PRESIDENT'S MESSAGE
Jerome L. Salzman—1978

I wound up two years of being your national president. Thank you for the beautiful watch and plaque you gave to me, and also for the lovely bracelet Ruth received. We will treasure them always.

I am particularly pleased to say that SARA is moving forward, and that the end of my tenure leaves the Society with a promising future.

This is not a man job, and to all who helped it is good to know that we accomplished a small bit of what we aspired to do.

Thanks to all who made a contribution.

PRESIDENT'S MESSAGE
Richard E. Shields—1979

1978 is fast coming to a close. It is too bad that we did not have more time in which to add to the accomplishments ARA has made this year. We have added 80 some new members to the Society. Public Relations developed many releases to the media. Their efforts produced much for the general interest in the profession and the Society. The Councils were active over the country as reported at the Annual General Meeting, Saturday, November 4th. It was great to hear the reports and enthusiasm for this coming year.

The Convention in Philadelphia was tremendous. If you were not a part of this affair, you were the loser, no matter what your reason. This seminar gave information to all for their everyday practice in the profession and many new ideas were produced.

As I stated at the Annual Banquet after the installation of the offices for 1979, I look forward to a great year for ARA. E. H. Harriman, a great railroad financier stated “much good work is lost for the lack of a little more”. What a true statement! It is my hope, and I challenge you as a member of this great Society, to give that little more in 1979 to make this the year architecture and ARA can become a force to be recognized and dealt with.

The first National Board Meeting of 1979 will be held in New Orleans on January 27th. All members are welcome. Give your ideas and support to ARA.

FRONT COVER: Newly elected 1979 President Richard Shields (right) presents walnut and bronze recognition plaque to Jerome Salzman in appreciation of his service as 1977-1978 President.

THE FOUNDER'S CORNER
Wilfred J. Gregson, FARA

At one of the early meetings of the Society of American Registered Architects, voices were being raised, tension was evident and a fight seemed to be in the making all over some matter of policy now long forgotten. It occurred to me that the meeting had started without an invocation. I stood up and asked permission of the president to invoke the blessings of God, the great Architect of the Universe. Thereafter the subject that had roused so much heat was resolved without any problem and in complete harmony. Since that time I have become the official Invocator at every meeting, national or local. It goes without saying that all of our meetings have proceeded harmoniously. Although the invocation has been written before, it would be in order to repeat it.

Great Architect of the Universe, Creator, Designer and Builder, Father of us all, we ask thy blessing upon all architects here and upon those who are not here, Inspire us when we are continuing the design of thy great planned universe, Grant us courage to do what is right, and bless us with health, happiness and prosperity. Protect our families and ourselves and teach us that we are all brothers and sisters as part of thy children and especially as thy apprentice architects. Endow us with wisdom that the work we do at this
Sun Earth by Richard L. Crowther; Charles Scribner’s Sons; New York (1978); 232 pp.


We don’t often find a book on the details of handling planting written by architects, but then we don’t often find an architect with a degree in botany either—which is the case with Mrs. Hunter.

If you would like to come more with indoor planting than indicating a space for some tub planters and then watching as they wilt, you should find this book fascinating. It is a fact book. Most of what you might wish to know is here; drawn from the experience of two architects who appear to have spent a great many years planting everything imaginable, for a multitude of purposes, throughout their projects.

As a personal observation, you may, depending upon your taste in architectural style, find some of the installation photographs rather underwhelming—I did. But this should not put you off, as the book is about the use of living materials in architecture, not architecture itself. It performs this task extremely well.

Authoritatively it presents the plants themselves: what they are and can be expected to do, what can be grouped together and the effects which can be obtained, and the level of care required to keep them from laying about on your quarry tile in a brown heap. Then, as would be expected from professionals, it covers well the building elements; such as bedding, drainage, lighting, etc.; necessary to sustain a successful environment for these plants.

The drawings and photographs which illustrate it, form a timeless story in themselves.

If you are an urbanite, with a love or concern for the increasingly large built-up areas which compose our cities, and you have a coffee table in either your home or office, you could not do better than to start 1979 with Delirious New York upon it.
Statement of Income and Expense
January 1, 1978 through October 31, 1978

Income
- Membership Dues: $30,373.00
- less payments to Councils: $5,440.00
- Balance: $24,933.00
- 1978 Convention Income—to date: $2,000.00
- Other Income: $789.56
- Total Income: $27,722.56

Expenses
- Total to date: $27,561.20
- Net Income: $161.36

In May of each year the Society is required to publish to the membership the financial statement for the preceding year. Because of the breakdown in the publishing schedule for Practic-
Report from Philadelphia

The 1978 Convention was very successful and apparently enjoyed by all who attended. At least this year we heard no complaints about anything.

To exercise our responsibilities for professional continuing education, seminar sessions occupied most of the day on Thursday and Friday and covered a wide range of Convention Theme oriented topics. All of the speakers were exceptionally good, brought considerable substance to their subject, and were more than willing to share their expertise.

Gerald Nolan, President of Parkington Associates Ltd., New York, and Allen Berwin, Vice President of Burger and Burger of Stratford, Connecticut, were the speakers at the opening seminar session. Both represented insurance brokerage firms which specialize in professional liability and other special risk insurance. They provided particular insights into what affects professional liability rates and gave the members much to think about in terms of the relationship of their practice operations and their liability exposure.

A particularly informative filled seminar featured Paul Cohen, a local shopping center developer, and Robin Blumenfeld, a local residential developer. These two speakers were extremely candid in discussing the potential problems, rewards, and methodology for putting together a development project. The membership questions and the quality of the panelist’s answers proved very illuminating to a number of members who were considering this position as an answer to project control.

William L. Graves is the manager of the Solar Technology Transfer Program for Brookhaven National Laboratory, DOE. A particularly forceful speaker, Mr. Graves left little doubt in anyone’s mind as to the attitudes of government toward the subject of energy conservation and its future expectations. His presentation of the Federal resource commitment to this program and the level of information available to the practitioner should have proved very useful to the attending membership.

An area where most architects are weak by the nature of their educational background is in the application of management techniques to their own practice. Gary Henderson, who is a management analyst for the City of Philadelphia, addressed this subject very eloquently. A fine speaker, he discussed with exceptional clarity a number of financial and management techniques which can be used to program and achieve profit in the operation of a service business. As he pointed out, this requires considerable diligence in business areas which are not a seller’s market and we are all aware that architecture has rarely, if ever, been that.

Bruce Fahey is a contractor involved in retrofitting and contract design services for commercial office space. He discussed, based on his experience, ways in which the architect could effectively work in this area. This is an area of the commercial space and product market which is increasing in dollar volume every year and is no less in need of design skill than is new office construction.

So you want to talk about making money—talk to Lenard Wolffe, a Philadelphia attorney specializing in land use/development law. He certainly came prepared to speak frankly to us on that subject. One of his prime recommendations was, “get involved”. You can’t expect to make money if you don’t know how your service is making money for your client. If you are specifically involved in exercising your skills to improve the client’s profit picture and he is aware of it, you are in a considerably better position to negotiate a profitable arrangement and the client is more amenable to agreement when he can perceive it as a sharing of something that you are earning for the project. Mr. Wolffe provided a number of fresh approaches to client/architect contract problem areas which affect architectural service profitability.

The Construction Management panel consisted of Jerome Balka, a construction law attorney, as moderator; Robert McLaughlin, President of Valon Consultants, representing general contractors; Jack Schuster of Enterprise Development, speaking for the service using developer clients; Jerome Salzman, FARA, an architect with considerable experience in the field; and Mr.
Lenard Wolfe. Once again it was proven that this is a field where the participants are separated by a common nomenclature and activity. Many useful insights came forward in this discussion, particularly in the area of the need and ability to tailor construction management services to specific client requirements. However, it was also clear that this remains a sphere of construction activity without an established format or common expectations.

Julian Goodrich, the National Treasurer of NCARB expanded on the presentation that he made at the Houston Convention, giving more detail on this organization’s proposed programs. It is always of value to keep in touch with how this group views the profession and the NCARB relationship to its future.

What ever happened to HUD? Thomas C. Maloney, the Mid-Atlantic Regional Administrator for HUD, spoke encouragingly about this agency’s programs and future plans. He also provided a number of detailed recommendations on how to get involved in existing programs. His closing impersonation of President Carter added a welcome touch of levity to the program and was easily good enough to get him three minutes on the Carson Show.

The role of the architectural profession in the revitalization of America’s existing urban areas was thoughtfully reviewed by John Gallery, the Director of Housing and Community Development for the City of Philadelphia. From his extensive background of both public and private involvement in community development projects, he was able to outline a number of ways in which both the profession and the individual practitioner can take an independent leadership role in this process, without waiting for others to call upon us. A man of sincere conviction, Mr. Gallery succeeded in projecting the social necessity for this activity very clearly to the assembled membership.

On the social side we were busy from the end of each seminar program until late in the evening. Wednesday afternoon and evening saw the members off on a tour to Atlantic City to visit the new Gambling Casino. Unfortunately the casino apparently saw us coming and not many came back any richer than when they left. One of the planes from Chicago was so late arriving in Philadelphia that when Bob and Violet Viren, Al and Harriet Burnes, and Joe Canzoneri reached the hotel the buses had already left for Atlantic City. Rather than be left behind, this stalwart group took a taxi to Atlantic City to meet the tour. At least this act prevented their having any money left to lose at the gaming tables.

Thursday was a bus tour of historic Philadelphia, which seems to be historic endlessly. However we all enjoyed visiting so many of the places which are fabled from the founding of our nation. An excellent, and extended, dinner at the famous Bookbinder Restaurant was a greatly appreciated climax to the evening. It seems that one cannot escape the fact that you have to go to the coast to really enjoy great seafood.

Friday featured a ‘bus tour to the Peddler’s Market in Bucks County, to the immense pleasure of the shoppers and restoration buffs. A festive dinner party was conducted at the Fountainheac, which incidentally was not designed by Howard Ruark.

Saturday night proved to be a truly gala evening. The Founder and Past President’s cocktail reception featured an orchestra and dancing. We were thereby amazed to discover that there are some real “hoofers” among our number, and we expect that they will be prominently

Among the guest and seminar speakers were (shown at the left):

- Allen Berwin, Vice President in the insurance firm of Burger & Burger of Stratford, Connecticut;
- John A. Gallery, Director of the Office of Housing and Community Development, City of Philadelphia;
- Gary F. Henderson, Management Analyst with the Office of the Managing Director, City of Philadelphia;
- Thomas C. Maloney, Mid-Atlantic Regional Administrator of HUD;
featured at next year’s Convention. It should also be mentioned that, as always, the ladies were lovely and a treat for our drafting-strained eyes. The Sheraton could be justly proud of the fine dinner which they served at the Awards Banquet which followed. This turned out to be a quite jolly affair, with much table-hopping and pleasant conversation; only toned down to honor the recipients of a number of justly deserved awards. After the Banquet a reception was hosted by the outgoing and incoming Presidents, and formed a fitting climax to a fine evening.

Throughout this issue there are picture stories showing many of the recipients of major Society awards. In addition to those shown in this manner, four special non-member Gold Medallions were awarded. These went to: Ellie Abramowitz from Pennsylvania, Adele Schaffner from Illinois, Martha Meyers from New York, and Cecile Specter from Illinois. Certificates of appreciation were presented to the members of the Design Awards Jury: Theodore Mondzelewski, ARA; Onofrio Bertolini, ARA; and Rudolf Herzberg, FARA. At the Awards Luncheon Founder Gregson presented this year’s plaid ties to Arnold Schaffner and Wayne Bryan. It should be noted that President Salzman again followed the policy which he instituted and did not duplicate awards to any members who had already received that particular award. Therefore some older members who worked very hard this year did not receive any formal recognition, just the public appreciation spoken by President Salzman in his closing remarks.

We who attended this Convention had a great time and as always there was the warm feeling of renewing friendships. We came home with new information and ideas—tired—but with the pleasant memories of having spent three useful days with friends and peers that we respect.

A WIVES’ PROGRAM

Speaking to the membership, Bernardine Kaplan (shown below), wife of David Kaplan of North Miami Beach, Florida, suggested that the wives might contribute to a cookbook. This could make an interesting and distinctive fund raising project for the wives, as well as providing an activity which would increase contact between Conventions. Wives or members (our male contingent not being without cooks) who would like to contribute to or otherwise assist in such a project should contact Mrs. Kaplan. See the membership directory.

Aided by her husband, Mrs. Ruth Salzman examines the gold commemorative bracelet presented to her on behalf of the Society by incoming President Dick Shields. This special presentation was a fitting acknowledgement of a truly gracious First Lady of the Society. Her unquenchable enthusiasm and charm have been a key ingredient of the last two years’ social events.

Ruth’s unflagging “what can I do to help” attitude has undoubtedly been a major support to Jerry during his presidency and has produced a number of significant contributions of her own. In particular the Board, and through them the membership, would like to thank Ruth for her short but intensive career as a telephone salesperson. We all salute a lady who is a “helpmate” in the true Biblical sense.

Fred H. Prather, FARA, Illinois Council President, receives the Jean P. Boulanger Award which is presented for exceptional service to the Society from President Salzman and Gladys Boulanger.
ANNUAL MEETING OF THE MEMBERSHIP

As is the custom, the Annual Meeting was opened with an invocation delivered by the Society’s Founder, Wilfred Gregson. In the face of an uncertain future, Gregson spoke with particular inspiration; charging the members to keep faith with their God, their profession, and their fellow man and to maintain the ethics of ARA, which is the practice of the Golden Rule.

In his State of the Society message President Salzman was able to present a very positive picture. The Society is stable and growing, with a solid foundation in the established Councils. There has been the largest gain in membership within recent years. Thanks to a financially successful Convention the Society is solvent and has funds available for temporarily suspended projects. On the professional level, this year has seen noticeable industry acceptance of the position of the architect in design/build activity, a philosophy long supported by ARA. The number of practice aids and Council level continuing education seminars have also significantly increased this year.

Treasurer Wayne Bryan presented the ten month financial statement supporting the solvent condition of the Society. The statement is published elsewhere in this issue. This statement does not include the Convention accounting, which has been projected as quite positive, as this will be accounted for in the year-end statement.

The membership committee report was presented by Bob Johnson and showed eighty seven new members at the end of October. With the reactivation of a number of former members, this provides a good, although not overpowering, overall membership increase.

Bob Johnson also reported that over 700 copies of the new practice aid pamphlets have been sold in the first two months, so this program appears off to a good start.

The work of this year’s Convention Committee was reviewed by Arnold Schaffner, as reported in this issue. Significant is that the membership sales program which Arnold organized was successful in obtaining 34 exhibitors, which was a better sales performance than was accomplished by the last couple of professional managers.

Reports were submitted by Bernard Frishman, Barry Milowitz, and Don Geitz for the NCARB, Metric, Insurance, and Student Affairs Committees. The Nominating Committee, reported for by Bert Johnson, indicated that the slate of 1979 officers was elected on a slightly more than 25% return on the mail ballots.

The Magazine Committee report was read by President Salzman. It indicated that with the post-convention issue regular publication would be resumed. However, due to the lack of advertising support, the full magazine format and plans for its expansion will have to be suspended for the coming year. To remain within the 1979 budget allocation of dues, a modified newsletter content will be adopted while retaining the current format.

A number of members spoke to the meeting regarding Council activities and their individual concerns as member professionals. Among these was a fine report on the successful new student award program established in New York. Both California and Illinois Councils reported that entries were presently being accepted for their membership design awards programs, with award presentations to be made in February. California also reported the death of Southern California Chapter President Emil Jack Warner, a circumstance which saddened all who knew him.

Practitioner complaints continue regarding the cost of professional liability insurance and the lack of correlation between practice requirements and exposure classifications. A number of proposals were made for ARA fund raising projects to avoid any requirement for a dues increase in the coming year. These were carefully noted and will be reviewed by the Board. A comment was made that while we regret the legal problems in which our sister organization is currently embroiled, this situation illustrates the efficacy of the historic ARA rejection of codified and administered ethical rules. A suggestion was made and supported that a traveling seminar or major publication be produced on development economics. This was referred to the Continuing Education Committee for study.

President Salzman adjourned the meeting with an expression of his sincere thanks to many of the members who had helped and supported him during his two terms as President.

Arnold Schaffner, FARA, accepting from President Salzman and Gladys Boulanger the Jean P. Boulanger Award for exceptional service to the Society.
SEMINARS & MEETINGS

Members and Guests Address the Convention. Speaking at seminars and the Annual Meeting are: (top row—from left) Ralph Meyer, FARA; Fred Prather, FARA; David Kaplan, FARA; (center row—from left) Robin Blumenfeld, guest housing developer; Dwight Chenuault, FARA; David Washington, ARA; Gayle Daniel, ARA; Donald Geitz, ARA; (bottom row—from left) William Graves, guest from Brookhaven National Laboratory; Barry Milowitz, ARA; John Pankovich, ARA; Herbert Berger, FARA; and Stan Banash, public relations counsel for the Society, reviewing the 1978 programs and future plans.
Product and Service Exhibition

Those unable to attend missed a very informative and enlightening product display, assembled in the fore-half of the large and beautiful Main Ballroom: partitioned from the other half which was used for the luncheons. Its convenient, contiguous layout added to the frequency of exhibit area attendance.

For the first time, our exhibit area was opened to our local architectural peers, by the mailing of almost a thousand announcements. Exhibitors were each requested to issue 250 VIP invitations to their select clientele. No attendance counts were taken, but it was apparent that these incentives added to the traffic and ARA exposure. These programs, with mailing problems, arrived a little late for fair impact judgements, and in the future will be initiated earlier.

Several exhibitors reciprocated to their complimentary set of ARA Convention mementoes (writing case, pocket knife, umbrella) by distributing favors, and one had a daily drawing with a calculator as the prize. The exhibit array was varied as can be judged from the listing shown. Everyone received a copy of the 24 page “Exhibitors and Advertisers” booklet, which lists our supporters. This in no small way contributed to our financial success. We have printed and will distribute over 2000 copies. We say thanks and are grateful for this support. As the Good Book says: “Give and ye shall receive.”

I must give proper tribute to my predecessors, who I can attest, took on a tremendous task single-handed. However, success dictates this must be a cooperative effort. To the many who made this year’s program possible I extend my sincere personal thanks and appreciation.

We wish to thank, and in the process call the memberships’ attention to, the following companies who exhibited in Philadelphia.

OTIS ELEVATOR COMPANY
GARDCO MANUFACTURING, INC.
PENN LIGHTING ASSOCIATES
TEI GRAFIX CORP.
J.H. SPAULDING COMPANY
MORIN BUILDING PRODUCTS CO.
MOLDCAST LIGHTING
KOPPERS COMPANY, INC.
MENTOR PRODUCT, INC.
GLEN-GERY BRICK
HONEYWELL, INC.
ELKINS BUILDERS SUPPLY CORP.
BURGER & BURGER/PARKINGTON ASSOC.
DELWARE VALLEY BARRIER FREE LIFT CO.
GLOBE-AMERADA GLASS COMPANY
U.S.M. WEATHERSHIELD SYSTEMS CO.

LCN DOOR CLOSERS
MINI MAX INTERNATIONAL
U.S. STEEL CORP.
THE MASONITE CORP.
U.S. GYPSUM COMPANY
MILWAUKEE VALVE COMPANY
PELLA WINDOW & DOOR CO.
LUDOWICI-CELADON
IDEAL SECURITY HARDWARE
INSULATE AMERICA, INC.
METALUX CORP.
SERVICE AWARDS PRESENTED

Five Special Service Awards were presented to members for their contributions to ARA at the Council level. Shown below receiving their certificates from President Jerome Salzman are: Barry Milowitz from New York (top left); Stanley Kasindorf, FARA, Secretary of the New York Council (bottom left); David Kaplan, FARA, Secretary-Treasurer of the Florida Council (top right); Dwight Chenault, FARA, Treasurer of the California Council (bottom right). Not shown is William Baldwin, Editor of the Illinois Council Bulletin.

MORNING FIRE SCARE

On Friday morning a small fire on the 16th floor of the Sheraton Hotel caused the occupants of that floor to be evacuated as a safety precaution. Some of the members’ wives had unfortunately chosen that morning to sleep late and they were routed from their rooms with only time to throw on assorted bathrobes and trench coats. They spent about an hour in the lobby, where the hotel personnel tried to make them as comfortable as possible, before being restored to their rooms.

Ladies Receive Tea and Presidential Sympathy.
Photo above—Harriet Burns (left) and Tena Angelo discuss their morning dispossession.
Photo right—Carol Bryan (left) and Violet Viren enjoy their unscheduled tea, as President Shields supervises temporary arrangements for their comfort.
CONVENTION 1979—CHICAGO

Plans are underway for the 1979 Convention to take place on October 17 through 20, 1979 at the Chicago Illinois Hyatt Regency.

All members are invited to attend and are urged to set aside these dates on their calendars. The convenience of Chicago’s central location and its rich heritage in architecture makes this convention a must for all members.

To this add the many features of the Hyatt, a magnificent new hotel located in the Illinois Center complex between two major shopping areas, Michigan Avenue and the Loop. It is also within walking distance of Orchestra Hall, the Art Institute, theaters, night clubs, and the lakefront. The hotel provides a total environment in a natural green spacious setting.

A program is being developed centered on the theme of “Architecture in the 80’s”, and field trips will take advantage of Chicago’s many architectural and cultural assets.

All of this will add up to a very worthwhile event for those who attend. Make your plans early to join us in October.

WHAT’S TO DO NOW

It’s true, we have only just concluded the Philadelphia convention, but the time is now to start to make 1979 even more successful. All the ingredients are in hand: a central geographic location, an architecturally rich metropolis, a large group of hard working members, and above all, the Society’s continuing exposure, success, and acclaim.

1979 will be at the new, beautiful Hyatt Regency Hotel at the foot of the Michigan Avenue Magnificent Mile. Couple that with a recipe of good seminars, tours, social activities, and comraderie, omits only one very necessary ingredient for guaranteed success. Exhibitors!

Start now! Contact product manufacturers, their reps, or distributors and spread the good word. As their “specifiers” we support them by naming their product and now need their reciprocal support. The low $500 per booth cost is being retained. The exposure is both selective and broad. Thousands of local architects, whether affiliated or not, will be sent Exhibit Area invitations, and so will other disciplines and associated professionals. Exhibitors are given a quarter page ad in the “Advertising Book” which is distributed to all members and exhibit area attendees.

A few, not many, may have the clout or stature to command a “yes” by phone or letter, but past experience shows that a visit by a three-man team is the most effective method, and can contact three or four potential exhibitors in an afternoon. This sales approach is actually the easiest and least time consuming—other methods become repetitive, frustrating, and very time consuming. Where main office calls are not feasible, calling the reps to a meeting with the principals of three firms is a successful alternative. The message, when persuasively and resolutely presented will be promptly forwarded. Have no doubts about that! Geographic duplication of contacts will also increase the desired impact. Most firms wish to participate, once they come to realize that they are dealing with a serious professional organization—composed of people who are important to their business.

Contact me for any kind of help or advice which may be desired. Our goal requires every members’ participation and the results can be most rewarding.

Arnold Schaffner
Convention Exhibit Chairman

PRESIDENTIAL CITATIONS

Shown receiving Presidential Citations for their work at the national level are (top to bottom): Bertrand Johnson, New Jersey; Ralph Meyer, New York; John Pankovich, Pennsylvania; and Eugene Sawka, Pennsylvania.
meeting will further the advance of the profession of Architecture, we ask in thy Holy Name, Amen.

A.R.A. was started with many a prayer for guidance and help. In addition, a prayer for each new member as they joined, and a prayer when sending out applications which also can stand repeating.

Dear God, please send me good men, strong honorable men who will do all that is necessary to unite the profession of architecture and help to get all architects working together in fellowship.

Then when a new member did join I prayed for his long life, health, and happiness as well as for his prosperity.

It is worth noting that in twenty two years not a single president suffered any great illness and that they are all hale and hearty. The purpose of the preceding is to let you know that my feelings are very strong as to the power of prayer. It is a power that can be used in all daily affairs. God functions in three prominent ways: Creation, Preservation and, Change. Architects function in the same three ways. The greatest of the three is Creation, the strongest arm of our profession. A fool can destroy, but it takes great wisdom to create. Inspiration comes quicker when the aid of the Great Architect of the Universe is asked to help. Try it.

SPECIAL THANKS

In his final remarks President Salzman included the following personal tribute.

A special thanks has to go to Arnold Schaffner who did a yeoman job with the exhibitors and Convention. This effort will enable the Society to promote some programs, as the funds will now be available. Thanks to Fred Prather for his untiring work in getting the mailing list in order and sending out about eight thousand pieces of Convention related mail. Thanks to G. R. Johnson for his work in membership as is evidenced by our biggest increase in many years. Thanks to Mitch Abramowitz and Gene Sawka for their work in

NATIONAL BOARD REPORT

A number of Executive Board meetings have gone unreported over the last nine months. The following are some items of information that it was felt should not go unnoticed.

Fellowship status has been approved for John Benecke, John May, Alex Davis, and Ron Angelo. Also a request for Emeritus status from Russell Clopine was accepted.

Richard Shields reported on the National Construction Industry Council and its activities. Our membership in this group was discussed and it was voted not to continue our membership. It was reported that the activity of the Metric Council has slowed down considerably and that the movement to make the use of the Metric System the standard for this country is not as imminent as once thought.

ARA again participated in the Building Construction Exposition & Conference, which was held in McCormick Place, Chicago on October 16-18. The members of the Illinois Council provided the booth set-up and manning. (Shown in the photo below is Charles Faulkner, Jr., Illinois Council Director and Chairman of the Public Relation Committee.) The ARA exhibit featured a display of Design Award winning projects.

Wayne Bryan of Illinois receives one of the two 1978 ARA Gold Medal Awards from President Jerome Salzman.

Mitchell Abramowitz, of Pennsylvania, receiving one of the two 1978 ARA Gold Medal Awards during the Annual Awards Banquet.

Philadelphia on the Convention arrangements, and to Ralph Meyer for the superb group of speakers.
A FEW WORDS ON THE CHANGES IN OUR PUBLICATION

Donald N. Uding, AIA, ARA
Editor

The discriminating reader may notice that this issue of Practicing Architect includes primarily only Society and Convention news material—in actually a newsletter rather than a magazine. Regrettably, even on a temporary basis, this constitutes a step backward for our organization.

The limited number of three member selling teams working with the Convention Committee achieved considerable success in obtaining exhibitors for the Philadelphia Convention. Unfortunately, despite significant support expenditures and extensive personal efforts by two or three members, we have been able to secure only one advertiser for our magazine—W. G. Vinyls, Inc., whose advertisement appears on page 12 of this issue.

President Salzman explained in his membership letter when the society launched Practicing Architect that membership dues alone would not support our magazine; it would require advertising revenue. This summer the Executive Board was faced with the fact that, based on this lack of advertising, Society funds were only sufficient to publish one more issue this year. Therefore they chose to publish the post-Convention issue in as close to full format as possible, so that the information from that event could be distributed to those members who could not attend.

In its broadest aspect this problem with advertising appears to exist beyond our members' ability or willingness to "put the arm" on suppliers or to convince manufacturers of the efficacy of our publication. Rather, it seems to reflect a general inability of our profession to effectively communicate to the manufacturing segment of the construction industry what is really happening in the day-to-day operations of building construction.

Six years ago when the controversy over single product specifications was at its height, with many offices indicating their intention to use this method wherever possible and numerous professional publications discussing this trend, the product manufacturers, to a significant degree, instituted reductions in the level of advertising and service directed toward architects. A trend which has seen little or no reversal.

Now, when design/build activity and professional project development are the hottest items in the field of practice, we are hearing more and more manufacturers talking about further reductions in architect-directed advertising and services, on the basis that "they're not that important to our business." Something is out of sync somewhere!

Either the manufacturer's staff is obtaining faulty information from their field personnel or we, as a profession, are just not effectively communicating our position in the real world to anyone. The present situation is probably compounded of both elements, but the former would not be critically operative if the latter were not true.

It must appear obvious that some specific and consistent effort is required from every concerned practitioner to secure his visibility within the construction process. This may mean allocating some personal time to this activity, as an established overhead expense of a public relations nature. It may mean getting tough and, perhaps, risking a contract acceptance confrontation with one or more of the "job-shoppers" who are presently taking advantage of our softness.

It could mean remembering that, while we don't sign the actual checks, we still perform the buyer's function in the project cycle and we therefore have every right to adopt the buyers' prerogatives common to other professional and commercial groups. Such as forbidding office access to product representatives who cannot or will not provide and service the level of product information desired. Such as establishing objective information and service criteria for all products that wish to be considered for project use by our office. Such as utilizing single product specifications, where not prohibited, and backing them with extensive and realistic approval procedures which, at a minimum, duplicate the desired level of prespecification service. Such as complaining directly to the executives of corporations whose activities are inimical to our operations and responsibilities. Such as effectively informing our fellow professionals of our experiences with poor performing products or problem product manufacturers. Particularly being willing to define to owners the advantages of dealing with properly presented and serviced products.

If we don't begin soon to insist upon the full exercise of our evaluative function and upon receiving the information and service necessary to perform it, we are going to look around one day and find ourselves another seat further into the back of the bus—and another area of practice subsumed in a by-passing operation.

So if our magazine slips slowly beneath the waves of indifference, its fate can at least provide a valuable warning lesson; as a parable on the possible course of our profession itself.
Fellow architects are invited to join ARA. Complete the form at the right, checking the "Membership Application" box, impress your seal in the space provided below, and return with your check for $60.00 Annual Dues, to: Society of American Registered Architects, 180 N. Michigan Ave., Chicago, Illinois 60605. Subscription to Practicing Architect is included in the dues payment.

For subscriptions to Practicing Architect, check the box "Practicing Architect Subscription", complete first two lines of the form at the right with your name and mailing address, and send form together with $6.00 check made payable to "Society of American Registered Architects", to: Fever River Associates, Box 7630, Chicago, Illinois 60680.

(1) Full Name: ________________________ Last __________ First __________ Middle __________

(2) Address (Indicate which is desired mailing address):

   Office ( ): Street No. ________________________ Phone: ________________________

   City - State - Zip ___________________________________________

   Residence ( ): Street No. ________________________ Phone: ________________________

   City - State - Zip __________________________________________

(3) Date of Birth: __________ Place of Birth: __________ Age: __________

(4) Architectural Registration:

   Name of State ________________________ Date of Reg. __________ Reg. No. __________

   Other States: ________________________ NCARB Cert.: __________

(5) Professional Status (Check One): __________ Years in Practice: __________

   (A) Practicing Architect (Principal or Partner) ________________________ Name of Firm ________________________

   (B) Employed Architect: ________________________ Name of Firm ________________________

   (C) Other: ________________________

(6) Education (School and Year): ________________________

(7) Type of Practice: ________________________

(8) Member in other Professional Organizations? __________ (9) Previously been a member of ARA? __________

(10) The undersigned, being a Registered Architect in good standing, does hereby apply for membership in the Society of American Registered Architects.