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The Florida Architect
Volume 24 Number 6 November/December 1974

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Kruse Appointed Fellows’ Bursar

H. Samuel Kruse, FAIA, vice president of Watson/Deutschman/Kruse/Lyon, Miami architectural and engineering firm, has been elected bursar (national treasurer) of the College of Fellows of The American Institute of Architects.

Kruse is a member of the Florida South Chapter/AIA and is a past president of the Florida Association of The American Institute of Architects. He is also a past Florida Regional Director of the Institute.

An adjunct professor in architecture and architectural engineering at The University of Miami, Kruse has lectured at the Imperial Universities in Kyoto and Tokyo, Japan; University of Waterloo, Canada; Arizona State University and Clemson University.

Kruse has contributed many articles dealing with the practice of architecture to THE FLORIDA ARCHITECT.

Letter

Gentlemen,

While I was not able to attend your annual convention, I very much appreciate the fact that Florida Registered Engineers were invited. This indicates your appreciation of the mutual interests of our great professions, and I hope to attend this convention in the future.

Cordially,

Philip M. Humber, P.E.
Florida Registration 13870

Encounter in Williamsburg

Recently, while having breakfast in Colonial Williamsburg, eight University of Florida graduate students specializing in architectural preservation saw a familiar face in the dining room. University of Florida’s President, Robert O. Marston, recognized the group on an extended field trip to Savannah, Charleston and Williamsburg, financed by a grant from the National Endowment for the Arts.

Students shown above with President Marston in Williamsburg are Charles Chase of Daytona Beach, Susan Tate of Gainesville, Beatriz Del Cueto of Puerto Rico, Donnie Seale of Pensacola, President Marston, Bill Warinner of Gainesville, Trenton Price of Panama, Fred Wiedenmann of Eustis and Phillip Wisley of Indiana. F. Blair Reeves, AIA, was the professor in charge.
The theme for the 60th Annual FAAIA Convention was "Quest For Excellence, A search with inward and outward directions... A pursuit that is the purpose of our lives. The Quest can be achieved. Those who reach achievement are to be honored. One of them was Louis I. Kahn."

Association members gathered to share, learn, pay tribute and to enjoy themselves. Addresses were made, tributes given, seminars conducted, officers elected, and when all was said and done it was apparent that architects had truly worked for their own "Quest For Excellence."

First Vice President of The American Institute of Architects, William Marshall, FAIA, addressing the Annual Banquet of the FAAIA Convention.

The 60th Annual Convention of the FAAIA held at the Marco Beach Hotel was a time of sharing architectural professionalism.
The Florida Association of The American Institute of Architects elected new officers for the coming year.

James E. Ferguson, Jr., AIA of Miami assumes the presidency of the Association. Ferguson has served this past year as Vice President/President Designate. He is a graduate of Georgia Tech. and is a principal of his firm, Ferguson-Glasgow-Schuster, located in Coral Gables.

Nils M. Schweizer, FAIA of Winter Park was elected as Vice President/President Designate and will automatically become President in 1976. Schweizer studied architecture at the University of Georgia and the University of Zurich and also studied under the late Frank Lloyd Wright. He is principal from his firm, Schweizer Associates Architects, Inc. in Winter Park.

Ellis W. Bullock, Jr., AIA of Pensacola was elected to the position of Secretary. Bullock is a graduate of Auburn University. He has received the FAAIA State Community Service Award. Bullock is a principal of The Bullock Associates Architects and Planners, Inc. in Pensacola.

James A. Greene, AIA of Tampa was elected Treasurer. Greene is a graduate of the University of Florida. He is a principal with his firm, Harvey-Greene-Wilson-Webster Inc. Architects & Planners. Greene is the Supervising Architect, District 10, Florida Division of Hotels and Restaurants.

Association members have elected Herbert R. Savage, AIA of Miami to the position of Florida’s second Regional Director. Savage will represent Florida on the National Board of Directors of The American Institute of Architects. He attended the University of Florida and is a graduate of the University of Illinois. He is a past President of the Association. Savage will serve along with Florida Regional Director, H. Leslie Walker, AIA of Tampa.

Savage's term on the National AIA Board is for three years. Florida gains Savage as a second Regional Director based on the addition of many new corporate AIA members.
Mr. Wedding recently spoke to the Mid-Florida Chapter/AIA on the topic of architects becoming involved in government. Wedding's career can best be described as one of involvement, commitment and betterment of his native St. Petersburg. Mr. Wedding is presently the Mayor of the City of St. Petersburg.

C. Randolph Wedding, AIA

Government Needs Architects

Over the years, we have endured the same educational process; we have all read the same literature (and still do); we have all fought the same zoning and replat battles (albeit restrictions may vary from city to city); in our offices, we each face similar monthly cash flow problems; the unending supplier problems; personnel problems, and so forth.

By our profession's very nature, by our schooling, training and day-to-day work environment, we are planners. Our skills dictate that we be visionary... future oriented... agents of betterment.

By and large, we are needed — and needed now — to fill major roles in the lives of our communities. This is particularly true for us as Floridians.

I suggest you have an obligation to begin to involve yourself as never before in your local community. Never has there been a greater need for men with planning ability to make themselves seen and heard.

While my own personal involvement has been in local government, I don't confine my plea to that area alone. Our counties' needs are equally great — often more so. State needs, too; and yes, nationally, there are vacancies along the Potomac.

We need leaders who understand the disciplines of planning, and yet who further know the business balance between growth, environment and economy.

I confess government is no easy task. It's time, frustration, taking stock to stay a step ahead.

In spite of the "knit-picky" occasions, there's also the marvelous opportunity to lead. We've been developing a conceptual land use plan for St. Petersburg for nearly two years now. As one who comprehends the concept (and each of you would), I see it's value quite clearly. Yet, there's a vast populace out there that doesn't understand it, or completely misinterprets it, or indeed won't give it the time of day; they couldn't care less.

Frustrating? Of course. But I see that as a responsibility I have as one who does understand the problem. It's an obligation I have — and my fellow architects have — to make this plan clear, pointing out its strengths as well as its shortcomings — so that our St. Pete citizens will be proud of.

If you become involved be prepared for several things. First, don't expect a fee. Or, if you are compensated, in any way, consider it a gratuity. Essentially, you'll be paying back a portion of what your country has already provided you.

Second, don't hesitate to be labeled "Controversial". Assuming you're acting positively, with knowledge as your guide, controversy may well pay off. It's non-controversy that breeds boredom, dullness and deterioration. Controversy can explode into a plethora of ideas, growth, vibrance and life. That's what renewal and restoration is all about.

Third, be prepared to accept criticism — false criticism — of doing this for your own personal gain. This is perhaps the hardest one to live with. There's nothing so unrewarding as being sniped at unfairly when you're giving of yourself for others' gains and well-being. So be it.

But I contend you'll find it's those who will condemn you in this way who are the blockades to improvements. They're part of the problem, not part of the solution.

Yes, I truly believe our time has come. Our talents are needed. And for whatever "flack" we might take, our reward is in the record of knowing it's right.

History is a funny thing. It's very fickle. All too often, those who are unappreciated, scorned, derided for actions taken at one given time, are often in later years cheered.

Look at Hoover. Scorned as a do-nothing President who idly sat by while our nation plunged into depression, he later became a statesman of notable rank. Indeed, many now say what he did in 1929-1930, saved us from even greater ravages.

THE FLORIDA ARCHITECT
Harry Truman. Hated while he was President, many now consider Truman one of the great Chief Executives.

It will be truly interesting to see how history judges our most recent White House occupant.

The point I'm trying to make is: Criticism is often temporal; the values truly live on.

Our downtown areas — throughout the nation — for the most part are in a state of steady deterioration. There are some notable exceptions, to be sure, but I think you'd have to agree that — by and large — most downtown centers are in pretty bad shape... and getting worse. But that should come as no surprise. Our culture/civilization are also rotten. Consider the facts:

A. We have no 'national imperatives' and have lived for the last 30 years as whim would dictate.

B. We have, because of a lack of purpose and direction, become a people who have faced no adversity; people who face no adversity build no character, hence...

C. We are a characterless society. We are in a state of despising ourselves for it. We take — it — out in our public scandals and spectacles of government, but afterall government is simply a mirror of our collective image. When we talk about "special-interest groups" the correct translation is 'the group that got-to-em-before we did.

What or who can save this nation? People of character. People of determination. People of discipline.

Where are they? I can only find them in the professions, for the professional has imposed upon himself or herself the adversity of dedication, the character, building of discipline in order to become proficient in a field of human endeavor.

OK, look to the professions for leadership, but which profession? Which group trains themselves to mold a multi-disciplinary team into a team capable of delivery of creative problem solving. You know who. I'm talking to many of them right now.

Who, then, can save it? The planner, the architect, the creative force-makers in the community.

How? By diligent application of the following 10 rules.

1. Establish credibility in your community outside your discipline. Your community must first accept you as a person able to make overall sound judgments before they can accept you input from a planning point of view.

2. Become a part of the opinion leadership in the community, not on 'arts and architecture', but taxation, community fund drives, image direction, etc.

3. Demonstrate ability as a coordinator, knit them together. Recognize the vast number of splinter groups who are at work, and act as a catalytic agent to bring them together and make things happen.

4. Set aside one hour a day to work for the community as a whole (365 hours a year).

5. Seek and accept responsibility.

6. Abandon ego as unworkable; architects spend more time posturing and back-biting than they do in public service; stupid waste of time, each can contribute.

7. There is no utility in pessimism.

8. Develop the art of negotiation and effective compromise.

9. Bring enthusiasm and purpose to all that you do.

10. Never forget that the fate of our nation rests on less than 100,000 leaders of whom one half should come from our ranks.

There is a vast vacuum at the top. Fill it. Do it now. •
Fourteen Mid-Florida projects and contributions were honored by the Mid-Florida Chapter of the American Institute of Architects at their fourth Honors and Awards program held September 22nd at the Florida Gas building in Winter Park.

This annual presentation is public recognition of exemplary architecture, excellence in craftsmanship, and significant contributions to community purpose.

A jury of noted architects, Herschel Shepard, AIA, of Jacksonville and Charles Pawley, AIA, of Miami, made the selection for this year's awards.

Two awards of merit were to the Titusville firm of Lemon and Megginson for Astronaut High School, Titusville, and the Amphitheater – Brevard Community College, Cocoa campus.

An award of merit was presented to Winter Park architect Don Duer for One Thousand Oaks condominiums, Orlando, and Reynolds, Smith & Hills, Architects/Engineers also received an award of merit for the Hyatt House of Orlando.

Honorable mention awards were made to Don Duer for his Anderson's Nurseries, Fern Park and Scan Design Showroom, Winter Park; Richard Boone Rogers & Associates for their office building for Central Florida Production Credit Association and Federal Land Bank Association of Orlando;

**AWARD: DESIGN EXCELLENCE MERIT AWARD**
*Project*: Astronaut High School  
*Location*: 800 War Eagle Boulevard, Titusville, Florida  
*Architect*: Lemon & Megginson, Titusville, Florida

**AWARD: DESIGN EXCELLENCE MERIT AWARD**
*Project*: Amphitheater – Brevard Community College, Cocoa Campus  
*Location*: 1519 Clearlake Road, Cocoa, Florida  
*Architect*: Lemon & Megginson, Titusville, Florida

**AWARD: DESIGN EXCELLENCE MERIT AWARD**
*Project*: One Thousand Oaks, Condominiums  
*Location*: 1000 Michigan Avenue, Orlando, Florida  
*Architect*: Don Duer, Winter Park, Florida
Architect Tom Hurley, for remodeling of his existing residence, Winter Park; Architect Frank Lamb, for his own residence, Orlando; and to Architect Tom Price for his entrance gatehouse and pavilions at Rosemont Golf & Country Club, Orlando.

In addition to the architectural firms receiving awards, a special craftsmanship award was also given to W. Edward Bell, Superintendent with J.A. Jones Construction Co. of Tampa for his competent guiding hand in the execution of the lobby, lounge, and restaurant at the Hyatt House of Orlando.

Awards of excellence in an allied profession were presented to Robert J. Laughlin of Tilden, Denson & Lobnitz, Consulting Engineers, for tile lighting of the Forest Clubhouse, Lake Mary, and the lighting in the remodeling of St. Luke’s Episcopal Cathedral, Orlando.

“Rosie O’Grady’s” Bob Snow received a community service award for taking a positive step toward the upgrading and renewal of downtown Orlando in the remodeling and renovation of Church Street Station.

A community service award was presented to Mr. Thomas M. Moses, President of the Board and General Manager, Reedy Creek Improvement District, Walt Disney World. Mr. Moses is presented this award for his service to the profession of Architecture by his participation with many and various building code authorities and building official associations.

Speaker for the program was the Honorable C. Randolph Wedding, AIA, Mayor of St. Petersburg, Florida. Mayor Wedding, an architect and recipient of numerous design awards, addressed the assembled architects and their guests on the need for greater civic involvement by members of the profession.

(Mayor Wedding’s address on F/A pages 8-9)
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2. Roanoke Office Building, Phoenix, Arizona
   Architect: E. Logan Campbell
   Contractor: Shuart Corporation
3. Tucker Office Building, Atlanta, Georgia
   Architect: Arkhora & Associates
   Contractor: Hails Construction
4. Otero Savings & Loan, Colorado Springs, Colorado
   Architect: John L. Giusti Associates
   Contractor: Lembke Construction
5. Rusty Scupper Restaurant, Oakland, California
   Architect: Sandy & Babcock
   Contractor: Williams & Burrows, Inc.
Florida Central Chapter

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The medal of honor shall be the highest honor the Florida Central Chapter can bestow upon a member. To single out, recognize and honor those chapter members acknowledged by their peers as having made an outstanding contribution to the chapter, either through service to the chapter or through service to the community or design, which, in turn, reflects credit upon the profession.

Carl N. Atkinson

To recognize devoted and continuous services to the profession and the society given freely over the years, Carl N. Atkinson is awarded the Florida Central Chapter Medal of Honor.

Mark G. Hampton FAIA

In recognition of his drive, enthusiasm and quest for a better solution, the Florida Central Chapter awards its Medal of Honor to Mark G. Hampton FAIA for excellence in design.

James A. Greene

In recognition of his untiring and relentless effort to improve the young practitioners lot within the profession. He created a vital, informative program of education which reflects the highest credit upon the chapter, the Institute and indeed, the entire profession. The Florida Central Chapter awards its Medal of Honor to James A. Greene.

William B. Harvard

Relentless in his search for better design, yet devoting much of his energies to his fellow man through his community, church and professional society. A rare combination of sensitive strength and talent, the Florida Central Chapter proudly awards its Medal of Honor to William B. Harvard.

Jack McCandless

Tirelessly devoting time untold for the advancement of the profession in all arenas. At call when the going gets rough. Faithful and efficient every assignment, the Florida Central Chapter is proud to award the Medal of Honor to Jack McCandless.

Richard E. Jessen

In recognition of his continued and dedicated service to his community, the profession and the State of Florida. In the best tradition of "servi above self" the Florida Central Chapter awards its Medal of Honor to Richard E. Jessen.

A. Reese Harvey

Service to the profession through section offices, an outstanding chapter presidency and continued service to the Florida Association has earned the Florida Central Chapter Medal of Honor for Reese Harvey III.
Long-standing service to the architects of Florida through the State, as treasurer of the Association, and president of the Chapter, Medal of Honor is awarded to James J. Jennewein.

"Architect's architect" who has devoted a lifetime to bettering his profession by unstintingly giving time, talent and energy. A modest giant in thought, word and deed, the Florida Central Chapter lovingly awards its Medal of Honor to Archie G. Parish, FAIA.

Grateful recognition of a man by his enthusiasm for life, his love for architects and the American Institute of Architects, has made the Florida Central Chapter known from coast to coast, the Florida Central Chapter Medal of Honor is proudly awarded to Robert H. Levison.

A tireless and faithful worker for the profession he has served the Chapter, State and National Society with vigor. The Florida Central Chapter awards its Medal of Honor to H. Leslie Walker in recognition of a job well done.

This devotion to the welfare of membership and his dedication to the progress of the profession in Florida, the Florida Central Chapter awards Its Medal of Honor to Frank R. Mudano.

For his devotion beyond duty to the entire membership of the Florida Region American Institute of Architects, the Florida Central Chapter awards its Medal of Honor to Fotis N. Karousatos, Hon. AIA.

In recognition of his untiring efforts to strengthen component affairs and communications at American Institute of Architects Headquarters, the Florida Central Chapter awards its Medal of Honor to J. Winfield Rankin, Hon. AIA.

Continued devotion to the environment through his practice, his Chapter and State Association has earned John E. Stefany the Florida Central Chapter's Medal of Honor.
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Winning Exhibitors

The 60th Annual Convention and Building Product Exhibits held at the Marco Beach Hotel offered over 50 exciting product exhibits. FAAIA members had an opportunity to see many new products now available.

Of course, as in everything else there were some standouts. The Association presented two awards to exhibitors for a job well done.

The INTERPACE group was awarded with the design excellence award based on their imaginative booth design. The MODERNFOLD group received the honor award for the most educational value. They offered audio-visual instruction with an outstanding display.

Building products are the most important resources available to the architect. We salute INTERPACE and MODERNFOLD for helping educate the design profession of these resources.
HONOR AWARD: St. Lukes Episcopal Church  
Architect: McBryde/Parker/Mudgett  
Jury Comment: Nicely proportioned interior & exterior.

HONOR AWARD: Fort Myers City Hall  
Architect: W. R. Frizzell  
Jury Comment: This government building is a credit to Ft. Myers.

MERIT AWARD: Riverdale High School  
Architect: W. R. Frizzell  
Jury Comment: Nice looking school done within “systems” approach.

The Florida Southwest Chapter of The American Institute of Architects has announced the winners of its first Design Awards Program. The awards were presented during a chapter meeting at the Marco Beach Hotel in October.

The jury for the awards competition was made up of Gary Ridgdill, AIA of Gainesville, Lowell Lotspeich, AIA of Win Park and Robert C. Broward, AIA of Jacksonville.

Nine of the entrants were chosen to receive recognition for outstanding accomplishment in architectural design. The firm of McBryde/Parker/Mudgett, Architects from Ft. Myers, received an honor award for St. Lukes Episcopal Church of Myers.

The firm of W.R. Frizzell Architects, Inc. received awards for their projects. An honor award was presented to them for the Fort Myers City Hall and a merit award for Riverdale High School in Lee County, Florida.

Burt, Hill & Associates, Architects received two merit awards for the design of the patio homes and townhouses of The Landings of Ft. Myers.

Frank Vellake, AIA, Architect was presented with an award for the Garner Residence in Lee County, Florida.

The firm of Gundersen and Wilson, Architects received an award for the Office Building for Taylor, Edenfield, Gilliar & Wiltshire Certified Public Accountants.

Pierce, Hamburg & Associates of Port Charlotte received an honorable mention for the design of the Charlotte Inter-Medical Health Center.

A craftsmanship award was presented to Lee County Concrete for the concrete formwork on the Fort Myers City Hall that was designed by W.R. Frizzell Architects, Inc.
AWARD: The Landings (Patio Homes)
Architect: Burt, Hill & Associates
Comment: Excellent outward appearance and very good landscaping.

MERIT AWARD: The Landings (Townhouses)
Architect: Burt, Hill & Associates
Jury Comment: Nicely done with good landscaping.

MERIT AWARD: Office Building
Architect: Gundersen and Wilson
Jury Comment: Overall composition is good. It has a certain dignity.

CRAFTSMANSHIP AWARD: Fort Myers City Hall
Craftsman: Lee County Concrete
Jury Comment: Excellent brickwork and concrete formwork.

NORABLE MENTION AWARD: Health Center
Architect: Pierce, Hamburg & Associates
Comment: The client and architect recycled a mundane building.
Concrete formwork on Caldwell Enterprises Residence

1974 Craftsman Award

The 1974 Craftsman Award was presented to Robert Green of Boca Raton for concrete formwork done on The Caldwell Enterprises Residence in Boca Raton.

The Craftsman was nominated by the Palm Beach Chapter/AIA. According to the nominating committee, this craftsman "exemplifies a true craftsman in that he solved some very complicated problems in solid geometry in order to produce a superior finished product."

The architects for the Caldwell project were McCall & Lynch, AIA. The engineer was N.G. Dracos & Associates and the general contractor for this project was Stinson Construction Company.

The Craftsman Award is given annually to the craftsman in Florida who has exemplified interest, ingenuity and performed outstanding workmanship in pursuance of his craft.

Robert Green is the craftsman who has displayed the most "outstanding workmanship."

Pullara Memorial Award

The Florida Central Chapter/AIA is the 1974 recipient of the Anthony L. Pullara Memorial Award.

This award is given annually to the chapter that has best "perpetuated Pullara's memory and those things for which he stood in the architectural profession."

The winning chapter this year has been instrumental in the development of new programs. The Florida Central Chapter's management seminar for your practitioners has been accepted as part of a task force activity by The American Institute of Architects.

The principal officers of the Florida Central Chapter are; James A. Greene - President, Robert Levison - Vice President, Don Parish - Secretary and Ludwig Spiessl - Treasurer.
Wood allows flexibility and freedom in design.

Society of American Foresters
Wood Award

Ivan Johnson and Ernie Daffin accept the Architects Wood Award from FAAIA President, Frank Mudano, at the 60th Annual Convention.

The 1974 Florida Architects’ Wood Award was presented to the firm of Barrett/Daffin/Figg of Tallahassee for the outstanding design of the Alexander Springs Restroom and Concession Facility in the Ocala National Forest.

The architects said that wood was chosen for this project because “it allows flexibility and freedom in design. But, most important is the character of the material. Wood has the warm, natural feeling so appropriate for its use in the forest.”

The Wood Award is presented annually by the Florida Section of The Society of American Foresters.
David E. Clavier has joined The Florida Association of The American Institute of Architects as the editor of THE FLORIDA ARCHITECT.

David is a 1973 graduate of the University of Florida's College of Journalism and Communications. While at the University, he began work toward a Masters of Communications degree and worked as a graduate assistant with the Department of Architecture. David wrote and edited the Architectural Guild newsletter, The Column.

He was elected as the outstanding public relations student in the College of Journalism and Communications for 1973-74. He is a member of Phi Kappa Phi and Kappa Tau Alpha scholastic honor societies.
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