvals and making better decisions. And there's no limit to the possibilities.

**EDITOR:** The author is the three-dimensional visualization services manager at R.A. Smith & Associates, Inc. and its National Survey & Engineering division in Brookfield, Wisconsin. He can be reached at (262) 317-3366 or jon.chapman@rasmith.com.
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WISCONSIN ARCHITECT

2002 Consultants
Contractors & Manufacturers Directory

A directory to aid architecture firms, clients and the public will be published as part of Wisconsin Architect magazine . . . the fourth annual Consultants, Contractors & Manufacturers Directory. Approximately 2,900 copies will be distributed. To be listed, a company must offer services to design and construction professionals in Wisconsin. Only $100 per listing!

Log on to www.aiaw.org to download an application or call AIA Wisconsin at (608) 257-8477.
2002 DESIGN AWARDS

Fourteen building projects have been recognized for excellence in architectural design as part of the 2002 Design Awards program sponsored by AIA Wisconsin.

This year’s award-winning architecture highlights thoughtful and innovative design solutions for diverse types of projects by architects who are members of AIA Wisconsin. Members of the 2002 Design Awards jury were: Randy Brown, AIA, Omaha; Michael Underhill, AIA, Phoenix; and Benjamin Weese, FAIA, Chicago.

The architects and projects selected to receive Honor Awards for overall design excellence were: Calatrava Valls, Zurich, Switzerland, and Kahler Slater, Milwaukee, for the Milwaukee Art Museum, a museum expansion that combines art, dramatic architecture and landscape design; Hammel Green and Abrahamson, Inc., Milwaukee, for its design of St. Boniface Episcopal Church in Mequon, a new church that creates a distinctive civic presence; and Vetter Denk Architects, Milwaukee, for its design of the Gemelli Vineyards near Whitewater, a small winery that complements its rural setting.

The architects and projects selected to receive Merit Awards for excellence in particular aspects of architectural design were: Bamco Architects, Inc., Manitowoc, for The Courthouse Pub in Manitowoc, a restaurant that preserves, by replication, a historic downtown landmark; BWZ Architects, Madison, for the Waisman Center on the University of Wisconsin – Madison campus, an addition that provides a new image for this university research facility; Flad & Associates, Madison, for both the Pharmacy Building Q in Skokie, Illinois, a world-class facility for chemistry research, and the Visitors Center at the University of Connecticut; Holabird & Root LLP, Chicago, for the Schauer Arts and Activities Center in Hartford, Wisconsin, an adaptive reuse of former canning factories; and KEE Architecture, Inc., Madison, for the new Madison Investment Advisors office nestled into its site in Madison.

The following architects and projects were selected for Special Recognition: Barrientos Design & Consulting, LLC, Milwaukee, for La Causa Charter School & Family Services Center in Milwaukee, which helps to solidify an inner-city community; East Wing Architects, a joint venture of Kahler Slater, Milwaukee, and Isthmus Architecture, Madison, for the restoration and rehabilitation of the East Wing of the Wisconsin State Capitol; Isthmus Architecture, Inc., for the rehabilitation of the Richland Center Depot into a center for community activities; KEE Architecture, Inc., Madison, for the design of the new high-tech image for the Quad City International Airport in Moline, Illinois; and LHB Engineers & Architects, Duluth, and Quinn Evans|Architects, Ann Arbor, for the preservation and renovation of Fairlawn Mansion & Museum in Superior.

The 2002 AIA Wisconsin Design Awards were presented to the architects, building owners and general contractors at a special awards ceremony on May 1 at the Monona Terrace Community and Convention Center in Madison. Governor Scott McCallum presented the opening remarks at the awards ceremony and congratulated the award winners.

This year’s award-winning architecture will be featured in the next issue of Wisconsin Architect. The co-chairs of AIA Wisconsin’s 48th annual Design Awards program were Katherine Schnuck, AIA, Whitefish Bay, Mark Kruser, AIA, Middleton, and James Rasche, AIA, Mequon.

FALL WORKSHOP

The 2002 AIA Wisconsin Fall Workshop will focus on Ethics, Design & Practice. The one-day nuts-and-bolts practice-oriented workshop is scheduled for Friday, October 4, at the Country Inn Hotel Conference Center in Pewaukee.

The Fall Workshop will feature a presentation by Patrick Sullivan, FAIA, and Barry Wasserman, FAIA, authors of the highly regarded book Ethics & the Practice of Architecture. Their session will include case studies and roundtable discussions.

The 2002 Wisconsin Golden Trowel Awards will be presented during a special luncheon hosted by the International Masonry Institute.
For information on the Wisconsin Golden Trowel Awards, contact i*at Conway, AJA, with the IMI at (608) 437-6871.

The 2002 Fall Workshop is being co-chaired by Patricia Frost, AIA, Whitefish Bay, and Allyson Nemec, AIA, Milwaukee. Watch your mail for further details and registration materials.

WAF Annual Meeting

The Wisconsin Architects Foundation held its Annual Meeting on May 1 at the Monona Terrace Community & Convention Center in Madison.

WAF President Michael Kadow, AIA, Green Bay, reported on the successful scholarship and public awareness programs made possible by contributions received from architects and allied design and construction industry professionals. These WAF programs include over $36,300 in educational scholarships and grants in fiscal year 2001-02.

Kadow noted that the WAF was able to provide over $22,000 in scholarships and public awareness programs made possible by contributions received from architects and allied design and construction industry professionals. These WAF programs include over $36,300 in educational scholarships and grants in fiscal year 2001-02.

To help in the transition from school to practice, the WAF contributed $4,500 to help underwrite the successful Architect Registration Exam (ARE) Preparatory Program coordinated by AIA Southwest Wisconsin. Over 100 interns signed up for this nine-month 15-session program, with sites in Madison, Milwaukee and Green Bay.

Last fall, the WAF contributed $1,000 to the New York Building Foundation to assist architectural firms displaced or otherwise harmed by the tragedy of September 11. This spring, the WAF also provided two $1,000 tuition scholarships for AIA Wisconsin members attending the AIA Leadership Institute.

As part of the WAF Annual Meeting, members unanimously elected Christine M. Ahl-Ludwig, Waukesha; James W. Miller, FAIA, Madison; and Lawrence J. Schnuck, AIA, Whitefish Bay; to the WAF Board of Directors. Ahl-Ludwig and Miller were elected to their second terms on the WAF Board, while Schnuck was elected to his first three-year term.

Established in 1953, the Wisconsin Architects Foundation is a non-profit organization governed by a nine-member Board of Directors. In 2003, the WAF will be celebrating its 50th Anniversary. Its mission is to build a better Wisconsin through architectural education and awareness. Contributions to the WAF are tax deductible to the full extent allowed by law.

Best Block Company

Carrying on a tradition that started in the 1950s, Best Block Company has presented the Wisconsin Architects Foundation with a contribution of $1,455 to support ongoing scholarship and grant programs.

Reflecting its commitment to architectural education and awareness, Best Block Company each year contributes a portion of the revenues received from sales of a concrete masonry product. "Here's hoping that Sound Cell® sales increase so that we may have a bigger gift for the WAF next year," remarked Kerry VonDross in presenting the contribution on behalf of Best Block Company.

Consultants Directory

Wisconsin Architect will be publishing its forth annual "Consultants, Contractors & Manufacturers Directory" in this year's final issue of the magazine.

The directory is designed as a resource for architecture firms and their clients. To be listed, a company must offer services to design and construction professionals in Wisconsin.

Please recommend this unique opportunity to your consultants. The more quality consultants listed in the directory, the more valuable this resource becomes for everyone. For more information, contact Brenda at (608) 257-8497 ext. 102.

DFD Update

Robert Cramer, administrator of the Division of Facilities Development at the Wisconsin Department of Administration, presented an update on the DFD and the state building program at the AIA Wisconsin Annual Meeting in May.
His remarks focused on the process underway to identify vision, mission and value statements for the DFD. He noted that to meet its vision of providing a world class public facilities program the DFD needs to work well with its partners, stakeholders and end users.

Four primary strategies are being addressed by DFD teams. These include: setting a strategic organizational direction for business improvement, establishing standard operating procedures and policies for consistent results, job training and employee development to enhance performance and accountability, and redesigning the process for greater efficiency. As Cramer explained, the DFD wants to make its processes more consistent, better understood and more transparent. For example, a goal is to reduce the number of days it takes to process the state contract for A/E services.

The AIA/DFD Liaison Committee, chaired by Mark Kraft, AIA, Madison, meets regularly with DFD representatives to discuss issues of mutual interest and concern. At its meeting in April, agenda items included discussion on the impact of state budget repair proposals on the state university program, the DFD’s strategic planning process, status of design fee study and other issues.

Regarding the design fee study, it was noted that State Building Commission members have been asking about A/E fees for state projects and that an outside consultant has been selected to do a study. Over 100 state projects, from small to large, will be included as part of the analysis. The consultant will be talking with other states, state universities and private universities to gather comparable information for similar projects. The standard AIA contract will be used to identify scope of services.

Other discussion items included additional tools available through WisBuild, new CADD standards and energy guidelines, state A/E contract changes, the A/E evaluation process and updating state A/E selection rules.

ARCHITECTS SECTION

In May, James G. Otto, AIA, Hubertus, provided AIA Wisconsin members with an update on issues being addressed by the Architects Section of the Joint Examining Board at the Wisconsin Department of Regulation & Licensing. His presentation included a status report on proposals to adjust minimum education and experience requirements for licensure, require continuing education for license renewal and allow the use of the title “intern architect.”

Otto was appointed by the Governor last year to serve as one of the three professional members on the Architects Section. The other architects are Dennis Cerreta, AIA, Pewaukee, and Karen Sathoff, AIA, Green Bay, who serve as the chair and vice chair, respectively, of the Architects Section. The two public members are Arno Haering, Wausau, and Mary Reavey, Milwaukee.

At its meeting in April, the Architects Section unanimously approved having legislation drafted that would adjust the minimum education and experience requirements for initial licensure as an architect in Wisconsin. The proposed legislation would increase, from two to three years, the number of years of practical experience required for candidates with an accredited professional degree in architecture and increase, from seven to ten, the number of years of experience in satisfactory “architectural work” required for candidates without an accredited architectural degree.

Currently, an accredited architectural degree approved by the Architects Section is equivalent to a maximum of five years of experience. So, under the proposed legislation, candidates with an accredited degree would be required to have a total of at least eight years of qualifying education and experience.

Candidates without an accredited professional degree would need to have a combination of at least ten years of qualifying education and experience. An undergraduate degree currently can be considered the equivalent of a maximum of four years of experience. Under the proposed legislation, candidates with a four-year undergraduate degree would be required to have six years of satisfactory experience. Similarly, candidates with a two-year degree would need at least eight years of experience.

Otto noted that existing exam and IDP requirements would not be changed by the proposed legislation. Currently, candidates are required to have completed all but the final year of their education and experience require-
ments in order to be eligible to start taking the Architect Registration Exam.

Regarding continuing education requirements, Otto reported that the Architects Section is interested in having legislation introduced that would authorize the Section to require continuing education for license renewal. If this authorizing legislation is approved, the details of the continuing education requirements for architects would be established by administrative rule. The Architects Section has expressed the opinion that it would want the implementing rules to be consistent with AIA/CES requirements.

The Architects Section also recently approved a "scope statement" on proposed administrative rules that would allow interns acquiring experience under the supervision of an architect to use the title "intern architect." This was a necessary step in moving the proposed administrative rules forward.

AIA Wisconsin supports the proposed adjustments in education and experience requirements, authorizing legislation for continuing education and use of the title "intern architect." The proposals by the Architects Section reflect long-standing AIA Wisconsin positions on these issues, according to AIA Wisconsin Executive Director William Babcock, Hon. AIA. Since they require legislative review and approval, it will take time and support from the profession for the proposals to make it through the process.

Otto also reported on Joint Examining Board action to clarify the term "professional resident" as it relates to rules governing branch offices and to permit the use of electronic seals and signatures. He noted, however, that authorities having jurisdiction over the submittal of official documents must first allow the use of such electronic signatures.

STATE PLAN REVIEW
Earlier this year, the Wisconsin Builders Association (WBA) proposed eliminating state plan review for commercial and multifamily buildings. According to the proposal, state plan review could be eliminated as long as a registered architect or professional engineer prepares the building plans and is the supervising professional during construction. The WBA proposal noted that the building inspector has final authority on building code issues, regardless of plan review.

In March, the WBA invited representatives of AIA Wisconsin and several other construction industry organizations to a meeting to discuss its state plan review proposal. It was noted that there was some interest in including the proposal as part of the state budget repair bill. After considerable discussion, it was the consensus of the group that the proposed elimination of state plan review raises a number of significant issues, which warrant further study and discussion prior to the introduction of any legislation.

AIA Wisconsin has consistently supported efforts to improve the state plan review process and to encourage greater consistency in code interpretations. However, eliminating state plan review would be a radical solution that could create significant problems at a time when Wisconsin is transitioning to a new state building code.

Based on a limited telephone survey of AIA Wisconsin members, with an emphasis on architects involved in multifamily projects, there appears to be strong support for retaining state plan review. Some of the benefits of keeping state plan review mentioned by members included: code is subject to interpretation, state review provides more consistency, changes are less expensive on paper than during construction, conditional plan approval provides some leverage if there is a conflicting interpretation during building inspection, and the uncertainties of the new state code.

Proposals to eliminate state plan review are likely to reappear during the debate on the next state budget. AIA Wisconsin members are encouraged to discuss the idea and share your suggestions and solutions with state and local AIA officers. For additional background on this issue, please contact the AIA Wisconsin office.

WHAT CLIENTS WANT
New AIA market research into the mindsets of today's clients is now available free of charge to AIA members. The objective of the research—fielded in January and February 2002—was to better understand the dynamics of the relationship between the client and the architect. The study, entitled "The Client
there appears to be strong support for retaining state plan review. Some of the benefits of keeping state plan review mentioned by members included: code is subject to interpretation, state review provides more consistency, changes are less expensive on paper than during construction, conditional plan approval provides some leverage if there is a conflicting interpretation during building inspection, and the uncertainties of the new state code.

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In each sector (excluding single-family residential), interviews were conducted with the leadership level of the organization (Mayor, CEO, etc.), individuals who are involved in projects on the conceptual visionary level, and with the operations level (procurement), individuals who are responsible for day-to-day contact with architects and project management.

The report covers the interaction of architect and client throughout the entire project process: genesis, focus, design, build, operations. In each phase, the client's desire for architect involvement and current level of satisfaction are noted. Additionally, the research pinpoints in each phase how the client's attitudes, biases and perceptions affect the client-architect relationship and the project development process. The "Opportunities" and "Barriers" section of the report are designed to help architects improve their processes and service offerings in an increasingly demanding marketplace.

The 24-page report is available in hard copy; and it also can be found as a PDF on the members-only portal, MyAIA, at www.aia.org.

LEADERSHIP INSTITUTE
AIA Wisconsin members Michael Eberle, AIA, Madison, and Henry Kosarzycki, AIA, Greendale, were two of 14 AIA members from across the country who participated in the 2002 AIA Leadership Institute in March at Georgetown University.

According to AIA Executive Vice President/CEO Norman Koonce, FAIA, the program was successful because architects were talking to architects about how to use their education and experience to become better leaders for their community and profession. For example, former U.S. Representative and Ambassador Richard Swett, FAIA, spoke passionately about the contributions architects can make in helping elected officials make intelligent decisions affecting the built environment.

Koonce expressed special thanks to AIA Director Lisa Kennedy, AIA, Whitefish Bay, for her "untiring efforts to advance this important initiative." Kennedy is an alumnus of the first AIA Leadership Institute and fought to resurrect this valuable AIA program.

AIA CONVENTION
AIA Wisconsin members were in demand as speakers at the national AIA Convention in Charlotte. Martin Sell, AIA, Juneau, presented seminar sessions on designer-led design-build and brownfield redevelopment. John Horky, AIA, Wauwatosa, presented a session on human resources tools for firms. Mark Ernst, AIA, Grafton, and Professional Affiliate member Joanne Johnson, Milwaukee, presented a session on integrating art and architecture.

DISTINGUISHED SERVICE
The AIA Wisconsin Board of Directors, at its April meeting, awarded a Citation for Distinguished Service to the profession of architecture to David J. Ewanowski, AIA, Madison; Michael K. Kadow, AIA, Green Bay; and David T. Kahler, FAIA, Milwaukee.
Ewanowski and Kadow were recognized for their service on the AIA/DFD Liaison Committee. Kahler was recognized for his contributions as a member of the Board of Directors of the Wisconsin Architects Foundation.

These citations were presented at the AIA Wisconsin Annual Meeting in May.

**People & Places**

**Terry L. McLaughlin, AIA.** Hortonville, of Hoffman Corporation presented seminars on a range of topics on current issues affecting senior living at the Finance and development Conference of the AAHSA Development (AD) in June.

**Joseph Schuller, AIA.** Milwaukee, was elected as a principal at Graef, Anhalt, Schoemer & Associates, Inc.; **Mark J. Rapant, AIA.** Germantown, has been promoted to associate.

**Martin P. Choren, AIA.** Mequon, has been promoted to the Board of Directors and to vice president of the corporate/commercial studio at Plunkett Raysich Architects LLP.; **Apraham A. Khatchadourian, AIA.** Brookfield also has been promoted to the board of directors and to vice president of the education K-12 studio.

**Russell E. LaFrombois III, AIA.** Whitefish Bay, has opened his own firm. He can be reached at (414) 727-1141. His address is 229 East Wisconsin Avenue, Suite 1010, Milwaukee, Wisconsin 53202.

**James E. Putman, AIA.** Neenah, has joined Dimension IV as vice president of operations.

Shawn Royster, AIA, Madison, has joined Vierbicher Associates, Inc., as an architect in the Madison office.

**Thomas Hirsch, AIA.** Madison, has been named the Chairperson of the City of Madison Housing Committee. The committee serves as a focal point for housing issues and makes recommendations to the Mayor and Common council on all aspects of city housing policy. Hirsch, **Carl J. Mastiglio, AIA.** Madison, and **James I. Glueck, AIA.** Madison, also spoke at a recent Independence First Conference on accessible design in Green Bay.

**Rae R. Reuss, AIA.** will forever be surrounded by his work. He died earlier this spring at the age of 73. Reuss began his career with R.A. Messmer & Brother in 1946. In 1967, he was a partner at Algai, Reuss & Holsen in Menomonee Falls. In 1970, he opened his own firm. Reuss spent his professional life as a mausoleum architect for Wisconsin Memorial Park and other cemeteries. His role included everything from supervising the installation of art to designing a better way to attach crypt fronts. The thing he was most proud of was that he passed the state architectural exam the first time he took it. "I earned it the hard way, as an apprentice," Reuss once told a reporter. He joined the Wisconsin Society of Architects in 1968. Reuss loved his mausoleum work. Knowing that he was part of something that would last for a very long time, his daughter said.

**Kahler Slater Architects** was selected by the Wisconsin Department of Administration to receive the first-ever Accolade Award in the category of architect/engineer services. This award honors private sector partners of the state who have demonstrated superior minority involvement in state construction-related spending.

The Midwest Express Center has received a Commendation as part of the 2002 APA Awards for Design & Manufacturing Excellence Competition sponsored by the Architectural Precast Association. The Midwest Express Center, in Milwaukee, was designed by Thompson, Ventulett, Stainback & Associates, Atlanta and **Engberg Anderson Design Partnership.** Milwaukee. The precast manufacturer was International Concrete Products, Inc., Germantown. ICP presented the award at the Awards Celebration during the AIA Wisconsin Convention in May.

**Mary Ann Cofrin Hall,** designed by **Somerville, Inc.,** on the University of Wisconsin- Green Bay campus has been named one of the Top 20 projects of 2001 by Wisconsin Builder Magazine.

**Kahler Slater Architects,** Madison, recently hosted a special showing of artwork created by local artists who are affiliated with Options in Community Living, an organization dedicated to helping individuals with disabilities stay connected to the community. The firm did this in conjunction with Madison's Spring Gallery Night.
The American subcontractors Association of Greater Milwaukee has awarded the Outstanding Architect Award to co-winners Eppstein Uhen Architects, Inc., and Plunkett Raysich Architects. The Outstanding Architect is recognized for "clear, accurate and complete plans, drawings, specifications; a firm who is cooperative in assisting contractors in resolving technical problems and in approving shop drawings and samples; and who is considerate and understanding of subcontractors with respect to prompt approval of request for payment.”

**Membership Action**

Please welcome the following members to AIA Wisconsin

AIA

Geoffrey W. Apel, AIA—SE
Larry J. Bednarski, AIA—NE
Gary Brink, AIA—SW
Jeffrey R. Hancox, AIA—SE
J. Scott Henderson, AIA—SW
Timothy H. Mathys, AIA—NE
Shawn Royster, AIA—SW
Wade W. Weissmann, AIA—SE

Associate AIA

Kori Chapman, Assoc. AIA—SW
Elizabeth Domoracki, Assoc. AIA—SW
Jay P. Jensen, Assoc. AIA—SW
Ronald Luskin, Assoc. AIA—SE
Douglas S. Moore, Assoc. AIA—SE
Keith Nichols, Assoc. AIA—NW
Brian Redig, Assoc. AIA—NE
Fisnik Rushiti, Assoc. AIA—SW
Ryan N. Schmitz, Assoc. AIA—NE
Ross Thiemme, Assoc. AIA—SE
Michael Wiedholz, Assoc. AIA—SW

Professional Affiliate

Jeffrey Caplan — SE
Greg Gent — SE
B. Gunar Gruenke — SE
Jeff Meinen — NE
Tom O’Connor — SW
Frank Wabiszewski — SE

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