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This issue of *Wisconsin Architect* magazine boasts a special insert featuring the recipients of the 2002 Architecture Firm Award and 2002 Design Awards presented at the AIA Wisconsin Convention in May.

The Architecture Firm Award is the highest honor that AIA Wisconsin can bestow on a member-owned firm. It is awarded in recognition of outstanding achievement in the advancement of the architectural profession, including contributions in architectural design, building technology, education and research, community leadership, public service and service to the AIA.

The annual AIA Wisconsin Design Awards program recognizes building projects for excellence in architectural design. The award-winning architecture highlights thoughtful and innovative design solutions for diverse types of buildings. The common thread is that all of the projects are designed by architects who are members of AIA Wisconsin.

On behalf of AIA Wisconsin members throughout the state, congratulations to this year’s award winners for their significant contributions to the profession and our built environment.
"As architects, we are given the extraordinary gift to raise from the ground an image that seemingly is suspended in time. More importantly, we have the power through the projects we design and build to raise spirits, exhilarate moods and lighten consciousness. We cannot fall short of these visions."

Melissa M. Destree, AIA, Chair 2002 AIA Wisconsin Convention & Expo

The 71st annual AIA Wisconsin Convention & Expo, Elevation, offered members an excellent opportunity to gain perspective and to renew connections with their profession and peers. The program headlined a variety of featured speakers, seminars and special events designed to enlighten, educate and inspire, while elevating members’ commitment to and vision for the profession.

In her featured keynote address, award-winning architect Carol Ross Barney, FAIA, shared her work and commitment to creating better places for people to live and work. Over her distinguished career, she has developed a keen understanding of the special needs of institutional and public clients, which has produced distinctive and sometimes surprising structures that become symbols and identities for neighborhoods and communities.

In his keynote address, Pulitzer Prize winning critic Robert Campbell, FAIA, discussed where the profession may be headed and provided an illustrated perspective on architecture, trends, recent projects and visions of the future.

Elevation also offered informative and interactive professional development seminars focusing on design, practice and environment issues. AIA members also earned valuable learning unit hours as a part of the AIA Continuing Education System (AIA/CES).

The Building Products Expo featured the latest products and services available to Wisconsin’s design and construction industry. Exhibitor-sponsored “Expo Education Program” sessions allowed architects and allied professionals to gather the latest information on new technologies in the booths of AIA/CES providers.

The Convention Committee was chaired by Melissa M. Destree, AIA. The following individuals contributed their time, creativity and energy to assemble the program for Elevation: Amy M. Doyle, Assoc. AIA, Norbert Finkel, Assoc. AIA, A. James Gersich, AIA, Josh O. Johnson, AIA, Richard F. Maleniak, AIA, Beth Manthe, Assoc. AIA, Daren Mazier, David R. Oberbeck, AIA, Charles J. Quagliana, AIA, Mark M. Smith, Assoc. AIA, Duane D. Stegall, Assoc. AIA, Virge J. Temme, Assoc. AIA, Michael Topczewski, AIA, Del F. Wilson, AIA, Leonard R. Witke, AIA, and Matthew Wolfert, Assoc. AIA.

The graphic design for promotional materials was created by Devon Hofman, a student at Madison Area Technical College, instructed by John Ribble.

A big “thank you” also is in order for the following Convention sponsors whose generous support made the many special Elevation programs possible:

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2003 Convention & Expo
The 2003 AIA Wisconsin Convention & Building Products Expo is scheduled for May 21 & 22, 2003, at the Monona Terrace Community & Convention Center in Madison, Wisconsin.
Expo Hall & Booth Awards

Congratulations to the winners of the 2002 AIA Wisconsin Expo Booth Awards! The jury of AIA Wisconsin members selected a first place, second place, third place and seven honorable mention award winners. The jury had the opportunity to tour the Expo and thank the exhibitors for their participation. Over 1,100 design and construction industry professionals were able to discuss products and services available from and make connections with over 140 exhibitors. AIA Wisconsin extends its thanks to the Booth Award winners and all of the exhibiting companies for their significant contribution to the success of this year’s Convention.

Booth Awards were presented to:

1st Place
Carley Wood & Custom Metals

2nd Place
Wausau Tile

3rd Place
Brick Distributors of Wisconsin

Honorable Mention
Best Block
International Concrete Products
International Masonry Institute
Jacobson and Associates
Jaeckle Wholesale
Vendura Industries
Wisconsin Concrete Masonry Association
MENTORING GUIDELINES

Mentors are individuals who assist others in reaching their potential through teaching, coaching and nurturing. The traditional model of mentoring, working one-on-one with a protégé, dates back to the time of King Odysseus when he sent his son, Telemachus, to his friend Mentor for guidance and tutelage. This model has evolved through the ages and taken various forms, including the tradition of apprenticeship in architecture. In the past, an apprentice would study with a master for a number of years before venturing out on his or her own.

In a mentoring relationship, two roles exist: mentor and protégé. Chances are you have been both at different times and in different circumstances. A mentor is someone who guides, encourages and nurtures individuals to excel and grow. A protégé is the beneficiary of this patronage, interest and care.

BENEFITS

In today’s work place, with the fluidity of job changes and responses to the market place, most new architects have several positions before they complete the first ten years of practice.

In 1977, management theorist Rosabeth Moss Kanter concluded that “having a mentor was critical to career success.” For the next decade, mentoring programs in corporations flourished. Many of these programs were specifically designed to attract and retain women and minorities. Others developed mentoring programs to aid in their succession planning. These programs are formal, informal or “buddy systems.” The reason behind any program is to transfer knowledge and experience from one generation to the next.

Ideally, both mentor and protégé benefit from the experience. The protégés benefit in both career functions and psycho-social functions. The career functions include sponsorship, exposure-and-visibility, coaching and protection. An increase in competence, effectiveness and work-role identity are some of the psychosocial benefits.

The mentors also benefit from the experience by improving their own communication and leadership skills, as well as staying apprised of the latest technology skills. In some cases, mentors have felt re-energized through the experience of working with a protégé with enthusiasm and vitality.

CREATING A PROGRAM

The following are issues that should be considered in the development of a mentoring program. No one answer is correct. Often these programs evolve and change over their history. Ultimately, the goal of the program should be to strengthen the profession.

Formal vs. Informal — Informal mentorship evolves without a great deal of organizational involvement. The mentor and the protégé “find” each other and negotiate between themselves the terms of their relationship. These relationships can happen spontaneously at any age and in any environment. Mentors who seek out a protégé because they might see in the individual a reflection of themselves sometimes initiate these relationships. In other cases, the protégé approaches a prospective mentor for counsel and advice.

The formal mentoring relationships are developed with the assistance of an external organizing force. This organizing influence may develop the program, match the teams, create training experiences for both participants and establish criteria by which the program is evaluated.

One-on-One vs. Group — Two mentoring models have evolved. The traditional or “one-on-one” model is one mentor working with a single protégé. These teams set their own schedule and agendas. The strength of the traditional model is that it addresses the individual’s needs and thoughts as they evolve, in a free-flowing manner with no set agenda or plan.

The newer model is that of a “learning group” in which one mentor or learning leader works with a group of three to five protégés. The learning leader is seen as a partner in the developmental process. In situations where only a limited number of mentors is available this option might be very effective. Ideally, the members of the learning group should be diverse in gender, race and career goals. Strengths of the learning group include the opportunity to learn various perspectives, as well as creating a peer network for the protégés.
Matching Mentors and Protégés — The most important component in the creation of a mentoring program is matching the mentors and protégés. The pairing process can range from simple to extremely complex.

Some programs invite all interested participants, mentors and protégés, to a meeting or social gathering where the participants can interact. At the conclusion of the event, participants list three individuals with whom they wish to be paired. The lists are compared and teams are matched.

A variation on this theme is having all of the participants complete profile sheets. These sheets are then kept on file and interested individuals, either mentor or protégé, can review the sheets and select their match.

The success of the relationship will, in part, be determined by the way the relationship begins. All of the programs encourage having all participants get back together periodically just to check in and see how the relationships are developing.

ADVICE FOR MENTORS
If you are the mentor, you will want to keep the following items in mind:

- Meet with protégé to identify his or her specific needs and provide assurance that you can fulfill those expectations.
- Define the expected time commitment, with consideration given to establishing a scheduled time for meeting and identifying an end date for the relationship.
- Identify an appropriate location for meeting with the protégé.
- Be patient and positive in the relationship, with understanding that there is no such thing as a "dumb" question.
- Suggest, don’t dictate.
- Be available when needed and as appropriate.
- Communicate by sharing successes and failures; coach, advise and discuss real-life stories with consideration given to the question of confidentiality.

ADVICE FOR PROTEGES
As a protégé, you will want to take the following into consideration:

- Be respectful of the commitment your mentor has had to you in terms of time and resources.
- Your mentor should have the skills and experience to match your needs and expectations.
- Communicate openly with your mentor.
- Respect the need for confidentiality when appropriate.
- Be specific in your needs and desires.
- Make reasonable requests of the mentor.
- Be receptive to feedback and advice.

CHALLENGES
Invariably, despite all the best efforts of planning and enthusiasm, the mentor and the protégé just don’t find the relationship mutually beneficial. This could be for a variety of reasons, including geographical distance, work schedules, family situations or chemistry. After a reasonable effort has been exerted to resolve these problems, it is probably wise to dissolve the team and allow the participants to try again with new partners.

Critiquing the program is extremely valuable for its continued growth and development. The assessment can take the form of brown bag lunches to query the participants on how the relationships are developing and whether they are meeting the expectations created at the outset. Survey forms also are an effective method of gathering data on the experience of the participants.

Always remember to ask for suggestions on how the program can be improved. Encourage all participants, including those who did not find success, to participate in the evaluation process. Review the comments and critiques and propose ways of implementing the revisions into future programs.

EDITOR: This article is adapted from mentoring guidelines developed for the Young Architects Forum (YAF), a leadership development program of the AIA College of Fellows. For information on YAF activities and programs in Wisconsin, contact Mike Eberle, AIA, or Paul Grzeszczak, AIA, at (608) 238-2661.

MENTORING
“While traditional ‘old-and-young’ mentoring remains important, it is clear that there are new issues and opportunities that veteran architects/mentors haven’t even experienced. The result is a need for peer mentoring. Although informal peer mentoring occurs every day in studio and at many levels of the profession, it can either be encouraged or discouraged, foster or flourish, and often beyond the control of those involved. A prime example of this was the 1997 change to the computerized ARE and year-round testing. This shift had unexpected effects on the peer and recent-licensee support systems that were extremely important to many people during arguably the most stressful phase of their professional life.”

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This special insert to Wisconsin Architect magazine features the recipients of the 2002 Architecture Firm Award and 2002 Design Awards presented by AIA Wisconsin, the state society of The American Institute of Architects.

The Architecture Firm Award is the highest honor that AIA Wisconsin can bestow on a member-owned firm. It is awarded in recognition of outstanding achievement in the advancement of the architectural profession, including contributions in architectural design, building technology, education and research, community leadership, public service and service to the AIA.

The annual AIA Wisconsin Design Awards program recognizes building projects for excellence in architectural design. The award-winning architecture highlights thoughtful and innovative design solutions for diverse types of buildings. The common thread is that all of the projects are designed by architects who are members of AIA Wisconsin.

Design Awards are selected by a distinguished jury of three architects from outside of Wisconsin. 
Honor Awards recognize overall design excellence. 
Merit Awards recognize excellence in particular aspects of architectural design. This year's jury also selected projects for Special Recognition.
2002

AIA Wisconsin Architecture Firm Award

"... a powerful body of work of consistent high quality for over 85 years of the practice."

Potter Lawson leadership team from left to right: Doug Hursh, AIA; Michael Gordon, AIA; Mike Whaley, AIA; Warren Bauer, AIA; Beth Prochaska; Eric Lawson, AIA

Potter Lawson
Potter Lawson is honored to be the recipient of the 2002 AIA Wisconsin Architecture Firm Award – the highest honor the AIA can bestow on a member owned firm.

As noted by one of the distinguished jurors: “The nomination articulates the breadth of the firm’s practice and the high quality standards that the firm has maintained over the years, not only in terms of design, but also in the firm’s commitment to the community and service to the profession. Clearly, this firm would rank as one of the top firms in the country.”

Jurors: Fred Risser, Wisconsin Senate President; Robert Greenstreet, Dean of UW-Milwaukee School of Architecture and Urban Planning; Duane Kell, FAIA, Ankeny Kell Architects, past AIA Regional Director and current AIA Ethics Council member; Dave Stroik, AIA, President the Zimmerman Design Group.

“...I’ve been impressed by the community activity that has been carried on by this firm.”
Milwaukee Art Museum
Honor Award

Architect:
Calatrava Valls
Kahler Slater

Owner:
Milwaukee Art Museum

Contractor:
C.G. Schmidt

Location:
Milwaukee, Wisconsin

This prominent new icon for the city of Milwaukee combines art, dramatic architecture and landscape design. Constructed almost entirely of concrete and glass, the 140,000 square foot addition includes skeletal forms representative of nature, complex curves and moving parts. The complex design required the architect to make models of various building elements rather than using conventional architectural drawings. Kahler Slater worked with Santiago Calatrava throughout the six-year project.

Jury Comment

“This museum project is an unbelievable tour de force. A lot of people will come to Milwaukee just to see this building. It’s a huge gesture that represents wonderful civic artistic exuberance.”
St. Boniface Episcopal Church
Honor Award

Architect: Hammel Green and Abrahamson, Inc.
Owner: St. Boniface Episcopal Church
Contractor: Berghammer Construction Corporation
Location: Mequon, Wisconsin

This new church is designed to become a distinctive civic presence. A steeple is used to pin together the new and existing buildings. The new 400-seat worship space features unique trusses of wood and light steel rods, with a focus on admitting natural daylight. The worship space is clad almost entirely in copper, a beautiful metal that will weather naturally.

Jury Comment

"This is a handsome building. The structural system and the sense of space and light inside are strong."
Gemelli Vineyards
Honor Award

Architect: Vetter Denk Architects
Owner: Roger Scommegna
Contractor: Duval Construction
Location: Whitewater, Wisconsin

This small hobby winery is designed to complement its rural surroundings and fit within a modest budget. The simple, cost effective outbuilding functions as a wine-making facility and provides storage for farming implements, with well day-lit workspaces and direct access to the vineyards. Raw materials of concrete, wood, steel and polycarbonate glazing were handcrafted into the facility.

Jury Comment

"It's an absolutely beautiful, simple, serene building that integrates nicely with the landscape. It incorporates a very interesting use of a simple palette of materials."

Photography: Chad Griswold
The Courthouse Pub

Merit Award

Architect:
Bamco Architects Inc.

Owner:
John Jagemann

Contractor:
Wall-Rich Construction Company Inc.

Location:
Manitowoc, Wisconsin

This project recreates the heritage of a historic beer hall within a modern, upscale restaurant, pub and microbrewery. A multi-discipline team, including the architect, historians, colorists, interior designers, decorators and restaurant consultants, worked to document, design and select period-appropriate features. The project preserves, by replication, a historic establishment that enhances the vitality of downtown Manitowoc.

Jury Comment

"This project restores the building's position in the urban fabric. It has balance and addresses the 'Main Street vernacular. The public façade was lovingly done."
Waisman Center

Merit Award

Architect:
BWZ Architects

Owner:
Wisconsin Department of Administration

Contractor:
J.H. Findorff & Son, Inc.

Location:
Madison, Wisconsin

This project adds five new floors of laboratory space to the Waisman Center on the University of Wisconsin – Madison campus. A glazed connecting bridge provides direct access between the addition and related research activities in the existing building. A new entry was formed at the junction of the new and old structures. The addition and remodeling project improves and consolidates the research facilities and provides a new image for the center.

Jury Comment

"There is a skillful weaving of the new building to the existing facility in a way that appears effortless. There are a lot of intervals with nice transitions from one material to another. The tectonic treatments of the interior are effective."
Pharmacia Building Q

Merit Award

Architect: Flad & Associates
Owner: Pharmacia
Contractor: Turner Construction
Location: Skokie, Illinois

Located in the heart of a busy Chicago suburb, this world-class facility for chemistry research is designed for ultimate flexibility to respond to business challenges. Two atria allow natural light to penetrate throughout the labs and interior areas of the building. The careful use of sustainable techniques and materials will save $800,000 per year in energy costs.

Jury Comment

"This project is extremely and thoughtfully well organized. The way light comes down into the building was carefully considered throughout the project. It looks like a fun place to work."

Photography: Hedrich Blessing Photographers
University of Connecticut
Visitors Center

Merit Award

Architect: Flod & Associates
Owner: University of Connecticut
Contractor: Bartlett Brainard Eacott Inc.
Location: Storrs, Connecticut

This facility is designed to be the university’s “front door” and initial point of contact for visitors. Campus exhibits are displayed throughout the main floor, with additional space provided for staff offices, meeting rooms and a catering kitchen. Traditional forms and substantial materials were used, such as a slate and copper roof, to present an enduring image appropriate for the university.

Jury Comment

“The architecture is very unified. The use of natural and artificial light is well done. It displays quality and craft.”

Photography: Hedrich Blessing Photographers
Schauer Arts and Activities Center

Merit Award

Architect:
Holabird & Root LLP
Owner:
Schauer Arts and Activities
Center, Inc.
Contractor:
CMA Jansen
Location:
Hartford, Wisconsin

The design of this adaptive reuse project turns eight former canning factories into a new community center with facilities for both fine and performing arts. To maintain the facility’s historical character and to keep costs at a minimum, recycled materials from the existing structure were used to create many parts of the new center. The design integrates the Arts and Activities Center with the new Community and Recreation Center next door and the existing Hartford Auto Museum on the ground floor to reinforce ongoing downtown redevelopment efforts.

Jury Comment

“This project has an honest elegance. The architect was successful in integrating the new architecture with the old architecture. There is some real drama when you get to the theater space.”
Madison Investment Advisors

Merit Award

Architect:
KEE Architecture, Inc.

Owner:
Madison Investment Advisors

Contractor:
J.H. Findorff & Son, Inc.

Location:
Madison, Wisconsin

The design of this new home office building for a growing company includes private offices, space for support personnel and conference rooms. It is nestled into a sloping wooded site overlooking a prairie meadow watershed. Construction systems, materials, colors and finishes were selected to emphasize the connection to the natural setting.

Jury Comment

“The building responds to the site. It has a rich structural control. The central space looks complex and interesting, with a lot of light coming in from different directions.”
La Causa Charter School & Family Services Center

Special Recognition

Architect:
Barrientos Design & Consulting, LLC

Owner:
La Causa, Inc.

Contractor:
Hnilicka Company, Inc.

Location:
Milwaukee, Wisconsin

The design of this daycare and family services facility, located in the heart of Milwaukee’s south-side Hispanic community, stretches along the streetfront and ties the center to its community. The playful exterior geometries and colors allude to traditional Latin towns in shape and color, as well as help to stimulate a child’s imagination and welcome a sometimes weary parent.

Jury Comment

“The building responds to the cultural milieu of the neighborhood. The project is a social solidifier of the community.”
Wisconsin State Capitol, East Wing Restoration & Rehabilitation

Special Recognition

Architect:
East Wing Architects
A joint venture of Kohler Slater & Isthmus Architecture, Inc.

Owner:
State of Wisconsin

Contractor:
J.P. Cullen & Sons, Inc.

Location:
Madison, Wisconsin

This project, completed last fall, represents the final phase of the restoration and rehabilitation of the Wisconsin State Capitol. The East Wing, originally designed by New York architect George B. Post, was constructed between 1908 and 1910 and includes the offices for the Governor, Attorney General and the Supreme Court. The three-and-a-half year project restored the East Wing to its original appearance while integrating modern technology.

Jury Comment

"The State Capitol is a very important building, requiring extraordinary care. It's a beautiful building that has been revitalized and restored to bring it back to mint condition."
Richland Center Depot
Rehabilitation

Special Recognition

Architect: Isthmus Architecture, Inc.,
Owner: City of Richland Center
Contractor: Prism
Location: Richland Center, Wisconsin

This carefully researched and documented rehabilitation of the 1909 railroad depot in Richland Center is a focal point for community revitalization and tourism. The restored depot is now home to the Chamber of Commerce, Main Street Program, Visitor Information Center and the Richland County Economic Development Corporation, as well as the trailhead for the Pine River Bike Trail.

Jury Comment

"This project ties in historic memories with the revitalization of authentic architecture. This important portal to the town has new life as a public place of commerce."
Quad City International Airport – Landside Signage

As portals to our cities, airports provide the first impression upon arrival, as well as the last experience before departure. This project involves the design of the stainless steel and aluminum entry sign, concrete and steel directional signs and a parking tollbooth. Their forms reflect confidence in aviation and reference nearby bridges and dams.

Jury Comment

"The architect has experimented with materials and achieved shapes that are graphic in nature, but monumental in presence. The design creates a positive high-technology image for the airport."

Architect:
KEE Architecture, Inc.

Owner:
Quad City International Airport

Contractor:
General Constructors, Inc.
Brandt Construction
Crawford Company

Location:
Moline, Illinois
Fairlawn Mansion & Museum

Special Recognition

Architect:
LHB Engineers & Architects
Quinn Evans | Architects

Owner:
City of Superior

Contractor:
J.R. Jensen & Son Inc.

Location:
Superior, Wisconsin

This historic 42-room mansion on the shore of Lake Superior has been saved from the wrecking ball and restored to its original beauty. The preservation project began with extensive research to restore or recreate as many of the original building components as possible. It required balancing historic concerns with modern building codes and accessibility requirements.

Jury Comment

"This monumental house is a reminder of where we’ve been and certainly a benchmark worthy of saving to preserve understanding. Its preservation and restoration show an admirable civic purpose and conviction."

Photography: Jeff Frey & Associates Photography Inc.
The Architecture Firm Award and Design Awards for 2002 were presented at a special AIA Wisconsin awards ceremony in May at the Monona Terrace Community and Convention Center in Madison. In his opening remarks, Governor Scott McCallum congratulated the award-winning architects, building owners and contractors.

Members of the jury for the 2002 Architecture Firm Award were: Fred Risser, Madison, President of the Wisconsin Senate; Robert Greenstreet, Milwaukee, Dean of the UW-Milwaukee School of Architecture & Urban Planning; Duane Kell, FAIA, St. Paul, a founding partner of Ankeny Kell Architects and member of the national AIA Ethics Council; and Dave Stroik, AIA, West Bend, President of the Zimmerman Design Group, which received the 2000 Architecture Firm Award. John Horky, AIA, Wauwatosa, is the chair of the AIA Wisconsin Firm Award Committee.

The distinguished jury for the 48th annual AIA Wisconsin Design Awards program included: Randy Brown, AIA, Omaha; Michael Underhill, AIA, Phoenix; and Benjamin Weese, FAIA, Chicago. The co-chairs of the AIA Wisconsin Design Awards Committee are Mark Kruser, AIA, Middleton; James Rasche, AIA, Mequon; and Katherine Schnuck, AIA, Whitefish Bay.
AIA Wisconsin congratulates this year's award winners for their significant contributions to the profession and our built environment. Advancing the profession of architecture requires an uncompromising commitment to excellence. The execution of a well-designed building requires the collaboration, inspiration and enthusiastic support of the architect, owner and contractor.

AIA Wisconsin is a 1,400-member professional society representing architects in private practice, business, industry, government and education. It is the voice of the architectural profession dedicated to serving its members, advancing their value and improving the quality of the built environment.

For more information on working with an architect, please contact AIA Wisconsin or visit The American Institute of Architects Web site at: www.aia.org.

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Web: www.aiaw.org
The design-construction industry has taken its fair share of lumps over the past two years. Certain segments of the building business have been steady, and others dreadfully slow. Building type also seems to have something to do with it. Why are we in this lull, and where will it go from here? What strategies can architects use to help themselves improve their own situations?

"Architecture Firms Report Billing Growth for the Fourth Consecutive Month" reads the headline in the July issue of the AIArchitect newsletter. The article was written by AIA chief economist Kermit Baker, Hon. AIA, and based on results of the AIA work-on-the-boards survey. The article goes on to say "Steady gains in billings in recent months have firms in all four major regions in the U.S. reporting growth." Really?

A closer look at Baker's article shows the "normal" slow, steady peaks and valleys of the Midwest economy. Unlike the other three regions studied, the Midwest traditionally sees a shallower economic sine-wave. The article goes on to explain that those firms with the majority of their billings coming from the residential sector reported the most favorable business conditions in June, with very strong billings and inquiries growth.

What are we hearing around these parts? Very recent visits with five Southern Wisconsin General Construction and Design-Build firms revealed interesting and disappointing results. All five were looking for work. Two of the five had greatly reduced staff; and to say they were "hungry" would be an understatement.

On the design side, very few firms are adding to staff . . . most seem to be saying they are holding their own, regardless if they are generalist or specialist firms. Civil engineering firms (including those with architects on staff) seem to be doing better than most and show signs of recruiting for additional staff. This may be due, in part, to the larger preponderance of public sector city-county projects they experience by comparison to architecture firms. There also seems to be a flurry of site planning and landscape architecture projects, more so than typically seen.

Both in the building and design communities, slowness has also led to lowering pressure on costs and fees. Not normal for Wisconsin for this time of the building season, bid prices are coming in lower than estimates. When architecture firms are slow and need design work, they frequently lower fees by lowering profit objectives.

Here are a few suggestions, if you have that sinking feeling and are wondering where the next project will come from. First, never underestimate your ability to create a market. For example, someone out there has a need for space and you can fulfill it, if you are creative enough to figure out whom and how.

Second, look for work in atypical places. If you traditionally wait for RFPs to arrive by mail and find the pipeline drying up, pick up the phone and make some calls. Cold-calling is not a preferred task of many architects, so talk to people you already do business with. Your friendly local builder or lumberyard may have something coming up. You know more people than you think you know. Some even owe you a favor, even though you may not remember that they do. A phone call works better than an email.

Last, get better networked. Share information with others and they may reciprocate. For example, if you find by reading the local paper that a nearby municipality is budgeting for next year and planning to build a new wastewater treatment plant, but you do primarily multi-family housing, share that bit of information with the civil engineering consultant you typically use. They may have some information for you about something they've heard through the grapevine.

Remember that the design-construction industry is a major component of our national economy and that our population keeps glowing and the need for space will continue. Although the stock market has been slumping and the office space vacancy rates are increasing, there will always be a need for shelter. Was it Yogi Berra who said, "This country's no good...but Kenosha's alright!"?

EDITOR: The author is an architect in Madison. He also is currently serving on the national Board of Directors of The American Institute of Architects and is a Past President of AIA Wisconsin.
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SALES TAX

A projected $1.1 billion shortfall in the state’s current 2001-03 biennial budget was solved by borrowing from future tobacco settlement receipts, trimming state agency and university budgets, and capping state aid for school construction. Despite these adjustments, the next state budget will start with a “structural” deficit estimated at around $1.5 billion.

It’s an election year; and gubernatorial and legislative candidates are unlikely to recommend increasing state taxes during the campaign. However, the reality of tough choices will hit them as work begins next January on the 2003-05 state budget.

Proposals to expand the sales tax to professional and business services are likely to emerge during the state budget debate next year. Similar proposals were considered in several other states this summer.

When you are talking with your state legislators, here are several good reasons why expanding the sales tax to architectural services would be a bad idea:

• It would impede economic recovery and business expansion by increasing the cost of doing business in Wisconsin, particularly the front-end development costs.

• Small business, traditionally the primary source for job growth, would be hit the hardest because they could not avoid the tax by providing services in-house.

• It would place Wisconsin architects at a competitive disadvantage with respect to out-of-state firms.

• It would create significant administrative and enforcement problems and much higher compliance costs.

• It would encourage owners to reduce the scope of architectural services to the detriment of public safety and the quality of our built environment.

• It would represent a significant and unjustifiable change in state sales tax policy.

AIA Wisconsin will keep you informed on sales tax proposals that are introduced. In the meantime, get to know the legislative candidates in your area and where they stand on state tax and spending issues.

ASSOCIATE DIRECTOR

William N. Danuser, Assoc. AIA, Madison, has been appointed by the AIA Wisconsin Board of Directors to serve as the next Regional Associate Director on the AIA’s National Associates Committee.

Danuser will begin his two-year term as Regional Associate Director in October. He will represent over 600 Associate AIA members in the North Central Region, which include Wisconsin, Minnesota, South Dakota and North Dakota.

Danuser has served as the Associate Representative on the AIA Wisconsin Board of Directors since 1996. He is a leader of the active Associate Group for AIA Southwest Wisconsin and helped to coordinate the popular ARE Preparatory Program. Danuser is a project manager with Culver Franchising System, Inc., in Prairie du Sac.

The National Associates Committee was established in 2000 to assess, formulate and communicate the need for AIA policies, programs and resources for non-licensed members employed in traditional and non-traditional settings.

ARCHITECTS SECTION

Lee H. Madden, AIA, Madison, has been nominated by Governor McCallum for appointment to the Architects Section of the Examining Board of Architects, Landscape Architects, Professional Engineers, Designers and Land Surveyors. The Architects Section includes three professional members and two public members.

Madden will be replacing Karen E. Sathoff, AIA, Green Bay, whose term ended July 1.
STATE ARCHITECT
Dave Haley has been named Chief State Architect at the Division of Facilities Development in the Wisconsin Department of Administration. He has been with the DFD for eleven years, serving as a project manager, team supervisor and, most recently, chief of the architectural services section.

Harley worked for architectural firms for 22 years. He holds a Bachelor of Architecture degree from the Illinois Institute of Technology and earned his Master of Science degree in environmental design from UW-Madison.

PEOPLE & PLACES
Lawrence Lundy, AIA, Madison, and David H. Lehman, AIA, Pewaukee, have been approved for Emeritus membership in The American Institute of Architects. Congratulations!

Serving as a juror to the first AIA Minneapolis Chapter Merit Awards, Allyson Nemec, AIA, Milwaukee, recognized six projects that "tell a story of excellence beyond design."

Michael P. Eberle, AIA, Madison, Mark J. Kruser, AIA, Middleton, and Horst W. Lobe, AIA, Madison, served as jurors on the Masonry Institute of Michigan/AIA Michigan Awards Program. Four projects were chosen to recognize excellence in masonry design by AIA Michigan member firms.

Kyle J. Clark, AIA, Brookfield, has joined The Durrant Group, Inc. as a project architect.

Kathryn Skemp, AIA, Brookfield, has joined Torke Wirth Pujara Ltd. Architects and Engineers as a project architect.

Robert A. Rohe, Assoc. AIA, Cedar Grove, has joined BHS Architects, Inc. as a project manager.

Chad Cornette, Assoc. AIA, De Pere, has joined Martinson Architects, Inc. as an intern.

David Kirk, AIA, Milwaukee, has been promoted to project architect at Eppstein Uhen Architects, Inc. Paul Stanley, AIA, Dousman, has joined the firm as senior project architect; and Eric Ponto, Assoc. AIA, Milwaukee, has joined its professional staff.

Flad & Associates designed Pharmacica’s Building Q in Skokie, Illinois, which has been awarded a LEED 1.0 Gold certification by the U.S. Green Building Council. It is the first R&D laboratory in the country to earn LEED Gold.

IJM Architects, Inc., has been recognized for its work on the expansion and restoration of the Sheboygan Theatre. The project was identified as one of the Top 20 Projects of 2001 by The Daily Reporter; and the firm received a Historic Preservation Certificate of Commendation Award from the Wisconsin Historical Society for the preservation and restoration.

Hoffman Corporation has announced the opening of a new office at 2801 Coho Street Vantage Point V, Suite 103, Madison. Phone: (608) 274-0241.

Haag Müller, Inc. celebrates its 25th anniversary this year, according to Ted Haag, AIA, Cedarburg. The firm recently relocated to the Harbor Square building at 101 East Grand Avenue, Port Washington. Phone: (262) 268-1200.

RECENTLY PUBLISHED
Daniel P. Klett, AIA, De Pere, "Become an Extension of Your Client," AIArchitect, July 2002

Melissa M. Destree, AIA, "Life as a house" Madison Magazine, September 2002

WELCOME!
Please welcome the following members to AIA Wisconsin

ALA
Erwin B. Bessler Jr., AIA—SE
Mark T. Buechel, AIA—NW
William N. Feldman, AIA—SE
Carolyn M. Glime, AIA—NE
Mark T. Golden, AIA—SW
Aaron D. Johnson, AIA—SW
Patrick A. Kirchberg, AIA—NW
Steven J. Koltz, AIA—NE
Curtis W. Schroeder, AIA—SE
Roger Smith, AIA—SW

Associate ALA
Andrew L. Alden, Assoc. AIA—SE
Chad Cornette, Assoc. AIA—NE
Jane Duren, Assoc. AIA—NW
Javier Garay, Assoc. AIA—SW
Andrea Hunley, Assoc. AIA—SW
Kris B. Johnson, Assoc. AIA—SE
Steven S. Kuntm, Assoc. AIA—NW
Thomas Larsen, Assoc. AIA—NE
Teresa Mattke, Assoc. AIA—SE
Marc Naktin, Assoc. AIA—SE
Naomi Oskey, Assoc. AIA—NE
Mark Taylor, Assoc. AIA—SE
Scott Tyler, Assoc. AIA—NE
Michael J. Webster, Assoc. AIA—SW

Who can Rent Space at the AIA Wisconsin Convention & Expo?

EXHIBITIONISTS

Exhibitors/vendors are friends of the profession that offer services and products that AIA members use in business or specify for projects. Visit vendors with current and future projects in mind. Bring your business cards. Preview the vendor list and plan your time in the Expo Hall before you arrive. Collect product and service information and thank exhibitors for their support.

Replies to questions and comments on Convention feedback forms are compiled by Amy Doyle, Assoc. AIA, Convention Committee member and Resource Librarian at Flad & Associates. www.aiaw.org

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Integrating Technology in Room Design—An Interactive Approach
3 Learning Units—3 hrs. length

An in-depth offshoot of “Technology Integration in Architectural Design,” this three-hour expansion course traces the step-by-step transformation of an ordinary room into a sophisticated presenting space. Our study of each step will include the value and impact of elements like technology, lighting, room combining and screen wall elevations on the infrastructure and space planning. As a hands-on course using real-world models, discussion will incorporate live demonstrations of an electronic Smartboard and digital document camera, and culminate in a live, 2-way videoconference with multimedia and data collaboration.

For more information, call Flint Bridge at 262.207.1341 or visit us at www.mcsinet.com.

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Wisconsin Architect 2002 73:4 16
Excellence

OSHKOSH WATER FILTRATION PLANT
OSHKOSH, WI

ARCHITECT: HNTB CORPORATION
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In a large box, there are limited building material options that can meet the architect’s structural requirements, easily incorporate colors and respect budget. Concrete masonry easily met the criteria.

Effective banding helped to minimize the exterior and interior massiveness of the structure.

Creative bands of light colored sill block are a striking accent that pops against the backdrop of darker earth tones.
Some People Believe These Walls... What Are They Made Of?

In a laboratory test this year (2002) at Omega Point Laboratories in San Antonio, Texas, this wall, made of the same kind of gypsum walls used extensively in homes and office buildings nationwide, disintegrated under a hose stream of water after two hours of fire exposure. This wall is in no condition to provide protection from debris, explosions, or other events common in fires.

IT'S YOUR CHOICE... CHOOSE SAFI!

Brought to you by partners in the masonry industry concerned about fire safety.
Another test wall, made of concrete masonry easily withstood the blast of the hose stream of water and remained in service as an effective impact barrier even after 2 hours of fire exposure. Concrete masonry walls prevent fires from spreading from one room to another providing better protection for evacuating occupants and increasing their chance of survival.

Y... CHOOSE CONCRETE MASONRY.
This industry is fueled by the fact that **NOT ALL FIRE-RATED WALLS ARE EQUAL**. That's right! Even though many wall assemblies have identical fire ratings, the current ASTM test method, ASTM E119 "Standard Methods of Fire Tests of Building Construction and Materials", creates an **apples to oranges** comparison between many wall systems. Let me explain. If one digs into the details of E119, you will realize that this standardized test method, used for decades, allows TWO walls to be tested! In fact, using two walls is the preferred method in E119 and is used by many material manufacturers. Those of us that produce non-combustible wall materials are "allowed" to use the OPTIONAL method that relies upon only one wall to pass the test. This begs the question, "How many real-life buildings have duplicate fire walls?" The answer is "NONE". Firefighters and building occupants do not have the luxury, as we do in the lab, of having duplicate fire walls.

**WHY DO SOME MATERIALS NEED TWO TEST WALL SPECIMENS TO PASS E119?** E119 has three criteria that determine a wall's fire rating. Two relate to heat transfer and the third relates to structural stability. The structural stability of a test wall is determined by spraying a stream of water from a hose on a tested wall immediately after it has been subjected to fire. Hence, it is called the "hose stream test". Many walls perform well on the heat transfer criteria generated by the fire, but they don't perform well during the hose stream test... in fact, they often fall apart. A fire wall's structural stability is the paramount requirement. Non-combustible walls get practically no credit for being structurally stable in either ASTM E119 (or in the model building codes). The fact that ASTM E119 has created an **apples to oranges** comparison for fire rated wall assemblies is unlikely to change, but is certainly something that designers need to know. The **apples to oranges** comparison can be carried one step further when considering the fact that ASTM E119 does not record, nor evaluate, the **amount of fuel** that is required to heat/burn a test wall. Non-combustible walls require much more fuel than some other wall systems. Hence they have even more built-in fire resistance. Plus, when one uses a second test specimen for hose stream evaluation the second specimen is heated by fire for only **one half** of its intended fire rating or **only one hour, whichever is less**.

The **apples to oranges** situation in ASTM E119 is the first strike against non-combustible wall assemblies. The **second strike is our model building codes**. Balanced fire safety design relies upon three items, **DETECTION, SUPPRESSION** (fire sprinklers) and **CONTAINMENT**. Over the years, more and more emphasis has been placed on the first two items for a variety of reasons including: 1) strong building code lobbying efforts by detection and suppression interests and 2) the general public's perception that if a fire is successfully detected, sprinklers will deliver water to the fire and will extinguish the fire. The assumption that sprinklers successfully extinguish fires **100% of the time** is simply not true. All three elements

continued on next page
A REAL LIFE ARGUMENT FOR COMPARTMENTATION

Fire Statistics. During the 1990's the number of deaths, injuries, and property damage reported per fire incidence in apartments remained fairly constant, despite increased use of active systems. (See figures 1, 2, and 3.) This statistical stagnation – rather than improvement – is most likely the result of a recent trend in building codes to require smoke detection and automatic fire suppression systems while simultaneously reducing or eliminating compartmentation requirements.

NON-COMBUSTIBLE CONCRETE CONSTRUCTION: © 2002 Portland Cement Association  
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Concrete Masonry and Fire Safety continued

are ABSOLUTELY crucial. Unfortunately, non-combustible fire-rated containment walls are becoming more and more scarce with each passing building code cycle (including Wisconsin's adoption of the IBC) and detection and suppression are beginning to define balanced design.

The only problem with this reliance is that BOTH detection and suppression systems are ACTIVE systems; they need water, electricity, regular maintenance and have been recalled by their manufacturers, etc... By their very nature of being ACTIVE they cannot, and are not, 100% reliable. On the other hand, containment walls, by their very nature of being PASSIVE ARE 100% RELIABLE and have never been recalled due to an electrical or mechanical defect, and have never been rendered ineffective by an angry tenant or a creative and determined arsonist.

Hence, our dilemma is, "Why are we (the design community and building code developers) placing more and more emphasis on active fire safety features rather than inherently reliable passive fire safety features?"

The third strike against non-combustible wall assemblies is that our industry has a limited ability to flood the design community with our message in the manner that some other national building product manufacturers do.

When you design your next fire wall and place the publics' trust and safety in your hands, please understand the truth; identically rated fire walls may not be equal, structural stability is absolutely necessary and passive systems are inherently fail safe.

Kevin Cavanaugh was appointed to Wisconsin's Multifamily Dwelling Code Council by the Governor, is chairman of NCMA's Fire Safety Promotion Sub-Committee and is Chairman of ACI committee 122, Energy Conservation.
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