

# AIA Cleveland

A Chapter of  
American Institute of Architects

The Voice  
July/August 2006

## 2006 Election Campaign - Get Involved

Source: AIA National

Traditionally Memorial Day marks the start of hard core campaigning activity for state elected offices. Thousands of candidates across the country are already hard at work trying to line-up votes for the November 2006 election. That's why your involvement in state legislative contests over the next several months is crucial and could pay big dividends next year and in future legislative sessions. Campaign workers, volunteers, financial contributors, and others who provide assistance are likely to be appreciated by winning candidates for years to come. While campaigns for Governor and Congress may garner more headlines, perhaps of greater importance to the architectural community are the crucial fights for control of the state legislative seats that are up for grabs this November.

So how can you impact these critical races? Two simple words: GET INVOLVED!!



Ohio State House

## Architects as "Place Makers", A Panel Discussion on 8/24/06

by Paul J. Volpe, AIA

There is an enormous amount going on in the city that will have an impact on our community for generations to come. Consider the fact that the County will design and build a new headquarters on East 9th Street, the entire West Shoreway is being rebuilt with connections to the lakefront, the Greater University Circle District is undergoing massive planning and near term reinvestment, Cleveland is developing a 6 neighborhood Strategic Investment Initiative, The Cleveland Clinic wants to close a portion of Euclid Avenue to auto traffic and discussions are underway to remake Public Square. Clearly we're "Making No Small Plans" and this is only a few of the initiatives. It's about way more than buildings. It's about community, it's about making "place".

So who are the placemakers and where are the architects in Cleveland in all this activity? Who has the place at the civic table, how are decisions made and will architects and the design community play a role in determining the shape of our city's future?

The AIA Government Affairs Committee is very pleased to present an open panel discussion composed of placemaking leaders in our city. Our guests will include Ann Zoller the Executive Director of Parkworks, Lillian Kuri, Planning and Urban Design Consultant to the Cleveland Foundation, Greg Peckham, Executive Director of Cleveland Public Art and Christopher Diehl, Vice President and Director of Design for URS. Paul Volpe, Managing Principal of City Architecture will moderate the discussion for the evening.

The Government Affairs Committee believes that the future of Cleveland and our region will be determined by the priorities, values and ultimate decisions we make. Our hope is through strategic partnerships and collaboration, an inspired civic agenda can be created and implemented.

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## Presidents' Messages

by John Waddell, AIA & Kevin Robinette, AIA

**Advocacy: the act or process of advocating or supporting a cause or proposal.**  
(Merriam Webster online [www.m-w.com](http://www.m-w.com))

We have just returned from the National Convention in Los Angeles. AIA National has been focusing on Knowledge, Community and Advocacy over the past few years; advocacy especially has been a strong theme at all of the recent conventions. Oftentimes, the term is limited to advocacy in the context of shaping government policy, as evidenced by last year's passage of tort reform establishing a statute of limitations for professional liability in Ohio. This legislation is a profoundly positive step in our professional practice, and was achieved with the participation of Chris Widener FAIA, a State Representative from Springfield. Chris is an Architect, without his participation the enactment of the legislation may not have occurred at all. It certainly would not have been as favorable.

Currently, advocacy is probably most pertinent, from the standpoint of our business practice, relative to environmental issues and sustainability. AIA is encouraging our members to be at the forefront of these issues as they are vitally important to the future health and quality of our neighborhoods and communities. Being involved on the front-end with these issues will also enhance the perception of Architects as leaders, advocating for livable communities.

The definition of advocacy is also used in a more generic fashion, relative to our profession, and how we, its practitioners, represent the profession and ourselves.

- Do we provide for a positive impression?
- Do we impress others as one they would look to as a community leader?
- Do we convey a sense of being positively engaged in enhancing our community?
- Do we participate, or are we engaged at all?

If we are not participating within our community at some meaningful level, how can the community at large be aware of the value that we may bring as Architects, Planners and Designers? If we are not participating, why should we expect the community at large, as well as our regional client base, to regard our professional community with great value?

As a general rule, our members and others within our profession are passionate about the quality of our work. We are intelligent, innovative, creative and care deeply for the quality of our environment. We should play a preeminent role shaping our communities in the future.

If only we would show up!!

Often, Architects are only heard from after the fact, to voice a complaint or to whine about being passed over for a project. The question is asked . . . 'why are we not good enough?'

We are!!

We are not very good at committing our time and resources to involvement in:

- Not for profit boards
- Community Development Corporations
- Municipal Boards or Commissions
- Attending functions affecting the direction of our built environment

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These are the contexts for actively engaging leaders and decision makers within our community. This is the platform for expressing the value that we can bring to an endeavor. This is the avenue for enhancing our perception within the community.

Many of you do participate; we would like to know about this. We will be issuing a brief questionnaire to determine to what extent, please take the time to respond.

#### **As a member, what does the AIA do for me?**

We would like to increase the level of participation from our members, for both AIA functions and within community institutions and initiatives. However, our chapter should be a reflection of our members' desires. We would like to understand what our members want from this chapter and how we can support that. The perceived value of our profession is not going to be enhanced unless we demonstrate this value ourselves. The Cleveland chapter cannot do this without the active participation of our members

Just think what would happen if 10% of our membership, forty five people, would become actively involved in a community agency? What impact would this have over one year? . . .two years? . . .three years? What if it were 20%?

Ultimately this will work!!

We would like to suggest a meeting of our members to discuss this issue and how we can work together to have a meaningful impact on the value of Architecture, design and planning within this community. If we cannot come together to accomplish this, it will not happen.

Our Government Affairs Committee is putting together an August program with a panel of not-for-profit leaders in order to discuss effective means of working within a high community level. We look forward to your attendance to learn from their experiences.

Please respond with your interest or comments.

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Join us on Thursday evening August 24th to share in a discussion that we hope will lead to an increased role and productive relationship between architects and our civic partners. Steve Litt, the Plain Dealer Architecture Critic recently wrote "The problem is that Cleveland's slide in vitality, population and status since World War II has been accompanied by an equally long slide in design standards and achievement" If this is true, it is indeed time to get involved and make a difference.

## **Upcoming Events**

**August 4** - Gov't Affairs Committee - 12 pm,  
Chapter Office

**August 11** - Executive Board Committee - 7:30  
am, Chapter Office

**August 16** –COTE Committee, Tommy's on  
Coventry, 8 am

**August 16** –Historic Resources Committee, 12  
pm - Chapter Office

**August 24** –Gov't Affairs Program - Chapter  
Meeting, Collaborative Design panel discussion,  
Ideastream, 5:30 p.m. See details on pages 1  
and 3

**November 10** – Design Award Gala, Huntington  
Bank Lobby, 9th & Euclid

# Advocacy is Not for Experts Only

Source: AIA National

Sometimes people and organizations won't lobby because they're afraid they don't know how. They are staunch supporters of their cause, they recognize the importance of lobbying, and they know it pays off. Yet they hold back on the mistaken notion that lobbying is only for experts.

Like anything else, the more you know about how to lobby, the better you will be. But, again, if you can make a phone call or write a letter, you can lobby. Basically, all you need to be a lobbyist — not just “a” lobbyist but an effective lobbyist — are three things:

1. A few basic facts
2. Belief in your cause
3. Common sense

## **Knowledge is Power**

The most important single thing a lobbyist needs to know is his or her subject. What is the substance of the legislation you are proposing (or opposing)? Why is it so important? What will happen if it passes? What will happen if it does not pass? How much will it cost?

Normally, the place to get these facts is the headquarters of your AIA state or local chapter. Normally, whoever asks you to get involved in lobbying, perhaps the chair of your state's legislative committee, the executive director, or your chapter president, will provide these facts along with an action alert or call for action.

## **Know Your Legislator**

It certainly helps to know the legislator or legislators you contact. What are their interests? What are their backgrounds? What is their record of support? What positions do they hold in the legislature? Who is the chair of the committee that will consider your proposal? Who is the chief spokesperson for the opposition?

An effective advocate also knows how the system works: what steps a proposed municipal ordinance or state law or appropriation bill goes through from introduction to enactment; which committees will consider the legislation.

This information is normally available through staff and volunteer leadership.

## **Remember, Conviction Counts!**

Facts alone are not enough. Without conviction, dedication to the cause, loyalty to the organization, and determination to see the job through no matter how long it takes (and it can indeed take a longtime!), a lobbyist won't be very effective.

## **Concentration Counts As Well**

Difficult as it is, keep your focus on just one issue. It's the only way you can successfully marshal all your resources and ultimately prevail in the tough environment you will face in any legislative fight.

## **Use Common Sense**

The minimum principles you need to know are these: be brief; be clear; be accurate; be persuasive; be timely; be persistent; be grateful.

These common sense principles apply whether you're lobbying by telephone, by letter, or face-to-face. The only one that's a bit difficult for the beginner is timing. There are good times, better times, and best times and, until you've become an expert in your own right, your organization's staff or volunteer leadership should call the shots on timing.

## **Don't Make Promises**

Never promise reward for good behavior or threaten retribution for failure to support you. Be persuasive rather than argumentative or demanding. Don't knock the opposition; they probably believe in their position as sincerely as you believe in yours.

When you write, keep your letter or fax to a single page — literally. If you need more space, include an attachment elaborating on that one page summary. Be absolutely sure you spell your legislator's name correctly, have the correct title, and get the address right. If you don't, he or she will wonder how credible the rest of your letter is. And, of course, always personalize your letter. Get the facts from your organization but use your own words on your own stationery.

### ***Meeting Face-To-Face***

The first time you meet face-to-face with your Representative or Senator — or, for that matter, your city councilman — you probably will have butterflies in your stomach. It would be unusual if you didn't.

If you'd feel better having a few others along, fine. Just so those who accompany you can also speak to the matter at hand and are not obviously just along for the ride. Keep the group size small. The fewer present, the more candid the legislator will be.

#### ***Always Be Brief***

Again, as in writing, be brief. Make an appointment, be on time, state your case, and leave. Plan to cover your topic in five minutes if possible, ten minutes at the most. Don't linger unless your legislator chooses to prolong the meeting.

### ***You are the expert***

In many cases, you may find that you know more about the topic at hand than the Legislator or staff. This is because state elected officials and their staff tend to be generalists. They handle a wide-range of complex subjects, from regulation to the environment to education, and generally can't be experts in everything. That's where you come in. If they like and trust you, they will rely on your advice and knowledge.

Just remember, if you get hit with any questions you can't answer, admit it and provide the answers later. Don't bluff — it always shows. When you depart, hand your host a written summary — again, a one-pager — of your position and state exactly what it is you want him or her to do about it. You should be able to get this resource from your state or local AIA chapter.

### ***Be patient***

It takes a sales person an average of 13 tries with a prospect before making a sale, and legislative offices offer a similar challenge. So be both patient and persistent.

### ***Aides Are Influential***

Do not be offended if you don't get to see the boss. Even if you had a firm appointment, you may be referred instead to an assistant. The demands on a legislator's time are unbelievable and quite often he or she cannot avoid last minute changes in schedule.

Never underestimate the importance of an aide. Treat him or her just as you would your legislator, not only as a matter of courtesy but because the aide is in a position to advance your cause or sink it without a trace.

### ***Say Thank You***

When you get back home, or after you've talked with your legislator by phone, or after he or she has voted your way or done something else to help you, send a thank-you letter. The vast majority of all mail a legislator gets is either asking for personal favors, complaining about something the government has or has not done, or blasting the legislator for something he or she has or has not done. A thank-you letter really scores. Besides, it's the polite thing to do.

### ***Always Report Back***

Report back to your AIA state chapter. Whom did you see or talk with? What did you discuss? What was his or her position? Your report and those of other volunteers are indispensable to your leadership in planning strategy.

### ***Following Up Is Vital***

The sad truth is that many legislative offices will ignore your first request for a specific action. Frankly, they have so many people asking for so many things that they want to know that you're serious about your request before spending precious staff resources. The way to demonstrate that you are serious is to ask again. By asking again, you demonstrate that you really are serious, and you'll keep asking until you get an answer!

### ***What, You Lobby?***

Of course you can. It's fun, it's stimulating, you'll learn a lot and you'll be a real participant in this business called democracy. Not only will you help bring about positive change you feel is important but you'll get more satisfaction out of lobbying than you ever imagined while having a positive influence on the architectural profession.

For more information, please contact Paul Mendelsohn, AIA National Senior Dir. State & Local Affairs; (202) 626-7388 or [pmendelsohn@aia.org](mailto:pmendelsohn@aia.org)

# 2006 Historic Preservation Awards

by Tony Hiti, AIA

AIA Cleveland's Historic Resources Committee (HRC) conducted their Annual Preservation Recognition Program on May 18, 2006 in the recently restored Howard Metzenbaum United States Court House. This grand event, which began with a cocktail hour and dinner, was a true celebration of the outstanding work being done in our community to preserve Northeast Ohio's rich architectural legacy.

AIA Ohio President, Henry Reder, AIA, opened the program by welcoming all in attendance and expressing his gratitude to the members of the HRC for their efforts in preparing the awards event. Hank also shared the good news that the proposed Ohio Historic Preservation Investment Tax Credit was recently approved by the Ohio House of Representatives and that a companion bill will be before the Senate in the coming weeks. The state Preservation Tax Credit has long been championed by AIA Ohio and, if signed into law, will be a great incentive for historic preservation in Ohio.

In his remarks, HRC Chair, Anthony Hiti, AIA, thanked Beth Grummitt, from the General Services Administration, Martin Jaster, from the U.S. District Court, and Ken Muhlbach, from the U.S. Bankruptcy Court for their assistance in making the event possible. Tony also reviewed the process used by the Committee in selecting the honorees. A total of forty-six nominees solicited from AIA Cleveland members were considered. Most of the work reviewed was outstanding - making the final selection of award recipients very challenging.

This year, seven certificates of recognition were presented by HRC members Alan Fodor, AIA and Ken Goldberg. The owners, architects, contractors and preservation partners of the following properties were recognized:

McGuffey School, 1515 West 29<sup>th</sup> Street, Cleveland  
West Tech Lofts (West Technical High School), 2201 West 93<sup>rd</sup> Street, Cleveland  
Hanna Perkins Center (Malvern School), 19910 Malvern Road, Shaker Heights  
Josaphat Arts Hall (St. Josaphat Church), 1435 East 33<sup>rd</sup> Street, Cleveland  
Shiloh Baptist Church (Temple B'nai Jeshuran), 5500 Scovill Avenue, Cleveland

Nottingham-Spirk Innovation Center (First Church of Christ Scientist), 2200 Overlook Road, Cleveland  
Howard Metzenbaum United States Court House (US Post Office, Custom House and Court House), 201 Superior Avenue, Cleveland

The keynote speaker for the evening was Alicia Weber, the Director of Fine Arts Programs for the General Services Administration (GSA). Ms. Weber was introduced by Paul Westlake, FAIA.

In her presentation, Ms. Weber discussed the GSA's efforts in preserving public art in Federal Buildings throughout the United States. The GSA's Fine Arts Collection includes over 17,000 installed or associated paintings, sculpture, graphics, textiles, and architectural arts dating from the 1880s to the present day. It was clear from her beautifully illustrated presentation that the stewardship of these works is in very good hands, ensuring that they will endure for generations to come as a celebration of our nation's history, culture, and ideals.

Ms. Weber focused most of her attention on the magnificent preservation of the Cleveland Federal Courthouse and the extensive restoration and conservation its murals and sculptures. She described the highly collaborative process used by the GSA to bring the architects, engineers, art conservators and building end users together to develop a plan for reinstallation of the 1910 Francis Davis Millet murals. This thirty-five panel series, depicting mail delivery worldwide, was originally located in the Postmaster's office. They were removed in the 1950's when that area was converted to courtroom use. Nearly forgotten and inadvertently damaged, the GSA conducted initial restorative work to remove loose bits of a lead-based adhesive and pieces of plaster from the back of the canvases so the murals could be safely handled and properly stored. The final conservation the murals was completed by the McKay Lodge Conservation Laboratory in Oberlin, Ohio.

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The design team, conservators and the GSA conducted an exhaustive technical analysis of light levels, models of the space and arrangement of the Millet murals to select the new location of the panels. The space that was chosen, just inside the main entrance of the courthouse, incorporates appropriate lighting and a new color palette that enhances the murals while preserving the historic integrity of the courthouse. The prominent location in a first-floor public area also makes the murals visually accessible to the public for the first time in their history.

AIA Cleveland expresses our gratitude to all of the sponsors for their generous support of the Annual Preservation Recognition Program. Thank you to V.I.P. Restoration Inc., Mid State Restoration Inc., International Masonry Institute, Drake Construction Co., Albert M. Higley Co., Thomas Brick Co., Seitz Builders, Marous Brothers Construction, Inc., Jance & Co., The Krill Co., Wiss, Janney, Elstener Associates, Inc., Trisco Systems Inc., Korfant & Mazzone and the Chesler Group.

## Member News

Kirsten M. Gatewood, Assoc. AIA will be presenting at the Building Stone Institute Designer Education Series on Stone Restoration in Washington DC.



Keynote speaker Alicia Weber, Director of Fine Arts for the General Services Administration

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# Improving the Development Process the City of Cleveland

by Judson Kline, AIA

In February, the Greater Cleveland Real Estate Organizations (GCRESO) (of which AIA Cleveland is a trustee and Jud Kline, AIA is its current President) met with Ken Silliman (Chief of Staff for Cleveland Mayor Frank Jackson) to re-commence discussions begun with former Mayor Campbell. The GCRESO initiative aims to contribute professional community input in areas where the City could make significant development-process and building-department improvements. As major direct consumers of City services, the City is very receptive to our insights and suggestions. The City requested the formulation of a Top Ten List of issues, activities, and processes identified for improvement. GCRESO enlisted the members of its associated organizations for contributions to this discussion list. Then, a core group of trustees led by Jud Kline developed the following Challenges and Recommendations from these member contributions for presentation to the City of Cleveland.

The Development Process links city opportunities with local and outside business communities. The process, and those who manage or administer it, acts as a significant marketing resource for the city. The attitude and commitment demonstrated by these resources are seen as indicators of the city's interest in possible development. Therefore, improvements in the process for project delivery will result in the more timely realization of needed taxes, jobs and community services. To achieve this goal, the City and the private sector need to work collaboratively to consider where pinch points occur in the process and identify the means to minimize the potential for delay, and to remove impediments to bringing projects to fruition.

Challenge	Recommendation
1. Need to reduce the length of time for the plan review process.	1. Improve capacity by: <ul style="list-style-type: none"> <li>a. Creation of a regional plan review office combining plan review resources of communities of greater Cleveland</li> <li>b. Outsourcing review to adjacent communities (similar to emergency services mutual response agreements)</li> </ul>
2. Need to better understand the steps, review procedures, development requirements and processes in pursuing permits.	2. Improve transparency and access by: <ul style="list-style-type: none"> <li>a. Provide a first point of contact for applicants through an ombudsman office to clarify and consult on the process.</li> <li>b. Create a simple user guide for the permit process which outlines the process for project types in simple step by step one page format identifying specific submission requirements, review meeting sequences and submission procedures.</li> <li>c. Develop on-line user guide version of note b.</li> <li>d. Encourage pre-development meetings and review by staff.</li> </ul>
3. Need to reduce zoning limitations restricting potential opportunity to enhance development opportunities.	3. Adopt form-based overlay zoning as a mechanism to facilitate development options.
4. Need to provide better efficiency and timeliness of distribution of payments to builders, draws and HTF funds.	4. <ul style="list-style-type: none"> <li>a. Handle in same manner as financial institutions in the private sector.</li> <li>b. Enlist private sector resources to assist and/or train municipal staff to better manage the process.</li> <li>c. Consider shifting the timing the award of HTF funds to the beginning of the year to enable use during the building season facilitating project start-ups.</li> </ul>

(Con't. from page 8)

<p>5. Need to improve accountability in quantity throughput and service delivery.</p>	<p>5. a. Creation of oversight committee made up of professionals, private sector development community and qualified, citizen representatives to review performance and recommend action. Make use of the Building and Housing Advisory Committee previously established to provide management and guidance.</p> <p>b. Create collaborative effort to identify where pinch points occur in the process and create strategies to relieve them.</p>
<p>6. Better understand development processes and project economics to align needs of the city and those of the providers.</p>	<p>6. Enlist private sector for training and seminars on various aspects of development Including but not limited to: project economics, design issues, project delivery methods and time frames</p>
<p>7. Too many meetings with boards and commissions.</p>	<p>7. a. Combine city boards and commissions to reduce numbers and submissions create collective made up from several neighborhood commissions in lieu of individual neighborhood boards.</p> <p>b. Make better use of professional staff to have authority to make recommendations and decisions.</p> <p>c. Reduce design review</p> <p>d. Where boards are advisory in responsibility, then they should be limited in terms of how much time and oversight they should hold for a project.</p>
<p>8. Raising consumer confidence through performance feedback is essential to improving the delivery model.</p>	<p>8. a. Poll consumers following completion of services on performance, service quality and timeliness and enlist feedback for constant improvement.</p> <p>b. Share this information and use it to develop tools and training regimes.</p>
<p>9. The challenges to produce developments impact various stakeholders in the process differently.</p>	<p>9. a. Facilitate a "Development Summit" to bring together the readily identified stakeholders in the process for a discussion to identify challenges and solutions.</p> <p>b. The group should include but not limited to: the CNDC, City Planning, Building and Housing, Mayor's office, Law department, Community Development, HBA, AIA, Contractor's Associations and any other appropriate and identifiable community group.</p> <p>c. Engage an outside, independent resource to guide the discussion</p>
<p>10. Landbank information is not readily available limiting and reducing the potential for the development of sites included in the bank.</p>	<p>10. Create a computer based, on-line listing with map and information on available parcels to increase absorption.</p>

# Get Involved in Your State Components Advocacy Effort

Source: AIA National

Want to know one of the best ways to help advance the interests of the architectural profession? Get involved in your state or local components advocacy program.

When many people think about AIA Government Advocacy efforts they think about Congress, the President and national issues. However, there is an equally important and vital advocacy effort that takes place on the state and local level. The simple fact is that many of the actions, decisions and ideas that are considered within the nation's statehouses and city halls affect the architects.

State and local leaders make decisions that directly impact the architectural profession, the community, and your bottom line. Laws and regulations related to a myriad of issues such as licensing, procurement, healthy communities, and building codes are all under the jurisdiction of elected leaders on the state or local level.

Because of the importance of the state legislature and its impact on the architectural community, AIA Government Advocacy focuses a great deal of time, effort, and energy to make sure that state components have the resources they need to significantly affect the state legislative process.

So how can you get involved in this process? Most, if not all of AIA's state components have a Government Affairs (GA) Committee. It is this committee that determines the advocacy goals and objectives for the state component. In addition to overseeing the advocacy agenda, most state components now hold an annual legislative day or similar event during which architects have the opportunity to directly communicate with their elected representatives and senators. Participating in a legislative event is a great way to learn more about the legislative process, meet your elected officials, and gain knowledge of your state component's advocacy agenda. Importantly, it's also an easy way to test the waters to see if you might want to get more involved in advocacy.

Turnout for a legislative event is vital. The importance of a strong turnout cannot be overemphasized. When a state component can muster large numbers of members to walk the halls of the statehouse, legislators take notice. This, in turn, can give your component greater influence during the year that can be used to advance its advocacy agenda; strong member participation can literally be the difference between success and failure on any given issue. When members take an active part in its government affairs activities elected leaders take notice and the profession is enhanced.

If you don't get involved, the opposite can occur. Your state component's influence can be seriously marginalized and others who are not sympathetic to the profession have an opportunity to plead their case.

So what does this all mean? The bottom line is this, the profession needs you to get involved and stay involved! By participating in your components legislative events, responding to action alerts requesting you to contact your elected officials, or working with your GA committee in some other way, you can ensure that the issues and ideas that affect architects and the public are given the respect and attention they deserve.

For more information, please contact Paul Mendelsohn, AIA National Senior Dir. State & Local Affairs; (202) 626-7388 or [pmendelsohn@aia.org](mailto:pmendelsohn@aia.org)

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# AIA Ohio Legislative Update & Current Events

by David Field

The Ohio General Assembly has recessed for the summer after adding state spending limitations to the tobacco settlement bill. The new limitations satisfy Republican gubernatorial candidate, Ken Blackwell, and pave the way for the way for removing his TEL tax initiative (viewed as disastrous for local governments and thus a substantial negative for Republicans this fall) from the November ballot.

## **Historic Rehabilitation Tax Credit**

During the week prior to recess, the Ohio House passed HB 149 which would establish a 25% Historic Rehabilitation Tax Credit. The legislation, which limits grants to 20 credits per year based on ranking of prescribed criteria, now moves to the Senate for consideration. The credit is capped at \$250,000 per project and is allowed to be transferred once.

## **Interior Design Licensing**

Prospects for passing an interior designers certification bill also improved just prior to the legislative recess when the Coalition for Interior Design Licensing (CIDLO) agreed to the final two amendments sought by AIA-Ohio's Interior Design Licensing Task Force chaired by David Brehm, AIA, Columbus. Adoption by the Senate Insurance, Commerce and Labor Committee of these two changes would remove AIA-Ohio's opposition to Sub. SB 25.

This agreement would remove from the as-introduced bill provisions that:

- Would have allowed Ohio Certified Interior Designers to perform health, safety and welfare activity relating to the building and fire codes and would have described services which could have created a dispute as to overlap among architecture and interior design activities.
- Would have included Ohio Certified Interior Designers in the Qualifications Based Selection (QBS) process for design professionals on public projects.
- Would have provided certified interior designers with a stamp or seal which could have been confused with those of architects and engineers.
- Enacted a "practice" act as opposed to a "title" act.

With these amendments the bill could move through the legislative process yet this year.

(Con't. on page 15)



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# AIA Cleveland Welcomes:

## ***New Members***

**Susan Moore**, AIA – Arkinetics

**Robert Young**, Prof. Affiliate- Aspen River Wood & Glass Co.

**Richard S. Gates**, AIA

**Bonnie E. Smith**, AIA – Smith Architects

**Marc Alan Beljan**, Assoc. AIA – Dorsky Hodgson & Partners

**Steven Fong**, Intl. Assoc. – Cleveland Urban Design Collaborative

**Johnathan Asuncion Cana**, AIA – Herman Gibans Fodor Inc. Architects

**Marc Anthony Manak**, Assoc. AIA – Robert Maschke Architect

**Michael Taylor**, Prof. Affiliate- Sky Bank, Mortgage Consultant

## ***Re-instated Members***

**Timothy Huffman**, AIA – Perspectus Architects

**Robert Maschke**, AIA - Robert Maschke Architects

# Jason Pettigrew Memorial ARE Scholarship

Rebecca Brunt, Assoc. AIA, has been selected to receive the first annual Jason Pettigrew Memorial ARE Scholarship.

The jury commented on Rebecca's extraordinary commitment to community and professional service which stood out above all others. The jury also recognized Rebecca's balanced between AIA-related and service outside of the AIA. In particular, Shane Mettler, AIA, juror representing Jason's component of AIA Denver, noted "Her involvement with the Big Brother/Big Sister program was extraordinary. I enjoyed reading about the young girl she had sponsored and the difference she had made in her life."

Overall, Ms. Brunt's application stood out as an incredibly well-done submittal, particularly expressing creativity and personality through the contribution letter which listed 20 reasons why she thought the jury should select her for the scholarship. Reasons included contributions to her community, to the profession of architecture as well as personal reasons for consideration. The Jurors were impressed particularly by reason #11 "I want to drop the title of "Intern" like a bad habit."

Jered Minter, Assoc. AIA, juror, Regional Associate Director from the Western Mountain Region, and friend of the late Jason Pettigrew noted, "Jason valued community service above all things. Rebecca's work is intriguing to me, like something Jason would admire."

The jury went on to stress the quality of all the candidates who submitted. "This is an impressive group of people," said Jennifer Beck, past National Associates Committee member. "As a whole, there was a lot of community service, a lot of AIA service, and it was sad to think that we could only give one scholarship. At the same time, it was heartening to think that so many people are contributing to their communities and their profession in these unique ways."

For more information on the Jason Pettigrew Memorial ARE Scholarship, please visit [http://www.aia.org/nac\\_AREscholarship](http://www.aia.org/nac_AREscholarship).

## **MISSION STATEMENT**

AIA Cleveland is a catalyst for the profession to make a difference through:

- Awareness of Design And Building
- Community Involvement
- Education
- Network Interaction

.....And, to be the voices of the built environment.

# Executive Director's Message

by Mary Helen Hammer, AIA

I confess. I have waited until the way-too-last minute to turn in this message. I don't know – heading back & forth to LA for the chapter (twice) & other activities, the start of summer & my family off school – it is easy to procrastinate.

We are taking a look at advocacy & involvement in this issue. It has been a great year for us as we have tried to reach out of our shells, and into our community to become involved. You may not realize, but the chapter has issued letters to the Commissioners and to the Plain Dealer relative to the ODOT plans, the Breuer Tower, the Convention Center, and more. We have hosted a program featuring ODOT's plans & followed with a collaboration with Kent's UDC to examine the trench – visit our website for a link to the result of those studio sessions.

Last night, I was so pleased to attend a program generously hosted by MOCA Cleveland's Director, Jill Snyder. It was free & accessible. She shared MOCA's mission & how it impacted their selection process as they hire an architect. Where were you? We had a nice crowd & lively dialogue. Yet, so many of you stayed away. Please, please tell me how to create more compelling programs for you. I welcome your input and feedback – good, bad – I can take it. This is what it is all about. Please get involved.

Finally, I would like to remind you that we are rotating your work in our storefront windows. All you need to do to get your work featured is step forward. We may ask you to host a little opening reception, but that's it! Please contact the chapter office if you would like to get on our list.

I hope you are spending time this summer with people who inspire you and bring you joy.

## New Chairperson of the Government Affairs Committee

Angela Mazzi, AIA is the New Chairperson of AIA Cleveland's Government Affairs Committee. She is an Architect with Westlake Reed Leskosky and previously was the chairperson of the Housing Commission of Phoenix. She received her B.Arch from Carnegie Mellon and her post-professional M.Arch. from the University of Arizona.

The next meeting of the chapter Government Affairs Committee will be at noon on Wednesday, July 14, 2006 at the chapter offices. Please plan to join us. Items for discussion will include planning for the August Chapter Event, Government Affairs related initiatives and clarifying a regular meeting time for the committee.

Angela Mazzi is replacing Christopher Allen Tadych, AIA of Christopher @ Architects LLC as chair of this committee.

# Where's My Tiara?

by Angela Mazzi, AIA

As an architect, saying that you want a livable community is like a beauty contestant saying she wants world peace. No one is going to disagree that this is a worthy aspiration, but at the same time, what does it really mean? How do you go about achieving said lofty goal? Cities are messy things that have myriad problems reflecting the symbiotic relationship among urban design, public policy, and individual buildings. Our work is both the cause and effect of change.

I should say that this is not an article about urban design. This is an article about Government Affairs and our civic role as architects. While there are overlaps, our role cannot and should not be relegated to merely urban designer or building maker. We make places, experiences, environments - we are Community Builders. We are also citizens who can work to be advocates for our communities and to build political will to make positive change.

This is an election year and there are all kinds of value judgments that will affect our decision to vote for a particular candidate. But have you ever considered built environment factors? I know you all diligently research issues and stands that candidates take on them before making a decision, but for the most part, these things reflect political hotbuttons.

We should also factor criteria related to the built environment into our decision making. This is hard. These views are not

often articulated. Politicians are not architects. They are not even planners. They are beauty pageant contestants.

We need to decide that we are not just the audience watching the show, but one of the judges. We get to decide what questions to ask. This is our right as citizens, and our responsibility as Community Builders, but we have to exercise it. Issues come to the forefront of political discourse because they are championed and politicians are then obligated to respond to them. Our work is both the cause and effect of change.

## Taking an active role as Architects

I would like to suggest some issues that I would like to see discussed as part of a stump speech and invite you to share yours with me. These issues are universal- as appropriate to ask a city council candidate as one running for national office. As the incoming Chair of the Government Affairs Committee, I would like to invite all of you to attend our meeting on August 4, 2006 at 12:00 in the AIA offices. We will finalize our list of built environment issues and review strategies for getting these issues into the news and in front of candidates.

### Livable Communities

1. What do you think about regionalism and its role in fueling redevelopment? What is your plan to ensure that our city/state has an active role in shaping this debate?
2. Do you believe that design is an investment in the future of a community? What will you do to promote quality and sustainable design in current and future projects?
3. What amenities do you think are important to include or retain in our communities to attract and keep residents? What policies do you think would contribute most to achieving this goal?

### Public Health and the Environment

1. Do you believe that the physical environment affects quality of life? What are your plans for ensuring investment in quality buildings, streets and open space?
2. How will you work with blighted neighborhoods to revitalize them? What strategies would you use to promote or strengthen the identity of a neighborhood or district? How would you coordinate local and regional development plans?
3. What will you do to promote affordable housing?
4. What will you do to promote homeownership?
5. What resources are you willing to commit to the revitalization of historic buildings or neighborhoods?

*(Con't. on page 15)*

(Con't. from page 14)

#### Involving Constituents

1. What will you do to promote diversity within the community including a range of housing, business and transportation options?
2. Do you believe in engaging the community in policy decisions that affect them? How would you utilize this community input to ensure that this information informs policy decisions?
3. What role do you think architects can play in shaping the urban environment? Would you work to appoint them to specific positions within the government? Why and how?

(Con't. from page 11)

#### **Energy Efficiency**

An energy efficiency bill (HB 251) passed the House in mid-January and is undergoing hearings by the Senate Energy and Public Utilities Committee. HB 251 would amend sections 123.011, 125.09, and 125.11 of the Revised Code to specify certain energy efficiency and conservation standards relating to facility construction and leasing that the Office of Energy Services in the Department of Administrative Services must adopt and with which state agencies, state institutions of higher education, and public schools must comply unless they meet higher standards.

It would require certain additional duties and additional cooperation between the Office of Energy Services and the Office of Energy Efficiency of the Department of Development, relating to vehicle and supply procurement by state agencies and state institutions of higher education; and require the Department of Administrative Services to give preference to procuring products and services that meet federal energy efficiency guidelines.

The original bill was amended to bring public schools and higher education institutions as well as boards and state agencies not currently under Department of Administrative Services oversight in line with a requirement that any new facility planning and construction must have a life cycle cost analysis that includes energy consumption and other OES rules.

The substitute bill also requires OES to adopt cost-effective energy efficiency and conservation rules to assist DAS in its responsibility to for state-funded facilities it has oversight over.

AIA Ohio's Committee on the Environment, Chaired by Alan Warner, AIA, has provided input as this bill has progressed.

#### **Two Additional Energy Efficiency Bills**

Two additional energy bills have been introduced, but are not moving. HB 467, which would enact mandatory LEEDS standards for state construction was introduced in early January has had but one hearing, January 18. HB 398 would create a Council of Sustainable Energy Development and it, too, has had had but a single hearing, also on January 18 by the House Public Utilities Committee. AIA's COTE Committee is also reviewing these bills for input.

#### **Retainage**

Bills have been introduced in both the House and Senate to regulate the practice of withholding retainage on both private and public construction projects.

The bill may be found of the General Assembly webpage at: [www.legislature.state.oh.us/search.cfm](http://www.legislature.state.oh.us/search.cfm)

# The Time is Ripe for Architects' Public Relations

by Christopher Allen Tadych, AIA

You may have reacted to Cleveland Plain Dealer Art/Architecture Critic Steven Litt's recent articles where he proclaims that Cleveland is in general an architecturally conservative town and that its architects "seem" to be just as conservative. And with this assertion, he justifies some local institutions in their search for architectural services out of town. These statements caught my attention; however, my approach to these comments may be different than some.

Rather than sending an angry letter to Steve, I suggest this alternative. I see Steve provoking us out of our apathy and into a relationship with the Media. I believe that we do have the talent that all local institutions are looking for right now within our local architectural community, but, that this talent isn't being noticed. It isn't being noticed because we are doing a poor job of advertising our talents and making them known to the general public, local decision makers and potential clients. These out-of-town architects are doing what it takes to be noticed. I believe that it is our own responsibility to get our local talents and values known. Now to do this, each individual firm can increase its advertising and marketing budget, or perhaps, we could pull together as AIA to better market "local architecture" and our issues to our community. I suggest that we pull together.

In creating public relations together, I do not suggest that we highlight specific designers but that we do a better job of getting our AIA awards published: Historic Preservation, Committee on the Environment, and Design Awards. I suggest that those members who take a stand for issues be supported with the media resources to be heard, loudly and often. I suggest that we better communicate the good work we are already creating within our community. Through a better relationship with the local Media, we can accomplish the public relations of being noticed, on the radio, in the newspapers, in the magazines, at City Hall and in the Board Room.

By creating a "top of mind awareness" about our issues, we also create credibility within this visibility. Getting ourselves noticed as AIA, and what we say that stands for, builds our "Brand" locally. By getting our awards published, by getting our FAIA speaking, by giving interviews as AIA, etc. we give our local institutions a reason to stay at home when they go looking for architectural services. Stop those wandering eyes by improving our local relationships through use of the Media.

Our use of a mix of media depends upon our financial investment as well as our Media relationships. We can choose to hire one of the Public Relations firms in town (and a couple have approached us) or we can choose to have a staff person start developing Media relationships and learning the game that get us chosen for publication. This initiative will take money and time. I propose that as members we increase our local dues by \$100 each per year (about \$45,000) for two years towards a public relations investment.

You may have already been hearing radio ad and seeing television ads that AIA National is running. What do you think of these? I think that they are effective in keeping the AIA brand in the awareness of the public. The Board of AIA Cleveland over the years has been exploring a variety of public relations possibilities. Here are a few ideas to consider: (1) radio spots such as "Character of Cleveland" on WCLV where architects talk about places-of-note in the Cleveland area, (2) print ads that profile a member in a quarter print page, headshot, just a few lines about their values and which AIA firm they work for, (3) community-minded ads, that address issues and provoke thought, (4) ads noting the location and services of AIA offices on Huron. What are your ideas?

I once had the occasion to ask Charles Moore how one gets published. He said, "Hire a great photographer." It also helped that one of his best friends from college became the editor of one of the leading architectural publications. As we know, marketing is about relationships, and I say it is time for AIA Cleveland to get into the public relations game.

# Ohio PAC's - How Does it Work?

by David Field

## Contributing to Candidate Costs Nothing

For the last several years architects have been fortunate to have one of their own serving in the Ohio General Assembly. It's no coincidence that during Rep. Chris Widener, FAIA's legislative tenure Ohio architects have been relieved of their former "cradle to grave" liability by passage of an Architect's Statute of Repose.

Helping him to retain his seat for another two years won't cost you anything if you take advantage of an Ohio tax law and AIA Ohio's "Triple Play" program.

Ohio law allows you to take a full tax credit of \$100 (\$50 for a single payer) for contributions to candidates for state elected offices. That means, that if you file a joint return, you can contribute \$100 to Rep. Widener's campaign and deduct the full \$100 from the taxes you owe the state next April 15.

It really does cost you nothing!

And if you send a copy of your cancelled check to AIA Ohio, the AIA Ohio Political Action Committee will match your contribution and send Chris a letter telling him that your contribution triggered the match!

AIA Ohio's "Triple Play" program is offered for any contribution to a state candidate, but a contribution to Widener will help keep an architect "at the legislative table." And everyone knows, if you're not at the table, you're likely on the menu!

If you'd rather send it to your own state legislative candidate, but don't know who it is, you can find him/her via the internet at: <http://www.ohcapcon.com/2006-primary/2006-election.htm>. If you don't know your District, go to: Find My Legislator on that page. If you're not yet a "techie," the AIA Ohio office can provide you with the names and addresses of your candidates if you provide your zip code plus 4.

# Registration Board Issues

by David Field

The Ohio Board of Examiners of Architects is considering proposing changes to certain statutes. One change is to allow the use of the terms "Intern Architect" or "Architectural Intern", as recommended by NCARB and AIA National.

A second possible change is to follow up on a board vote taken several years ago to change the Board's name to the "Ohio Architects Board". The board doesn't give exams any longer and it is often referred to as the "Architects Board". Other housekeeping items have been identified for update during the process, such as the language on late fees

A third possible change relates to the requirement that more than 50% of the owners of architectural firms must be Ohio-registered design professionals. This requirement is reportedly an impediment to employee-owned firms (ESOPS). Often 50% of the firm is owned by the ESOP – and the ESOP is owned by the employees of the company, but not enough are registered design professionals. As ESOPS are increasingly popular, Ohio's requirements discourage employee-owned companies, though some contend that it's possible to form a separate corporation to circumvent the law.

The Board is also asking the legislature to create a new title, Emeritus architect, which would exempt fully retired architects from the continuing education requirements.

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