"GRAFFITI SUPPLANTS DIALOGUE IN MAN'S POLLUTED ENVIRONMENT"—HEALY

That's the negative aspect. However, ARA has always assumed a positive posture with the result that we who belong to ARA have for many years been called (among other things), the "nuts and bolts" architects, which is another way of saying that we've always chosen to be realistic about architectural practice. Long ago, ARA fully accepted "business" as a member of the architectural "team." Right now, a corporate entity, "TEAM, INC." is functioning, growing, and soon will be able to provide the small, independent architectural office with the organization and a performance potential equal to those of any "conglomeration." Admittedly, we do not, as yet, have all of the answers, but we do know that we're asking the right questions, and what's more important—when, how, and whom.

The problems inherent in today's housing crisis are not new. In 1932, the editors of Fortune Magazine said, "It is by no means an overstatement to say that the housing situation is the disgrace of American industry"—that in 1932! You'll find this statement in the article, "Housing America," purportedly written by Archibald MacLeish, confidante of President Franklin D. Roosevelt. At that time virtually half the population of this country was ill-housed, and MacLeish blamed this part of the, free enterprise system which he claimed had "signally and magnificently muffed" its opportunity to satisfy the huge housing market. Also blamed were land speculation, exorbitant finance rates, obstructive labor tactics, contradictory building codes, and oppressive tax laws. So what's new? After the lapse of 38 years—which has seen six presidential administrations, 18 congressional sessions, and a GNP increase of $847.3 billion dollars, the problem seems only to have worsened. In 1932, the Fortune article observed that "no amount of organization and no excellence of design will solve the housing problem unless the land problem is solved with it"—sound familiar? The next question is obvious—who is best qualified to solve the land problem? Is it big business, the proprietary developer, the planner, the architect, the engineer—each of them individually . . . or all of them working together as a team? In the process, let's not overlook the team's key quarterback—the environmental designer; for increasingly we are obliged to recognize that ecology is central to everything we attempt.

A businesslike approach to the problem solving is mandatory for today's architect. ARA's contribution to the problem of graffiti we analyzed above might read "step up the organization!" As for the ultimate betterment of our environment, much depends upon the position of the architect on the emerging building team. Against sizeable odds, ARA is making the voice of the architect heard. Before very long every architect will be very well aware of what ARA has been saying for years—"the team is here; you'd do well to get with it."
12TH ANNUAL ARA CONVENTION TO CONVENE IN BOSTON, NOV. 19-21
CONVENTION THEME—THE TEAM EMERGES!

This year's Convention Committee, backed by the ARA Board and Staff, is already hard at work planning the details of our 12th Annual Convention. Their efforts will assure that when ARA meets next fall in Boston, the result is a convention that’s still bigger, still better attended, and every bit as progressive as last year’s in Chicago.

"THE TEAM EMERGES!" is the theme of the Boston Convention. It logically grows out of the 1969 theme, "Toward Total Architecture: Teams and Systems," wherein ARA advanced the idea of a team approach to architectural practice which could resolve both the work crisis facing the profession and the construction crisis facing the nation. That theme and the program built around it attracted national attention.

This year, ARA advances the concept of total architectural practice one giant step further—by building the 12th Annual Convention around the organization of the actual team components. Though our convention program is still in the process of being fleshed out, the skeletal structure of it has been printed below to convey an idea of the kinds of things we’ll be discussing in Boston this November:

TUESDAY, NOVEMBER 17
12:00 Noon Registration opens
1:00 PM Executive Board Meeting
6:00 PM Early Bird Reception

WEDNESDAY, NOVEMBER 18
12:00 Noon Brunch-Huddle
1:00 PM Invocation
1:10 PM Official Huddle
1:30 PM Keynote Address
2:30 PM Response and Discussion
4:00 PM Opening General Business Session

THURSDAY, NOVEMBER 19
Morning Session
"THE HOUSING TEAM"
9:00 AM The Approach to Public Housing
10:30 AM Question and Answer Session

11:00 AM The Approach to Private Housing
12:00 Noon Official Exhibition Opening with luncheon served concurrently in the Exhibit Hall.

Afternoon Session
3:00 PM The Approach to Public Housing
(continued from morning session)
3:30 PM Question and Answer Session
6:30 PM Cocktail Mixer

FRIDAY, NOVEMBER 20
Morning Session
"THE FINANCIAL TEAM"
9:00 AM The Architect as Developer
Organizational and Legal Details
Actual Case Citations
10:30 AM Imagination in Organization and Building Finance
12:00 Noon Exhibit hours with luncheon served concurrently in the Exhibit Hall.

Afternoon Session
"THE BUSINESS TEAM"
2:30 PM Organization for Design Efficiency
3:30 PM The role of the Computer in Freeing the Architect for Design Work

SATURDAY, NOVEMBER 21
Morning Session
"THE ENVIRONMENTAL TEAM"
9:00 AM How the Corporate Family Looks at the Pollution Problem—Business and the "dirty back yard."
10:30 AM The Architect as the Environmental Design Team Leader
11:30 AM Exhibit hours with luncheon served concurrently in the Exhibit Hall.

Afternoon Session
3:00 PM Closing General Business Session
6:30 PM Founder's and President's Reception
7:30 PM Awards Banquet:
Theme: The Team and the Total Architect
Presentation of Student Design Awards
Presentation of Professional Design Awards
Presentation of President's Award

Our 1970 Exhibitors Prospectus—carefully designed to encourage building products manufacturers and fabricators to attend and exhibit at ARA's 12th Annual Convention—has now mailed to a comprehensive list of over 2,000 potential exhibitors. Succinctly citing the reasons why ARA is the "NOW" Society and its annual meeting the place "where it's at," this prospectus promises to do much to favorably influence the exhibit decisions of marketing managers across the country.
“WORKING PROFITABLY WITH HUD AND FHA” by Roland Salk
ADAPTED FROM AN ADDRESS ORIGINALLY PRESENTED AT THE 1969 ARA CONVENTION

Thank you, Mr. Issacs for that very kind introduction. There is, however, one thing which might introduce me much better to this audience. I am a maverick. I am an Engineer who owns controlling interest in an architectural practice and it works out very well. I am also an Engineer who believes that the world will not beat a path to the door of the Architect simply because he is an architect. The Architect must evolve some device to bring his name before prospective clients. Since most types of advertising are considered unethical, the Architect must, in my opinion, offer something that his colleagues do not offer. That something can be a service or one or more areas of expertise. For this reason, I have spent a number of years acquiring some knowledge of FHA programs and procedures. It takes that amount of time too . . . no sooner do you obtain all of the information regarding a new program and learn how to use it, than Congress changes the program or some “expert” in Washington mandates that some FHA form which has been used successfully for years never did do the job properly and introduces some strange form or procedure that even the FHA insuring offices throughout the country don’t know how to use.

Notwithstanding this type of confusion, it is possible to work profitably with HUD and FHA. Although FHA is an arm of HUD, they work quite autonomously. Since my experience has been exclusively with FHA, I will confine my remarks to that organization and its programs.

Now a brief introduction to the major FHA programs in Multi-Family Housing. Before I get into these technicalities, however, I think a story told by Bennett Cerf would be quite in order at this point. It seems that two earnest lads were discussing the facts of life. One of them had just been getting an earful about the birds and bees from his father, so he took the floor. “It’s like this,” he began. “Your folks send out a radio appeal for a boy or girl. Angels put the baby in a rocket ship and aim it at the nearest hospital. Five minutes after blastoff, it’s in your mother’s arms.” “Is that really what your father told you?” wondered the boy’s little friend. “Not exactly,” admitted the boy, “but if I told it my way, you’d never believe it!” FHA programs are also unbelievable in some respects to the initiated. However, when you study the intent of Congress and the procedure for implementation of this intent, they begin to take on a real meaning, have a very definite place in this society, and are very workable. Of course, it also helps to adopt the old philosophy that “there’s no reason, it’s just company policy.”

The Housing Act of 1961, created a means whereby, for the first time rental housing could be built profitably for low to moderate income level people. This program became known as 221 (d) (3) and provided mortgages at a 3% interest rate for periods of as long as forty years. Profit-motivated sponsors could obtain mortgages for 90% of Replacement Cost and Not-For-Profit Sponsors could obtain 100%. The Housing Act of 1968, created Section 236. This Section allows the FHA to insure mortgages for the same loan-to-value ratios and for the same period of time, but changes the interest rate to 7½%. At the same time, it allows the FHA to subsidize this interest rate to the extent of 6½% resulting in the sponsor paying an effective rate of 1%, believe it or not! Both of these programs impose eligibility requirements upon the tenants. These requirements relate to family income and family size. Rent controls are also imposed. There are many other programs available relating to Mobile Home Parks, Nursing Homes, Housing for the Elderly, Individual Homes, Sub-divisions, New Community Development, Luxury Apartments and not so Luxury Apartments. Since my personal experience has been with the 221 (d) (3) and 236 programs, I will confine my remarks to them but will attempt to answer your questions on any of the other programs later.

Right now, I am in the final stages of construction of one of these projects in Mishawaka, Indiana. The apartment complex I am involved in is known as Parkview Terrace Apartments. It consists of three 2½ story apartment buildings each containing 12 one-bedroom apartments, 18 two-bedroom, and six three-bedroom units for a total of 36 units per building and a total of 108 apartments in the complex. I own this complex, my firm was engaged as the architects and engineers for it. I am President of the general contracting firm who is building it, and I will manage it. The FHA says that the only conflict of interest here is that since I own it and am building it, my architectural firm cannot supervise the construction. Thus, I engaged the services of one of your members, Sandy Friedman, to supervise the construction, and you can blame my appearance here on him. Thank you.

OTHER NEWS OF INTEREST TO AMERICA’S REGISTERED ARCHITECTS

National Recorder, Chuck Faroni, who was Chairman of last year’s Professional Design Awards Competition informs us that several entries appear to have been lost after the dismantling of the professional competition exhibit in Chicago last November. While the Society’s staff has made every effort to track down these missing entries, they have not so far been recovered, and at this late date the possibility of recovery seems increasingly remote. Naturally, we sympathize with those whose entries have not turned up, and in order to assure that this does not occur again special procedures are being initiated in Boston this year whereby all entries will be accounted for and promptly returned.

From Past President, Thurston Munson, comes word of two upcoming M.I.T. Seminars sure to be of interest to a number of ARA members. Both will be held in the M.I.T.

School of Architecture and Planning, Cambridge, Massachusetts. The June 16-20, Seminar will explore “systems building and industrialization for new communities,” and will feature a number of nationally known lecturers from government, industry and the profession. A second seminar, to be held June 29-July 3, will discuss the role of “plastics in Architecture,” and is aimed at acquainting the building fraternity—architects, engineers, builders and others—with the nature of plastics for use in buildings, their potentialities and limitations. Additional information about both of these Seminars may be had from:

Professor James Austin, Director of the Summer Session Room E19-356
Massachusetts Institute of Technology
77 Massachusetts Ave., Cambridge, Mass. 02139

Professor James Austin, Director of the Summer Session Room E19-356
Massachusetts Institute of Technology
77 Massachusetts Ave., Cambridge, Mass. 02139
APPLICATION FOR MEMBERSHIP
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333 NORTH MICHIGAN AVENUE / CHICAGO, ILLINOIS 60601

Membership in the Society is granted and maintained on the basis that you are now registered or licensed to practice the profession of architecture.

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The undersigned, being a registered architect does herewith apply for membership in the Society of American Registered Architects.

Dues: $40.00 for current year ($25.00 national, $15.00 state council).

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