



THE CHALLENGE OF GROWTH AND CHANGE:

1973 AIA CONVENTION
SAN FRANCISCO, MAY 7-10

San Francisco, that beautiful and exciting city by the Golden Gate, seems a singularly appropriate place for architects to meet and examine the exciting "Challenge of Growth and Change" facing our profession.

San Francisco is no stranger to challenge and change. When this century was less than a decade old, the city survived earthquake and fire, and triumphantly rebuilt itself on the rubble and ashes.

That same spirit and energy are helping San Francisco meet today's urban challenges: with restoration and renewal projects; with a pioneering transportation system; with an architecture as exciting as its natural setting.

Come to San Francisco May 7-10 and take part in a stimulating professional program led by noted statesmen, educators, and architects. Sharpen your professional skills and add to your knowledge in the "Marketplace of New Ideas." And come to ENJOY — all the pleasures the Bay Area offers. Our three Host Chapters — Northern California, East Bay, and Santa Clara Valley — have arranged a series of tours, field seminars, and social events guaranteed to delight you.

After San Francisco, Hawaii beckons. Architects in the 50th state will also welcome convention-goers with a mix of professional programs and hospitality, Polynesian style.

I sincerely believe that 1973 will see one of the most memorable and enjoyable conventions in AIA's history, and I urge you to be a part of it.

S. Scott Ferebee Jr., FAIA, President

THE MARKETPLACE OF NEW IDEAS

The highly successful Marketplace of New Ideas format introduced at our Houston convention will be applied once again in San Francisco. The Marketplace will mean innovative, stimulating seminar and workshop sessions; a new and exciting exposition featuring the latest developments in building products and practice aids technology; on-the-spot availability of key AIA staff personnel at departmental professional information centers; participation in the exhibitor-sponsored prize program (in Houston, Daniel T. McGown, AIA, Memphis, Tennessee, won the grand prize — 1972 Ford Maverick). All this occurs at the exhibit hall in a sidewalk-cafe setting, where you can relax and enjoy a delicious full course buffet luncheon sponsored by our 1973 exhibitors each day starting at 11:30 a.m. Cash bar service will be available during exhibit hours.

What information do you want to take home from San Francisco? Whatever you're looking for, you'll find it in the Marketplace. The schedule for the Marketplace seminar program will be published and distributed in our next pre-convention mailing. The topics, however, have already been selected and are described below.

ARE YOU LOOKING FOR UP-TO-DATE INFORMATION ON PROFESSIONAL PRACTICE? Visit the sessions on:

OPPORTUNITIES IN DEVELOPMENT BUILDING: How the small firm can become active in initiating projects — for better design control and increased profit.

SYSTEMS AND CHANGES IN YOUR PRACTICE: How does the small office become involved in systems building? What are the new consulting and practice roles for the architect in system design?

IDENTIFYING SYSTEMS CLIENTS: Case studies of recent systems projects, with an examination of the roles assumed by government and private clients in promoting the use of systems in building projects.

PERSONNEL PRACTICE: A seminar examining the AIA Guide to Personnel Practices Manual, pension plans, employer-employee communications and national salary survey.

PROFESSIONAL LIABILITY INSURANCE: A discussion of professional liability problems, including AIA programs and efforts to improve existing situations.

MASTERSPEC — THE PROFESSION'S FULLY AUTOMATED MASTER SPECIFICATION SYSTEM: Over \$300,000 worth of expert specification content is available for manual or computer use at minimal cost to members. The discussion includes use of MASTERSPEC, text editing, computer application and professional liability aspects.

COMPUTERIZED FINANCIAL MANAGEMENT: The fully automated financial management and cost accounting system developed by AIA, specifically for architectural practice. Case histories of the success in offices of pilot firms including that of President S. Scott Ferebee Jr., FAIA; project analysis; cost breakdown; budgeting; management data, and computerization will be discussed.

THE OCCUPATIONAL SAFETY AND HEALTH ACT (OSHA): A discussion of the problems confronting architects, including conflicts between local codes and OSHA requirements, AIA's programs to keep its members informed, and efforts to clarify the numerous provisions of the act.

UPDATING PRACTICE: A progress report on the implementation of a nationally standardized price reporting service whose ultimate goal is the exercise of closer control over project construction costs.

JOINT VENTURES FOR ARCHITECTS AND ENGINEERS: Has the growing use of joint ventures brought about the anticipated results in tackling bigger projects, providing expanded services and establishing development teams?

PROFESSIONAL CONTRACTS AND COMPENSATION: Examine the provisions of the AIA standard Owner/Architect contract forms. Discuss the various ways available to charge for your professional services.

COMMUNICATIONS IN THE CONSTRUCTION PROCESS: The organizations representing contractors and sub-contractors will present a joint program on improving communications among owner, architect, contractor and sub-contractor during both the bidding and the construction process.

THE ARCHITECT'S ROLE IN BUILDING CODES: Every project is subject to approximately six to seven codes plus the new Occupational Safety and Health Act. There is a definite role for the architect to play in the development and writing of the code requirements that govern his everyday practice.

ARE YOUR INTERESTS BROADER IN SCOPE? NATIONAL GROWTH POLICY? NATIONAL HOUSING POLICY?

NATIONAL GROWTH POLICY: The second report of the National Policy Task Force—expanded, made more explicit, modified by developments during 1972. What constraints exist? How can they be surmounted to achieve the National Growth Policy?

ENVIRONMENTAL IMPACT STATEMENTS: A panel discussion dealing with the goals and specific requirements of Environmental Impact Statements ("102 Statements") and how they can best be prepared. Because the requirement is relatively new, architects and others associated with federally assisted development have been experiencing difficulty understanding and executing the statements.

CURRENT HOUSING POLICY ISSUES: Panelists from HUD, AIA staff and AIA Housing Committee discuss the housing policy currently being developed within AIA.

ARE YOU INTERESTED IN SAN FRANCISCO'S APPROACH TO URBAN PLANNING/URBAN RENEWAL?

A THIRD DIMENSION FOR URBAN DESIGN PLANNING (SAN FRANCISCO'S REMARKABLE NEW URBAN PLAN): A multi-screen slide presentation and description of the

urban plan by the city's Director of Planning and discussion by representatives of citizen groups, proponents and opponents of the plan.

WORKING WITH CITIZENS GROUPS (SPUR — SAN FRANCISCO'S PLANNING AND URBAN RENEWAL ASSOCIATION): A panel discussion on interaction among architects, citizens and neighborhood organizations in regard to building projects of various sizes and types, directed toward understanding of the unique role of each of these factors in achieving a sympathetic and humane environment.

ARE YOU CONCENTRATING ON SPECIALIZED BUILDING TYPES?

CORRECTIONAL ARCHITECTURE: Rap with governmental and institutional representatives directing the \$4 billion federal and state correctional institutions construction program. New philosophies in penal, correctional and rehabilitation reform demand new architectural solutions.

ARCHITECTS IN INDUSTRY: Architects employed by commercial and industrial corporations will explain the decision-making roles that architects in industry play as client representatives for the design and construction of corporate facilities. Industry's viewpoint of the private architect's role in design and construction will be discussed by the architects who are the client representatives.

RECREATIONAL FACILITIES: Architects must become more deeply and scientifically involved in the social and psychological aspects of recreation and leisure before becoming more deeply involved in architecture for leisure. See the film "Weekend USA" presented by the Institute at the 1972 World Congress of Architects. Listen to the AIA Committee on Architecture for the Arts & Recreation and their recommendations.

SEEKING INFORMATION ON THE GOVERNMENT AND THE ARCHITECT? NATIONAL? STATE? FEDERAL AGENCY?

GETTING CONGRESS TO HELP YOU: Top staff representatives of several U. S. Senators and Congressmen will outline the best way for you to get help from your Senator or Congressman on business or legislative matters. What's the best way to approach him? How can he help you to cut red tape in federal agencies? How can you influence his votes in Congress?

STATE GOVERNMENT AFFAIRS: Members of the AIA State Government Affairs Committee and staff will discuss positions developed for the Institute's State Government Affairs program: assistance to and coordination of component activities in dealing with state architectural registration boards for the adoption of standards of conduct which prohibit competitive price bidding by architects within that jurisdiction; application of the Special Assessment program strategy as it relates to state efforts.

LIFE CYCLE COSTING AND THE DECISION-MAKING PROCESS: A presentation and panel discussion with HEW representatives and other experts on the state of the art, variations in concept, proposed methods and techniques, the ad-hoc approach, collection and use of computerized data base, the architect's role, and costs limitations and opportunities.

INTERESTED IN THE EDUCATION OF ARCHITECTS, AND OTHER PEOPLE?

ARCHITECTURAL EDUCATION/ACCREDITATION/INTERNSHIP/REGISTRATION: Is there really a gap between the schools and the profession? Whose responsibility is internship? Where is education headed? Join the roundtable discussion with experts from NAAB, ACSA and NCARB.

CONTINUING EDUCATION LISTENS TO YOUR NEEDS: An opportunity for AIA members to provide direct input to the Institute's new and rapidly growing Continuing Education program. Join this open discussion of specific needs for new knowledge and new skills in architectural practice.

ENVIRONMENTAL EDUCATION: A discussion and demonstration of current techniques and activities by architects and teachers active in educating tomorrow's clients.

THE ARCHITECTURAL TECHNICIAN — HIS TRAINING — HIS ROLE IN THE ARCHITECTURAL OFFICE: A panel of practitioners and two-year educators evaluate the validity of the technician movement, and the training programs offered by two-year schools to produce technicians.

ENVIRONMENTAL FILM FESTIVAL: Selected screening of excellent, seldom-seen student and professional productions on the environment.

A FEW ITEMS OF SPECIAL INTEREST TO COMPONENTS

MEMBERSHIP AND ETHICS: This week, there's no need to call the Secretary, he'll be on hand, ready, willing, and able to answer your questions about ethics, membership, and related matters.

COMMISSIONS AND COMMITTEES: AIA commission chairmen and selected committee chairmen will be available for open discussions about what the AIA is and is not doing in its various areas of concern, and why. Your chance to sound off!

SWAP-SESSION FOR CHAPTER IDEAS: Selected, interesting programs which AIA components have used with success — and which you can copy without charge.

INTERESTED IN A SEMINAR/FIELD TRIP PROGRAM ON THURSDAY AFTERNOON, MAY 10?

Four programs (described below) will focus on San Francisco's solutions to typical urban problems. Each program starts with an orientation in Brooks Hall from 1 to 2 p.m., followed by a short bus ride to the field site, where you will have the opportunity to rap with the architects and developers on the site before returning to Brooks Hall in time to catch your bus shuttle back to your hotel.

Each of the four programs is programmed to accommodate 100 participants, who will be accepted on a first-to-register basis (see Seminar/Field Trip Registration Form). There will be a \$2.00 registration fee per person for each program, to cover the costs of special bus transportation.

When completing the form, we recommend that you enter alternate choices in the event that your first choice is no longer open. You will receive notification of your acceptance by return mail. Your ticket may be picked up when you sign in at the convention.

PROGRAM A: DESIGNING HOUSING FOR A BETTER ENVIRONMENT (WESTERN ADDITION REDEVELOPMENT): You will have the opportunity to meet with architects, neighborhood groups and developers of the projects in the vicinity of St. Mary's Cathedral, the Japanese Cultural Center, and Freedom Center.

PROGRAM B: RESTORATION AND RENEWAL (GHIRARDELLI SQUARE, ICE HOUSE, SHOW PLACE): You will have the opportunity to visit these three handsome and important examples of new life for old buildings and talk with the architects and developers of the three projects.

PROGRAM C: THE IMPACT OF A TRANSPORTATION SYSTEM ON AN URBAN REGION I (BART — SAN FRANCISCO): You will visit Hallidie Plaza (Market and Powell Streets), a sunken amphitheater-like open space; tour Market Street to see how BART has changed that street. Visit a Mission neighborhood station to view the impact there. Your guides will include BART architect, engineer, developer and transit commission representatives.

PROGRAM D: THE IMPACT OF A TRANSPORTATION SYSTEM ON AN URBAN REGION II (BART — EAST BAY): You will observe the impact of BART on Albany where a HUD-funded linear park has been developed; along Shattuck Avenue in Berkeley, where the street was redone as a result of BART and a bond issue voted by Berkeleyans to underground BART through their city, and to Oakland Civic Center area, the site of intensive new construction.

MARKETPLACE SEMINAR/FIELD TRIP PROGRAM

Registration fee: \$2.00 per person for transportation

| Name of Participant | Fee |
|---------------------|-----|
|---------------------|-----|

Seminar/Field Trip Program (A, B, C, D)

1st choice

2nd choice

3rd choice

4th choice

Make check payable to The American Institute of Architects. Name and address of person to receive acceptance notification:

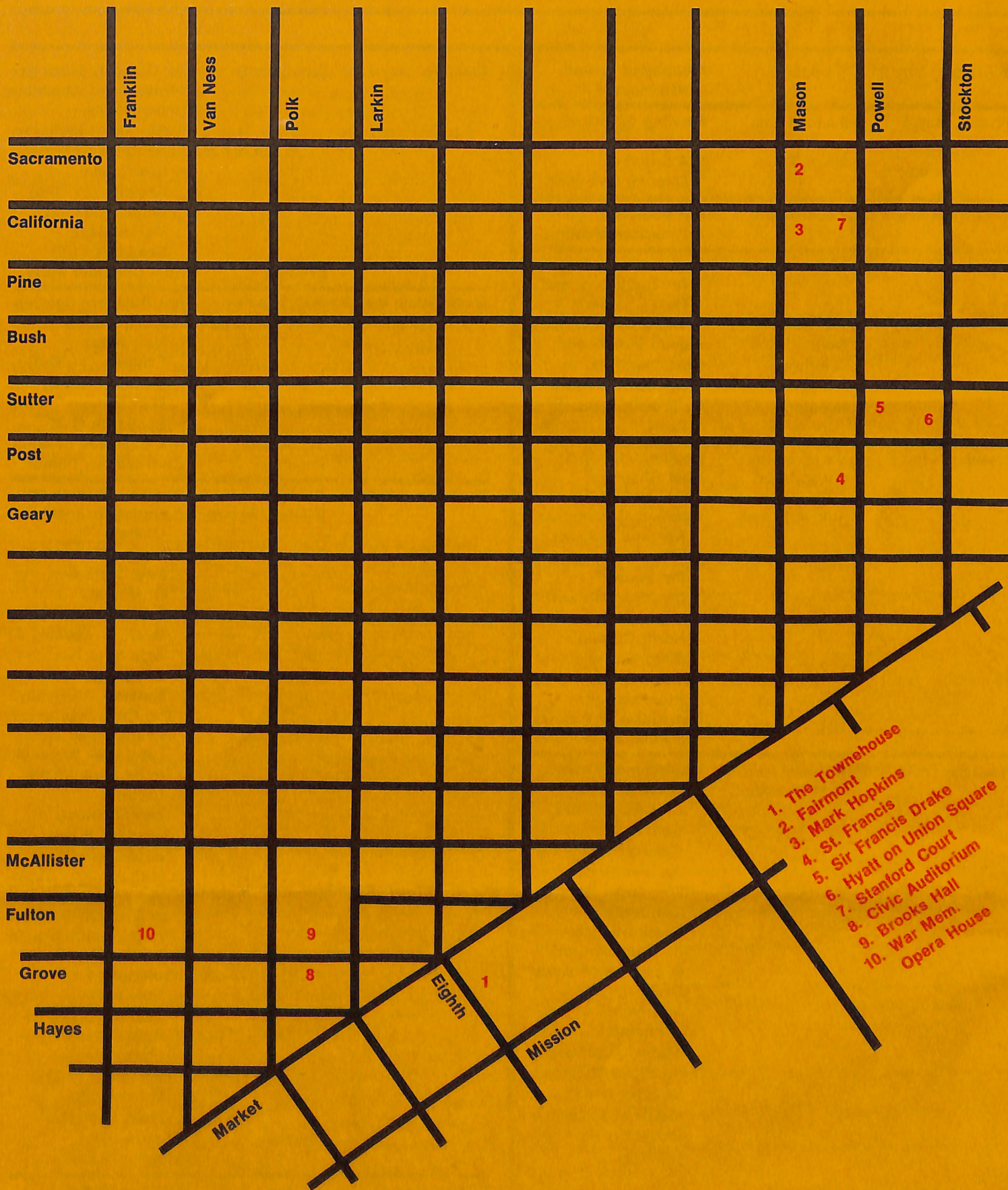
Mail this form to:

MRS. ANN RUEBELMANN
THE AMERICAN INSTITUTE OF ARCHITECTS
1785 MASSACHUSETTS AVE., N.W.
WASHINGTON, D.C. 20036

CONVENTION PROGRAM

| | | |
|-----------------|----------------|--|
| Thursday, May 3 | 1-5 p.m. | Meeting of Invited Attorneys |
| Friday, May 4 | 9 a.m.-5 p.m. | Meeting of Invited Attorneys |
| | 9 a.m.-5 p.m. | AIA Board of Directors Meeting |
| Saturday, May 5 | 9 a.m.-Noon | AIA Board of Directors Meeting |
| Sunday, May 6 | 10 a.m.-4 p.m. | Registration, Delegate Accreditation, and Host Chapters Ticket Counter Open |
| | Noon | Alumni Luncheons |
| | Afternoon | Host Chapters Sponsored Tours |
| | Evening | McGraw-Hill Dodge Party |
| Monday, May 7 | 9 a.m.-5 p.m. | Registration Open |
| | 9 a.m.-Noon | Host Chapters Sponsored Tours |
| | 1:30-4:30 p.m. | Opening Ceremonies Keynote Address "The Challenge of the Future" Dr. John Caldwell, Chancellor North Carolina State University Honor Awards Presentation |
| | Evening | Investiture of Fellows President's Reception |
| Tuesday, May 8 | 9 a.m.-5 p.m. | Registration Open |
| | 9-11:30 a.m. | Plenary Session I Sam Hurst, FAIA, Chairman Dean School of Architecture & Fine Arts University of Southern California "The Challenge of Growth and Change" Dr. Dudley Kirk Morrison Professor of Population Studies Stanford University Dr. Philip M. Hauser Director and Professor of Sociology University of Chicago |

| | | |
|------------------|-------------------|--|
| Tuesday, May 8 | (continued) | Dr. Glenn T. Seaborg Professor of Chemistry University of California at Berkeley |
| | 11:30 a.m.-5 p.m. | Marketplace of New Ideas Exhibits (11:30-5) Buffet (11:30-2) Marketplace Seminars (1-5) Host Chapters Party |
| | Evening | |
| Wednesday, May 9 | 9-11:30 a.m. | AIA Business Session |
| | 11:30 a.m.-5 p.m. | Marketplace of New Ideas Exhibits (11:30-5) Buffet (11:30-2) Marketplace Seminars (1-3) |
| | 3-5:30 p.m. | AIA Business Session |
| | Evening | Convocation Dinner |
| Thursday, May 10 | 8-9 a.m. | Regional Caucuses |
| | 9 a.m.-4:30 p.m. | Balloting for Institute Officers |
| | 9-11:30 a.m. | Plenary Session II Paul Ylvisaker, Chairman/Moderator Dean, Graduate School of Education Harvard University "The Challenge to Leadership" Land Use: Speaker to be Announced Urban Development: Bernard Weissbourd, President Metropolitan Structures, Chicago Legislative Process: Rep. Jerome Waldie D., California |
| | 11:30 a.m.-5 p.m. | Marketplace of New Ideas Exhibits (11:30-5) Buffet (11:30-2) Marketplace Seminars (1-3) Marketplace Field Trips (2-5) |
| | Evening | Annual Ball Election Results |
| Friday, May 11 | All Day | Departures for Reconvened Convention |











HOTEL RESERVATIONS

The Hotel Reservation Form (this page) includes the list of official AIA Convention housing facilities and range of rates. Location of the hotels in relation to the Civic Center, site of the convention and exhibit headquarters, is shown on the map of downtown San Francisco.

1. Complete and mail the form as soon as possible.
2. Give complete details, particularly arrival and departure dates, types of accommodations, and names of occupants. Assignment is delayed if information is omitted, and space is allocated on a first-come, first-served basis.
3. If first-choice accommodations are not available at the time your reservation request is submitted, you will be assigned to next available choice.
4. When rooms at rate requested have been exhausted, the closest rate will be assigned.
5. No block reservations will be made.
6. Confirmation will come directly from the hotel.

Allow a few weeks for confirmation. Reservations will not be held beyond 6 p.m. of arrival date unless you guarantee payment. Changes in arrival date and time should be forwarded directly to your hotel. Cancellation of reservations or changes in the names of room occupants should be forwarded directly to the AIA Housing Bureau, San Francisco Convention & Visitors Bureau, Fox Plaza, San Francisco, Calif. 94102.

| Hotels | Singles | Doubles | Twins | Suite 1-bed | Suite 2-bed |
|--------------------------|---------|---------|---------|----------------|----------------|
| *Fairmont | \$24-53 | \$32-61 | \$32-61 | | |
| *Mark Hopkins | \$24-37 | \$32-45 | \$32-45 | | |
| *Stanford Court | \$25-47 | \$33-55 | \$33-55 | | |
| Hotel St. Francis | \$23-43 | \$29-49 | \$31-49 | \$65-255 | \$101-505 |
| Hyatt on Union Square | \$24-46 | \$32-54 | \$32-54 | \$48 | \$ 86-140 |
| Sir Francis Drake | \$25-28 | \$30-33 | \$30-33 | | |
| Del Webb's Townhouse | \$23-30 | \$26-31 | \$28-33 | \$55- 62 | \$ 82- 90 |

*Headquarters Complex — *limited* number of rooms will be available for general assignment.

Hertz Rent A Car, in San Francisco, will be offering a special 20% discount from their regular rates to AIA's attendees. As an additional service, Hertz will staff a desk in Civic Auditorium during the convention. There members can obtain maps and brochures of the many scenic attractions just a few hours' drive from San Francisco, such as Carmel-by-the-Sea, Yosemite National Park and the Napa Valley wine country. Auto tape tours of these places are available exclusively at the downtown Hertz office to enhance the enjoyment of your visit. If you would like a free copy of Hertz's "San Francisco Survival Guide" write to Hertz, Convention Manager, 433 Mason St., San Francisco, Calif. 94102.

Photographs on the preceding four pages by Peter Fink, from his book of photographs "The San Francisco I Love."

Please read instruction at left (print or type all information)
☐ **Motels:** If you plan to drive and will be making your own housing arrangements, check here if you wish the Bureau to send information on area motels.

RESERVATIONS AT OFFICIAL AIA HOTELS (refer to chart)

| Accommodations requested | Rate |
|---|------|
| <input type="checkbox"/> Single | |
| <input type="checkbox"/> Double | |
| <input type="checkbox"/> Twin | |
| <input type="checkbox"/> Suite (1 bedroom) | |
| <input type="checkbox"/> Suite (2 bedrooms) | |

CHOICE OF HOTELS

| | |
|-----|-----|
| 1st | 3rd |
| 2nd | 4th |

Arrival Date: _____ Arrival Time: _____

Departure Date: _____ Departure Time: _____

☐ Check here if you wish to guarantee payment for late arrival. Occupants' names and addresses (please "bracket" those rooming together.)

Send confirmation, or requested area motel information, to:

Name _____

Address _____

City, State, Zip _____

Signature _____

Mail completed form to:
AIA HOUSING BUREAU
SAN FRANCISCO CONVENTION & VISITORS BUREAU
FOX PLAZA
SAN FRANCISCO, CALIF. 94102

HOST CHAPTERS AND SOCIAL EVENTS

BART (BAY AREA RAPID TRANSIT) TOUR: Sun., May 6, 2-5 p.m. Buses will leave convention hotels, drive across the San Francisco-Oakland Bay Bridge to the new BART headquarters in Oakland. A complete tour will be conducted through the Computerized Control Center, followed by a BART train ride to stations which demonstrate the effect of the new system on urban and regional planning. The magnetic ticket, especially printed for the AIA Convention, is your entry to the train loading platform and will be yours to keep as a memento of the day. Buses will return you to your hotel. (\$9 per person)

CITY TOUR: Sun., May 6, 2-5 p.m. Buses will leave hotels with Bay Area architects aboard as hosts for an architecturally-oriented tour of San Francisco. The route has been especially designed to incorporate a cross-section of experiences — new architecture, vista views, residences (including San Francisco's unique Victorian designs), places of worship, urban redevelopment, working and recreational spaces. The architecture includes Maybeck's Palace of Fine Arts, Mendelsohn's Russell House in Pacific Heights, Mission Dolores, and the new St. Mary's Cathedral. Buses will return you to your hotel. (\$9 per person)

DODGE/SWEET'S SAN FRANCISCO SPECTACULAR: Sun., May 6, 6:30-8:30 p.m. McGraw-Hill Information Systems Company reception for AIA members at The Showplace, 2 Kansas Street. Invitation will contain motorized cable car schedule to and from convention hotels.

BART TOUR: Mon., May 7, 9:30 a.m.-12:30 p.m. The Sunday tour will be repeated in its entirety except that buses will terminate at the Opera House where the opening ceremonies will be held. A box lunch will be served. (\$10 per person, including lunch.)

CITY TOUR: Mon., May 7, 9:30 a.m.-12:30 p.m. The Sunday tour will be repeated in its entirety except that buses will terminate at the Opera House where the opening ceremonies will be held. A box lunch will be served. (\$10 per person, including lunch.)

PERCEIVING THE CITY BY SIGHT AND INSIGHT: Mon., May 7, 9:30 a.m.-12:30 p.m. Buses will transport guests from hotels to Ferry Park Plaza for this walking tour designed to heighten your perception of the city experience. You will concentrate on the sequence and consequence of form, texture, sound, color and variety of the city. General areas to be visited include the Hyatt House, Embarcadero Center, Golden Gateway, the Transamerica Pyramid and the Bank of America Plaza. Buses will transport you from the Plaza to the Opera House where the opening ceremonies will be held. A box lunch will be served to those registering for this activity. Limit: 80. (\$8 per person)

PRESIDENT'S RECEPTION: Mon., May 7, 7:30-9:30 p.m. A gala cocktail party for all convention registrants at the San Francisco Museum of Art.

HISTORIC PRESERVATION BREAKFAST: Tues. a.m., May 8.

JACKSON SQUARE SHOW-OFF: Tues., May 8, 9:30 a.m.-1 p.m. Buses will depart from the Civic Center to see the old Barbary Coast — today Jackson Square. Shortly after World War II, a handful of local people in the wholesale home

furnishings field began searching San Francisco for a centralized showroom area. Today, the handsome architectural details of Jackson Square's original buildings are revealed as they were when first built in the 1850s. Most of the showrooms are wholesale only, but for this tour they will join retail neighbors in opening their doors to welcome you. An illustrated talk on personalized decorating will be presented in the Gateway Theater and refreshments will be served. Then you will be guided through places of interest by the Jackson Square Association. Buses will return to the Civic Center. Limit: 360 (\$9 per person)

A SPLASH OF SAN FRANCISCO: Tues., May 8, 1-4:30 p.m. A unique opportunity to discover the unusual in specialty shops and spots. Browse and explore areas no tourist ever sees in interesting sections of San Francisco. You will be personally hosted by knowledgeable San Franciscans. The tour will end with refreshments served at the Knapp & Tubbs fabulous home furnishings showroom. Presented for your pleasure by the Louise A. Boyd Science Museum Building (charity deduction of \$3 allowable). Buses will start and end at the Civic Center, with intermediate stops at major hotels. Limit: 344. (\$8 per person)

CULTURAL CAVORT: Tues., May 8, 6 p.m. A sequential party at two nationally recognized museums will begin at Roche & Dinkeloo's Oakland Museum, where the openings of special exhibits are being arranged to coincide with the convention. Buffet supper and selected California wines will be served in the Museum and on the garden terraces, and no-host bars will also be available. Entertainment is planned for every mood and taste: strolling musicians, Dixieland jazz, hard rock, dance and drama, in addition to the Museum's superb exhibits of California artists, history and natural sciences. Then on to the University of California Art Museum at Berkeley, designed by Mario Ciampi, FAIA, winner of the national design competition for this Museum. Cheese and wine will be served here, with a further variety of musical and visual entertainment and student activities in the galleries, theater and sculptured gardens. The evening promises to offer the greatest variety of sensual and intellectual pleasures. Buses will leave Nob Hill and Union Square hotels beginning at 6 p.m. for the Oakland Museum; continuous shuttle service will be provided between Oakland and Berkeley Museums; and return transportation to San Francisco hotels will be provided. (\$16 per person includes transportation and parties at both locations. Students — \$6.)

EXPLORING SAN FRANCISCO'S HOMES: Wed., May 9, 9:30 a.m.-1 p.m. A select group of private residences — Victorian through contemporary — will be open for your viewing. These exclusive homes have been hand-picked by local architects to reflect the most important architecture and interior design. Presented for your enjoyment by the Telegraph Hill Association (charity deduction of \$3.50 allowable). Buses will start and end at the Convention Hall at the Civic Center. Limit: 315. (\$10 per person)

EXPLORING SAN FRANCISCO'S HOMES: Wed., May 9, 1-4:30 p.m. Morning tour will be repeated in its entirety except that buses will return to the San Francisco hotels. Limit: 315. (\$10 per person)

ACROSS THE GOLDEN GATE: Thurs., May 10, 10 a.m.-3:30 p.m. "Cross the Pacific" and tour Marin County offering intimate visits to beautiful gardens, homes, historic points, and scenic areas. Marin is famed for some of the most dramatic and varied natural beauty in the world. Lunch and sherry will be a delightful part of this event. You will span 150 years with views of Mission San Rafael Arcangel (1817) and Frank Lloyd Wright's final masterpiece, the Marin Civic Center (1971). Proudly presented by the Marin Symphony Association (charity deduction of \$3.50 allowable). Buses will start and end at the Convention Hall at the Civic Center. Limit: 100. (\$15 per person)

PENINSULA TOUR: Thurs., May 10, 9:30 a.m.-4 p.m. You will be one of the first visitors to the remodeled headquarters of Sunset magazine, to view its new wine cellar (where you will be invited to taste some special California wines); the expanded dining facilities and the kitchen, where many of the magazine's recipes are tested, and the redesigned editorial demonstration garden, which may give you some new planning ideas. Then on to historic Mission Santa Clara and through Vasona Park, designed for county recreation. The delightful Old Town restoration in Los Gatos will be your lunch stop, where you may choose from four distinctive restaurants and browse in unique shops. On the return you will drive through the campus of Foothill College, winner of a 1962 AIA Honor Award; then back to San Francisco by the scenic route. Limit: 200. (\$10 per person, lunch not included.)

PRESERVING AN IRREPLACEABLE NATURAL RESOURCE: (San Francisco Bay): Thurs., May 10, 2:30-6 p.m. The city seen from the Bay, a boat trip/seminar with descriptive commentary by the men who formulated and have administered the unique state legislation which preserves and conserves the shoreline of the Bay. A rare opportunity to see the Bay Area and San Francisco on a specially arranged route, permitting an unusual opportunity to study the impact of the third dimension on the visual aspects of urban planning. The tour starts with an orientation in the Marketplace of New Ideas, transportation to the pier, and bus to your hotel following the boat trip. (\$5 per person)

ANNUAL BALL: Thurs., May 10, 8 p.m., Fairmont Hotel. A formal dinner-dance in the Grand Ballroom. Final convention ceremonies including announcement of election results. (\$15 per person)

A DAY ON THE BAY: Fri., May 11, mid-day. Sailors from other areas will have an opportunity to experience San Francisco Bay's lusty and exciting summer sailing weather (normal afternoon winds 20-25 knots). See the city skyline, Berkeley, Oakland, Angel Island, Alcatraz, Sausalito, Tiburon, the bridges. Number of boats will be limited. A list of available boats, indicating size and type, will be issued later. Preferences will be handled on a first-come basis. Sailboats and power boats will be used. Bring warm clothing and topsiders. Foul weather gear will be provided, if needed. Those wishing to take advantage of this hospitality should indicate their preference on the coupon. Specifics as to host, time and place of departure, etc. will be included with your tickets to Host Chapters events at the Host Chapters desk at the Civic Center. (\$7.50 per person, includes lunch and transportation. Refunds will be made to those we are unable to accommodate.)

RESERVATIONS: HOST CHAPTERS EVENTS

The Northern California, East Bay and Santa Clara Valley Chapters, representing approximately 1,000 AIA architects, will act as combined hosts for the 1973 National AIA Convention to present a truly regional program. Tickets to several events are limited. Applications will be accepted on a first-to-register basis. Tickets will be held at the Host Chapters Registration Area, Brooks Hall, and may be picked up during registration hours starting at 10 a.m., Sun., May 6.

Please reserve the number of tickets indicated:

**CULTURAL CAVORT,
HOST CHAPTERS PARTY** ☐ tickets at \$16.00
Tuesday evening, May 8, 6 p.m. ☐ students \$ 6.00

A DAY ON THE BAY ☐ sailboat ☐ power boat
Friday, midday, May 11 ☐ tickets at \$ 7.50

BART TOUR (choose one) (Includes box lunch)
☐ Sunday, May 6, 2-5 p.m. ☐ tickets at \$ 9.00
☐ Monday, May 7, 9:30 a.m.-12:30 p.m. ☐ tickets at \$10.00

CITY TOUR (choose one) (Includes box lunch)
☐ Sunday, May 6, 2-5 p.m. ☐ tickets at \$ 9.00
☐ Monday, May 7, 9:30 a.m.-12:30 p.m. ☐ tickets at \$10.00

PERCEIVING THE CITY BY SIGHT & INSIGHT
☐ Monday, May 7, 9:30 a.m.-12:30 p.m. ☐ tickets at \$ 8.00

JACKSON SQUARE SHOW-OFF
☐ Tuesday, May 8, 9:30 a.m.-1 p.m. ☐ tickets at \$ 9.00

A SPLASH OF SAN FRANCISCO
☐ Tuesday, May 8, 1-4 p.m. ☐ tickets at \$ 8.00

EXPLORING SAN FRANCISCO'S HOMES (choose one)
☐ Wednesday, May 9, 9:30 a.m.-1 p.m. ☐ tickets at \$10.00
☐ Wednesday, May 9, 1-4:30 p.m. ☐ tickets at \$10.00

ACROSS THE GOLDEN GATE
☐ Thursday, May 10, 10 a.m.-3:30 p.m. ☐ tickets at \$15.00

IRREPLACEABLE NATURAL RESOURCE (The Bay)
☐ Thursday, May 10, 2:30-6 p.m. ☐ tickets at \$ 5.00

PENINSULA TOUR ☐ tickets at \$10.00
☐ Thursday, May 10, 9:30 a.m.-4 p.m. (lunch not included)

Name _____

Address _____

City _____

State _____

Zip _____

Make checks payable to 1973 Convention-San Francisco, and mail with coupon to:

**1973 AIA CONVENTION-SAN FRANCISCO
C/O NORTHERN CALIFORNIA CHAPTER, AIA
254 SUTTER STREET
SAN FRANCISCO, CALIF. 94108**

POST-CONVENTION TOURS

For those not going to Hawaii who wish to take advantage of extended tours around the Bay Area, the following suggestions are offered as providing a variety of California experiences:

MUIR WOODS: A grove of redwood trees set in an idyllic park within 30 minutes of your hotel provides hours or minutes of easy walking pleasure. A full course of study for the nature-lover.

PT. REYES NATIONAL SEASHORE: Part of the recently legislated Golden Gate National Recreation Area. Resident AIA members have volunteered to conduct a half-day, easy hiking tour through a magnificent natural area encompassing ocean front, forest, pasture land and cliff areas. Registration required.

SAN FRANCISCO BAY CRUISE: For those who wish to "go commercial" or cannot be accommodated on the "Day On The Bay," a sightseeing vessel leaves Fisherman's Wharf at frequent intervals for a three-hour cruise.

NAPA VALLEY WINE COUNTRY: See one of the major agricultural industries in California; visit a winery to see how California wines are produced and processed. Tasting rooms at the vintners provide an opportunity to sample wines of an unusual variety.

MONTEREY-CARMEL: About three hours south of San Francisco on the picturesque coast lie these two charming communities. Take the 17-mile drive through the Del Monte Estates and watch the seals sunning on Seal Rocks. Golfers will enjoy viewing Pebble Beach, Cypress Point and Spyglass Hill, the three famous competition golf courses.

BIG SUR AND HEARST CASTLE: Visitors wishing to remain on the Monterey Peninsula overnight might want to visit San Simeon. Reservations are required well in advance for admission to Hearst's Castle during the spring and summer period. **CONTACT YOUR LOCAL TRAVEL AGENT NOW TO ARRANGE THIS TOUR.**

A travel service representative will be stationed in the registration area of Brooks Hall to assist in making travel arrangements for these or other tours you may wish to schedule. It will be helpful to have an indication of interest in order for him to provide the best possible service to you. Please indicate below your areas of interest, and reserve a space for the Pt. Reyes National Seashore hike if you wish to be included in this outing.

| TOUR | NUMBER IN PARTY |
|------|-----------------|
|------|-----------------|

| | |
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| Muir Woods | |
|------------|--|

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|-----------------------------|--|
| Pt. Reyes National Seashore | |
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| San Francisco Bay Cruise | |
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| Napa Valley Wine Country | |
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| Monterey-Carmel | |
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| | |
|---------------------------|--|
| Big Sur and Hearst Castle | |
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|------------------------|--|
| Other (please specify) | |
|------------------------|--|

| | |
|------|--|
| Name | |
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| | |
|---------|--|
| Address | |
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|------------------|--|
| City, State, Zip | |
|------------------|--|

Mail completed form to:

**NORTHERN CALIFORNIA CHAPTER, AIA
254 SUTTER STREET
SAN FRANCISCO, CALIF. 94108**

RECONVENED CONVENTION

Plan to attend the reconvened convention session in Honolulu, Hawaii, immediately following the close of the annual convention in San Francisco. Dates for the Honolulu meeting are May 11-15, 1973.

The program in Honolulu will include a business session on Saturday morning, May 12, and visits to local architectural offices on Monday, May 14.

The registration fee for the program is \$5 per member, associate and guest, and should be included when you submit your advance registration fees (see Advance Registration).

Optional field trips are being planned for Saturday afternoon and Sunday, May 12 and 13.

The Institute has appointed the well-known Travel Consultants, Inc. (1025 Connecticut Avenue, N.W., Washington, D.C. 20036; telephone: (202) 659-9555) as official coordinators for the Honolulu meeting. The agency has prepared an informative brochure providing a wealth of information concerning air travel, hotel accommodations, meeting plans, social events, as well as available sightseeing and tours. The brochure is available upon request from the agency (see coupon).

At the conclusion of the Honolulu meeting, interesting trips to the fascinating Neighbor Islands of Hawaii are available. Others may prefer an 11-day trip to the Orient, including Tokyo, Nikko, Kyoto and Hong Kong.

Those interested can secure the brochure by forwarding the completed coupon shown below to the 1973 AIA Reconvened Convention Coordinators. It is suggested that this be done at your earliest opportunity.

Gentlemen: I am interested in participating in the May, 1973 Honolulu Reconvened Convention. There will be _____ persons in my party.

Please send _____ brochures to my attention.

Name _____

Address _____

City _____ State _____ Zip _____

Office Telephone (Include area code) _____

Please send this form to:

**AIA RECONVENED CONVENTION COORDINATORS
C/O TRAVEL CONSULTANTS, INC.
1025 CONNECTICUT AVENUE, N.W.
WASHINGTON, D.C. 20036**

ADVANCE REGISTRATION

Advance registration will save you time. If you are unable to attend after preregistration, your fees will be refunded if notice is received by Friday, April 27. Refunds on tickets to the Annual Ball can be made only until 4 p.m., Tues, May 8.

Closing date for advance registration is Friday, April 27. Your registration kit and badge will be at the AIA Preregistration Desk in Brooks Hall, San Francisco Civic Center. Schedule for registration: desks will be open Sunday, 10 a.m.-4 p.m.; Monday, 9 a.m.-5 p.m.; Tuesday, 8:30 a.m.-5 p.m.; Wednesday, 9 a.m.-5 p.m.; Thursday, 9 a.m.-5 p.m.

PREREGISTRATION FORM: Please list names of guests so that badges may be prepared for them. Registration fees: AIA Corporate Members, \$40; AIA Associate Members, Professional Associates, and Associates, \$20; Male Guests, \$40; Female Guests, \$5; Students, \$1; Guests under 18, Free.

Please preregister the following (name as it is to appear on badge, city, state, category — e.g., corporate, AIA associate, guest, etc.): (Fee)

_____ \$

_____ \$

_____ \$

_____ \$

_____ \$

Please reserve _____ tickets for Annual Ball @ \$15 \$

Please reserve _____ registrations for Hawaii portion of convention @ \$5 per registrant \$

Total Enclosed \$

Signature _____

Address _____

City _____ State _____ Zip _____

Make check payable to The American Institute of Architects, and send to:

**AIA ADVANCE REGISTRATION
1785 MASSACHUSETTS AVENUE, N.W.
WASHINGTON, D.C. 20036**

The American Institute of Architects
1785 Massachusetts Avenue, N.W.
Washington, D.C. 20036

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