

# COLUMNS

Newsletter of the American Institute of Architects, Arkansas Chapter

February 2011

## SO WHAT... WHY SHOULD I CARE?



*Jerry Brackett*

**2011 President**

The purpose of a good headline is to get the reader to read the next line and a good pitch answers both of the above questions, something that I was reminded of in a recent Grassroots seminar entitled "Outrageous Marketing". If you're still reading then maybe it worked! Your AIA leadership *cares* deeply about your organization; I am very appreciative of the hard work done by our many newly formed committees. Huge thanks go out to Past

President Jerry Brackett for his leadership in putting together great committee leaders. Your local AIA has been working hard on your behalf! Beginning the year with a successful board retreat at Big Cedar lodge we are well into the process of implementing the strategic plan developed at last year's board meeting.

From the sustainable task force, led by Chris East, has emerged REALgreen, the sustainability conference planned in conjunction with USGBC and Bentonville, Bella Vista Chamber of Commerce. Check out the link on this [website](#). Mark Cahoon's communications committee has proposed that we bring you this newsletter six times a year and also are proposing an AIA Arkansas logo contest. Your SGN representatives are constantly monitoring issues that affect our profession. Your PAC chairman George Krennerich will be

*(Continued on page 5)*

## IN THIS ISSUE...

Upcoming Events	PG 3
Job Posting	PG 4
National Convention Room Block	PG 5
REALgreen Conference	PG 5

## OFFICERS ATTEND GRASSROOTS

This year's theme, DESIGN I VOICES, celebrates and strengthens the role of architects to advocate for stronger, better communities; empower our collective voice; and communicate that *design matters*.

Last week, members of the AIA AR Executive Committee and Section Chairs are attending this conference in Washington, DC, representing our chapter. They will have the opportunity to meet with our Senators, Congressmen and their staffs about our top four legislative priorities before the 112th Congress. Each initiative focuses on creating jobs in a design and construction industry that accounts for one in nine dollars of Gross Domestic Product.

"When architects work, the nation builds," said AIA President Clark Manus, FAIA. "By following these four core principles, Congress has a chance to enact policies that unleash the entrepreneurial spirit of America's design professionals, create economic growth and rebuild our struggling communities

and aging infrastructure."

### AIA'S TOP LEGISLATIVE PRIORITIES

**Unfreeze Credit, Create Jobs:** Thousands of needed construction projects that would employ millions of Americans are on hold because credit is frozen. Banks received billions in federal taxpayer bailouts; now it's time to ensure those banks lend. Congress should support efforts to reign in regulatory overkill in the wake of the banking crisis by passing legislation such as the Equal Treatment of Covered Bonds Act, which would create a market for the kind of bond that has been used in Europe for capital projects and is generally more secure than other securitized bonds, like mortgage-backed securities. Advocates say it could unleash a market for sounder, more straightforward financing. The AIA also supports the Capital Access for Main Street Act, which would help prevent large numbers of commercial foreclosures and free up credit to help small business get back to work.



**Regulatory Burdens That Hold Small Business Back:** Small architecture firms and sole practitioners know all too well the burdens of high tax rates and burdensome paperwork. In 2010, the AIA helped defeat a plan to increase payroll taxes on

*(Continued on page 6)*

# GOLD RIBBON SPONSORS

## Acme Brick Company

10921 Maumelle Blvd., North Little Rock. AR 72113  
(501) 812-5574  
Mike Anderson, Bryce Switzer, Paul Fleming

## BancorpSouth Insurance Services

P.O. Box 251510, Little Rock. AR 72225  
(501) 664-7705  
Ken Estes, Alfred Williams, Trey Scallion

## Digital Entertainment Systems

2349 W. Hudson Rd, Rogers. AR 72756  
(479) 621-8889  
Shaun Carver, Suzette Davis, Josh Rothman

## Innerplan Office Interiors

7001 Innerplan Drive, North Little Rock, AR 72113  
(501) 371-0300  
Chris Cerrato, Roger McMennamy

## Jay S Stanley & Associates

5313 McClanahan Dr., Ste G5, North Little Rock, AR 72116  
(501) 758-8029  
Jay Stanley, Scott Stanley, Logan Campbell

## Nabholz Construction Corporation

612 Garland St., Conway, AR 72032  
(501) 505-5800  
Jake Nabholz, Clay Gordon, Brad Hegeman

## Southern Reprographics Inc.

P.O. Box 1878, Little Rock, AR 72203  
(501) 372-4011  
Phillip McColey, Pam Brawley, Farris Lance

## Today's Office Inc.

717 West 7th Street, Little Rock, AR 72201  
(501) 375-5050  
Rhonda Bradley, Keeley Claude, Missy Holley

## BOARD RETREAT JANUARY 2011

The AIA Arkansas Board of Directors convened in Ridgedale, MO to welcome in the new board members for 2011. The Boards 2011 officers were sworn in on Friday evening, January 14th. **We would like to thank our Gold Ribbon Sponsors, Digital Entertainment Systems and Today's Office Inc. for sponsoring the Officer Induction Dinner.** The board met on January 14 & 15 to review the Associations 2010-2012 Strategic Plan that was developed last year and begin planning for 2011.



## CALL FOR NOMINATIONS

The Southeast Chapter of the Society of Architectural Historians seeks nominations for the **Best of the South: Preserving Southern Architecture Award**. This annual award honors a project that preserves or restores an historic building, or complex of buildings, in an outstanding manner and that demonstrates excellence in research, technique, and documentation. Projects in the twelve-state (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia) region of SESAHA that were completed in 2009 or 2010 are eligible.

Nominations should consist of no more than two typed pages of description, and be accompanied by hard copy illustrations and any other supporting material. A cover letter should identify the owner of the project, the use of the building(s), and the names of all the major participants of the project.

The deadline for submissions is July 31, 2011. Winners will be announced at the 29th SESAHA Annual Meeting in Charleston, South Carolina, in October 2011.

Send three (3) copies to Benjamin Ross, 225 E. North Street Suite 800, Indianapolis, IN 46204

Questions: [BLROSS@gmail.com](mailto:BLROSS@gmail.com)

**Deadline: July 31, 2011.**

# SECTION EVENTS

## FORT SMITH

Lunch n' Learn

**Tuesday, February 8, 2011**

12:00 p.m. – 1:30 p.m.

Lunch will be provided.

**1 HSW/SD**

**Riverpark Events Center**, East Room  
North B St & Clayton Expressway  
Parking is available on site.

Program will be presented by Sam Muffoletto with Natural Building Solutions. Topics will include the benefits and sustainability of bamboo products (flooring, plywood, veneers, etc.), including how it is harvested and produced. See attached flyer for more information.

### RSUP

Friday, February 4 before 5:00 p.m. with the number of attendees from your office.

Graham Sharum, AIA, LEED AP BD+C  
(479) 783-8395

[graham@archplusinc.net](mailto:graham@archplusinc.net)

## NORTHWEST

**January 27<sup>th</sup>**

Hicks Stone Architect Lecture on Edward Durell Stone

**February 15<sup>th</sup>**

Lunch and Learn with York Copper Flashing

**March 16<sup>th</sup>**

Lunch and Learn with Energywise

**April 7<sup>th</sup>**

Lunch and Learn with Curtis Stout

**April 20<sup>th</sup>**

Lunch and Learn with Tandus Flooring

**May 4<sup>th</sup> and 5<sup>th</sup>**

Lunch and Learn with Prestressed Casting

**September 7<sup>th</sup>**

Lunch and Learn with LPS

Contact Chris Sullivan for more details  
(479) 636-3545

[Chris.sullivan@pb2ae.com](mailto:Chris.sullivan@pb2ae.com)

## CENTRAL

**Art of Architecture Lecture**

featuring Gail Thomas, President and CEO of the Trinity Trust Foundation in Dallas

Tuesday, February 15, 2011 @ 6:00p.m.  
Clinton School of Public Service  
Sturgis Hall

Thomas will give a lecture titled, "Bridges to the 21st Century: Calatrava Designs for Dallas," about the city's efforts to develop the 20-mile Trinity River corridor to better serve the public. A special feature of the redeveloped corridor is an iconic cable-stayed bridge designed by the internationally acclaimed architect Santiago Calatrava.

**\*Reserve your seats** by emailing  
[publicprograms@clintonschool.uasys.edu](mailto:publicprograms@clintonschool.uasys.edu),  
or calling 501-683-5239

**1 CEU**

**FREE to AIA Central AR members**  
non-members pay \$10 for the credit

## THE ART OF ARCHITECTURE *Public Lecture Series*

Bridges to the 21st Century:  
*Santiago Calatrava Designs for Dallas*

February 22, 2011  
Dr. Gail Thomas

In the Works:  
*A New Airport for Little Rock*

Late Spring of 2011  
Eric Peterson AIA

2011

**SAVE THE DATE**

AIA Arkansas  
State Convention  
Sept. 15-17, 2011

**BACK IN  
HOT SPRINGS**

**MAKE YOUR  
RESERVATIONS EARLY**

**Embassy Suites**  
(501) 624-9200 rates starting at \$134

**The Austin Hotel**  
(877) 623-6697 rates starting at \$85

**The Arlington Hotel**  
(800) 643-1502 rates starting at \$90

# SILVER RIBBON CO-SPONSORS

## Arkansas Granite & More

18525 Interstate 30, Benton, AR 72015  
(501) 315-4500  
Scott McElroy, Glen McElroy

## Block USA

9712 Mann Rd., Mabelvale, AR 72103  
(501) 804-2957  
John Cook

## Glen Jones & Associates

107 Cherrybark Lane, Vicksburg, MS 39180  
(601) 634-0877  
Glen Jones, Alex Prince

## Kinco Constructors

12600 Lawson Road, Little Rock, AR 72210  
(501) 225-7606  
Art Kinnaman, Andrew Mincks

## Curtis H. Stout, Inc.

2400 N. Cantrell Road #100, Little Rock, AR 72202  
(501) 374-6694  
Megan Gardisser, Becky Major

## DuPont Tyvek

171 Mountain Valley Dr., Maumelle, AR 72113  
(501) 804-7889  
Mark Edds

## Long Sales Agency

914 Barber, Little Rock, AR 72202  
(501) 374-3088  
Randall Long, James Long

## Workplace Resource of Little Rock

409 East 3rd Street, Little Rock, AR 72201  
(501) 244-9696  
Randy King, Jenny Harper

# JOB POSTING

Position: Architectural Designer/Intern

Location: Rogers, AR

## Summary

A growing Architectural and Engineering firm with 12 offices nationwide seeks to hire an Architectural Designer with 0-5 years experience to create and revise construction documents. Analyze building codes, space and site requirements and incorporate their effect into the architectural design. Coordinate architectural design with other design disciplines. Applicant must have experience in producing construction documents. Architectural Degree is preferred. This individual will be located in a hard-working, fun-filled, small office environment in Northwest Arkansas. A competitive salary will be offered based on experience. Company benefits include 401K, health insurance, and paid time-off. Candidate must be willing to relocate to beautiful Northwest Arkansas.

## Requirements

- Architectural design experience
- Architectural Degree preferred
- Familiarity with building and construction documents
- AutoCAD proficiency
- Experience with Revit preferred
- Proficiency with Microsoft Office Software including Excel, Word, and Outlook
- Attention to detail
- Understanding of task prioritization and responsiveness to client needs

Send resume via email to

[ppryor@core-eng.com](mailto:ppryor@core-eng.com)

## AIA Program # 0YORK10 Through-Wall Flashing Selection and Installation



1 CEU: HSW/SD

Understand how longevity, puncture resistance, tensile strength, ease of installation and compatibility are critical of all flashing materials.

Understand the performance and function with other materials in the wall cavity, as well as life cycle costs of flashing materials.

Review of the history of through-wall flashing materials and advancements made to provide lifetime flashing performance.

# SEMINARS POSTPONED

Due to impending weather, the classes scheduled for February 9, 2011 have been postponed. The date is yet to be determined.



(Continued from page 1)

contacting you to help strengthen our Arkansas ARCHPAC. Need a legal opinion on an issue? Your member services committee has brought you Legaline a benefit we hope that you will not need too often. Rachel Loerts and her team of emerging professionals will be focusing on bringing an ARE course to the associates. Finally each section has some exciting local events planned for this coming year.

The recent Grassroots meeting in Washington DC was well attended. The Arkansas contingent was able to meet personally with both US Senators and also met with the staff of all four congressmen. A four part "Blueprint for economic recovery" was presented to each focusing on job creation, freeing up credit, and enlarging the energy efficient tax deduction for retrofits from \$1.80 sf to \$3.00 sf. Senator Pryor helped introduce a similar bill last year, S3079 which never became law, we applaud his efforts, perhaps with the President's recent announcement strides can be made in this arena. Here is the link to the latest proposal: <http://www.aia.org/press/AIAB087479>.

Phil Simon AIA's national marketing and promotions national director presented an update on the transition to Architect as your AIA magazine. In addition to Architect magazine each AIA member will also have online access to Eco Home, Eco Structure, and Residential Architect which will be published bi-monthly.

We are off to an exciting new year and I am honored to serve our organization. It is nice to be surrounded by a great cast of officers and board members. Thank an Allied Member this week!

# REGIONAL DESIGN REVOLUTION ECOLOGY MATTERS

## AIA NATIONAL CONVENTION AND DESIGN EXPOSITION

New Orleans | May 12-14  
Ernest N. Memorial Convention Center

### NEW THIS YEAR

AIA Arkansas has blocked a group of rooms at the New Olean's Marriott for members attending the convention this year. This is 8 blocks from the convention center and steps from Bourbon Street. Transportation is provided to and from the convention center. **Rates begin at \$189** and are available from May 11<sup>th</sup> – 15<sup>th</sup>.

If you are interested in using one of these rooms please contact the AIA AR office at (501) 661-1111 by **February 25<sup>th</sup>**. Space is limited and is available on a first come first serve basis.

the solution is **REAL**  
the date is **set**

*Mark your calendar!*



**REALgreen** will be the first conference of its kind in Arkansas. Join us as we take the ambitious goals of LEED and the green movement to explore how sustainability is being applied in real-life situations today.

Come learn how to deliver projects that balance sustainability and cost – the way green is delivered in the Real World – right here in Middle America. You'll learn from practitioners, owners and other professionals through real-life examples.

may  
**19-21** 2011

**Keynote Speaker:**  
Bob Berkebile

John Q. Hammons  
Convention Center  
Rogers, Arkansas

Register at [www.REAL-green.info](http://www.REAL-green.info)

A collaborative event with AIA, USGBC and Bentonville/Bella Vista Chamber

# BLUE RIBBON SPONSORS

(Continued from page 1)

thousands of small architecture firms that organize as S corporations. Now Congress needs to pass the Small Business Paperwork Mandate Elimination Act, which would repeal the expensive and unneeded new Form 1099 paperwork requirement slipped into the health care reform bill.

**The Market for Building Retrofits as an Engine of Economic Growth:** Across the country, building owners, state and local governments and school districts want to lower energy bills by retrofitting their buildings, but lack the financing to do it. By increasing incentives for efficient building designs and renovations that show *real* results, Congress can create jobs while securing our energy independence. Congress should increase the Energy Efficient Commercial Building Tax Deduction from the current \$1.80sf to \$3.00sf.

**A Transportation Bill to Get our Communities Moving Again:** Our current transportation system is broken. Crumbling infrastructure and rising congestion have crippled our nation's competitiveness, reduced safety, and increased greenhouse gas emissions. In addition, outdated transportation laws and tax policy have slowed projects down, deprived the public of a voice in the planning process, and forced Americans into longer and longer commutes. The current tax incentives for building/real estate activities do not adequately take into account locating developments near transit systems, for example.

As always, meeting with members of Congress should not be a once-a-year occurrence. The AIA recommends that members meet with legislators when they are home for in-district work periods. The next in-district work period is the week of Presidents' Day— February 19 to 27.

**Alessi-Keyes Construction Co.**

(501) 225-6699  
Bob Butler

**Arkansas Ready Mixed Concrete Association**

(501) 663-8335  
Rita Madison

**Baldrige Designer Concrete**

(501) 831-4242  
Danny Baldrige

**CDI Contractors**

(501) 666-4300  
Dlorah deVore

**DFI Architectural Signs Inc.**

(501) 372-8881  
Jane Johnson

**Duro-Last Roofing, Inc**

(618) 407-7330  
Darrin Boatman

**Flintco**

(479) 750-4565  
Brent Farmer

**Gerdau Ameristeel**

(501) 372-3100  
Buddy Metcalf

**J.D. Day & Company**

(913) 722-3213  
Jim Day

**Lunday & Associates**

(870) 942-1463  
Wade Lunday

**Milestone Construction Company**

(479) 751-3560  
Kelli Gemmell

**Missco Contract Sales**

(601) 987-8600  
Mack Skeen

**Nettleton Concrete, Inc.**

(870) 932-4400  
Brian Woods

**Otis Elevator Company**

(501) 312-7600  
Richard Carlton

**PLANTation Services**

(501) 821-5770  
Randy Cooper

**Prestressed Casting Co, Inc.**

(417) 869-7350  
Buck Van Hooser

**Reynolds Construction Company**

(870) 247-5753  
Rick Cooper

**SBI Metal Buildings**

(501) 262-0600  
David Bunn

**Schindler Elevator Corporation**

(501) 375-0930  
Steve Vance

**School & Office Products of Arkansas**

(501) 663-5500  
Terry Greene

**Sherwin-Williams Company**

(913) 381-8633  
Brook Nienstedt

**Siplast**

(469) 995-2200  
David Bell

**Sport Court**

(501) 316-2255  
Patti LaFleur

**Sports Floors Incorporated**

(901) 359-2000  
Bruce Gleneck

**Tandus**

(501) 607-2044  
Christie Hood

**Terracon Consultants**

(501) 847-9292  
Shaun Baker

**Zenor Sales & Consulting**

(985) 966-6490  
Cal Zenor