

## The A List

# Architectural field absorbs constant change

By Dustin Block

**“It’s just amazing how the technology advances have changed our business.”**

*David Raysich*

said Raysich, managing partner at Plunkett Raysich, which billed \$22 million in 2006, including \$16 million in Wisconsin. The firm, founded in 1935, employs 120 people.

“Showing something in three dimensions before it’s built gives the owner a real good depiction of what that space is,” he said.

It doesn’t hurt that the technology is like something out of a movie.

“We get applause many times when we show these to groups,” Raysich said.

The sophisticated computer designs are a world away from the hand drawings on paper Raysich used at the start of his career, he said. Computers changed everything fast, making 3-D designs accessible to many firms and common in the industry.

doors and show what a customer would see as they enter the new building. If a client wants a wall moved or the front desk rotated, it’s not a problem. Computers take care of the work, giving the client a life-like look at what the architect planned.

“That’s been a big part of our success,”

“It’s just amazing how the technology advances have changed our business,” Raysich said. “There isn’t any architect who hasn’t seen it.

“The next step is probably holograms. There’s the building sitting right on the conference table. I can see contractors in the field knowing what the building should look like because they have it sitting next to them, full scale.”

Technology aside, Raysich sees other trends developing in the industry. Facility branding, for one, is gaining more and more steam.

Much like the McDonald’s brand with the golden arches, more companies are seeking buildings that coincide with the image they’re trying to project. Plunkett Raysich is working with a large client in Connecticut to build a 100,000 square-foot office building. Key to the project was creating a design that fit with the company’s brand.

“We’re really working to integrate the brand voice into the architecture,” Raysich said.

Hoteling office design, which eliminates the individual desk in favor of a more flexible use of work stations, is another concept gaining favor, Raysich said. Employees can store their personal items in a box and then be assigned to a different desk each week.

It’s gaining popularity in companies where a large portion of the work force is out of the office at any given time.

“Companies are realizing if 30 percent of their staff is out, then 30 percent of the office space is not being used,” Raysich said.

If a company can cut down its square footage by moving employees around, that helps save on energy and construction costs. Health-care systems are joining the trend with outpatient facilities that are cheaper to run than hospitals, Raysich said.

Finally, Raysich said he sees consolidation in the architectural field as a likely trend. More and more architectural firms, he said, will consolidate in the coming years.

“Other small firms are being absorbed,” he said. “They need to consolidate to keep overhead down.”



# Architects

## Wisconsin Builder's A List

was compiled based on information provided by the companies listed. The rankings were determined from each company's 2006 total billings. The value listed for work done in Wisconsin is part of the overall total.

Company	2006 Billings	Number of 2006 Projects	Total Staff	Areas of Specialization	Notable Projects in 2006	Company Principals	Contact Information
<b>1</b> <b>HGA Architects and Engineers</b> 333 E. Erie St., Milwaukee, WI 53202 Founded locally in 1987 2006 Ranking: 5	Total \$70.70 million — In WI \$16.60 million	1,400	514	Arts, Health Care, Corporate, Community, Education	University of Wisconsin-Milwaukee Kenilworth Building — Discovery World at Pier Wisconsin, Milwaukee — Medical College of Wisconsin/Children's Research Institute Biomedical Research Facility, Wauwatosa	James Vander Heiden, Kurt Spiering, Cherie Claussen	414-278-8200 Fax: 414-278-7734 lkoehnke@hga.com <a href="http://www.hga.com">www.hga.com</a>
<b>2</b> <b>Flad &amp; Associates</b> 644 Science Drive, Madison, WI 53711 Founded locally in 1927 2006 Ranking: 1	Total \$57 million — In WI \$43 million	More than 100	273	Health Care, Academic, Science/Technology	University of Alberta Centennial Centre for Interdisciplinary Science, Canada — University of Wisconsin-Madison Biochemistry Building — Shands at the University of Florida, Gainesville, Fla.	William Bula	608-238-2661 Fax: 608-238-6727 flad@flad.com <a href="http://www.flad.com">www.flad.com</a>
<b>3</b> <b>Eppstein Uhen Architects Inc.</b> 333 E. Chicago St., Milwaukee, WI 53202 Founded locally in 1907 2006 Ranking: 3	Total \$28.01 million — In WI \$25.45 million	450	143	Architecture, Interior Design, Master Planning	Manpower Global Headquarters, Milwaukee — Marquette University High School, Milwaukee — Edgerton Hospital	Greg Uhen, John Miceli, Rich Tennesen, Bret Tushaus, Dan Matte, Dale Streitenberger, Greg Zastrow, John Chapman, Sandra Weber, Robert Cooper, Bruce Marne, Jonathan Parker, Jerry Bruscato, John Fox, Steve Holzhauer, Chris Gallagher	414-271-5350 Fax: 414-271-7794 pamelas@eva.com <a href="http://www.eva.com">www.eva.com</a>
<b>4</b> <b>Plunkett Raysich Architects LLP</b> 11000 W. Park Place, Milwaukee, WI 53224 Founded locally in 1935 2006 Ranking: 4	Total \$22 million — In WI \$16 million	364	109	Health Care, Education, Corporate/Commercial Facilities	University of Wisconsin-Madison Microbial Sciences Building — West Bend Mutual Insurance, West Bend — The Neuroscience Group of Northeast Wisconsin, Neenah	David J. Raysich, Michael H. Scherbel, Kim D. Hassell, Mark C. Herr, Scott A. Kramer, Abie A. Khachadourian, Michael J. Sobczak	414-359-3060 Fax: 414-359-3070 tkoch@prarch.com <a href="http://www.prarch.com">www.prarch.com</a>



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<b>5</b> <b>Kahler Slater Architects Inc.</b> 111 W. Wisconsin Ave., Milwaukee, WI 53203 Founded locally in 1908 2006 Ranking: 6	Total \$21 million — In WI \$16.50 million	190	146	Architecture, Interior Design, Consulting	Manpower Global Headquarters, Milwaukee — Frances Payne Bolton School of Nursing at Case Western Reserve University, Cleveland — Mayo Health System - Luther Midelfort Hospital, Eau Claire	George Meyer, Jill Morin, Jim Rasche	414-272-2000 Fax: 414-272-2001 ks@kahlerslater.com www.kahlerslater.com
<b>6</b> <b>Engberg Anderson Design Partnership Inc.</b> 611 N. Broadway, Suite 517, Milwaukee, WI 53202 Founded locally in 1987 2006 Ranking: 7	Total \$11.79 million — In WI \$6.68 million	325	73	Health Care, Cultural/ Libraries, Urban Design/ Multiunit Housing	Milwaukee City Hall — Oconomowoc Memorial Hospital — Kenosha Civil War Museum	Charles Engberg, Keith Anderson, William Williams, Scott Smith, Mark Ernst, Joseph Huberty, Paul Cuta, James Otto, Cynthia Gall, Thomas Hofman, Paul Lourich, William Robison	414-944-9000 Fax: 414-944-9100 christiem@eadp.com www.eadp.com



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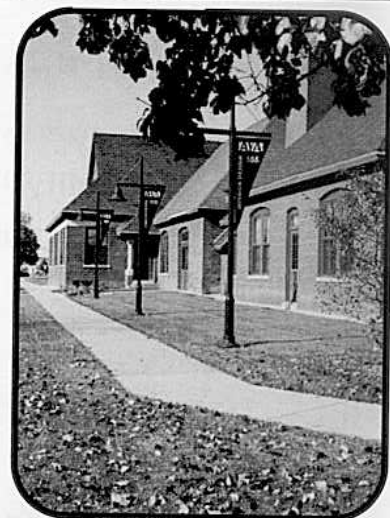
Company	2006 Billings	Number of 2006 Projects	Total Staff	Areas of Specialization	Notable Projects in 2006	Company Principals	Contact Information
<b>7</b> <b>Potter Lawson Inc.</b> 15 Ellis Potter Court, Madison, WI 53711 Founded locally in 1913 <b>2006 Ranking: 9</b>	Total \$7.17 million — In WI \$7.17 million	59	46	Architecture, Interior Design, Construction Administration	University Square Development, Madison — Ellen & Peter Johnson HospiceCare Residence, Madison — Edgewood College New Residence Hall, Madison	Eric D. Lawson, Beth Prochaska, Douglas R. Hursh, Michael D. Gordon	608-274-2741 Fax: 608-274-3674 bethp@potterlawson.com <b>www.potterlawson.com</b>
<b>8</b> <b>Architectural Design            Consultants Inc.</b> 30 Wisconsin Dells Parkway, P.O. Box 580, Lake Delton, WI 53940 Founded locally in 1987 <b>2006 Ranking: NA</b>	Total \$6.25 million — In WI \$3.95 million	42	47	Hospitality, Office Facilities, Aquatics Facilities	Chula Vista Resort, Wisconsin Dells — Wilderness Resort, Wisconsin Dells — Great Wolf Resort, Mason, Ohio	Bob Nagel, Bill Ryan, Dwaine Kieler, Ray Bolton, Russ Eilers	608-254-6181 Fax: 608-254-2139 k.brescia@adci.ws <b>www.adci.ws</b>
<b>9</b> <b>Mead &amp; Hunt Inc.</b> 6501 Watts Road, Madison, WI 53719 Founded locally in 1900 <b>2006 Ranking: 12</b>	Total \$6.20 million — In WI \$3 million	NA	310	Aviation, Military, Food	NA	Rajan Sheth, Andy Platz, Doug Green, Amy Squitieri, Paul Powers, Rusty Chesmore	608-273-6380 Fax: 608-273-6391 raj.sheth@meadhunt.com <b>www.meadhunt.com</b>

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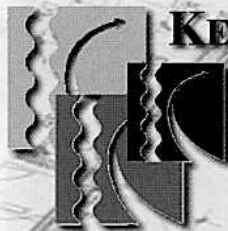


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10	<b>AG Architecture Inc.</b> 1414 Underwood Ave., Suite 301, Wauwatosa, WI 53213 Founded locally in 1992 2006 Ranking: 10	Total \$5.89 million — In WI \$956,789	28	41	Senior Living, Adaptive Reuse, Multifamily	Eastcastle Place, Milwaukee — Flatiron, Milwaukee — Newcastle Place, Mequon	Eugene Guszkowski, Stephen Alexander	414-431-3131 Fax: 414-431-0531 jsrebs@yahoo.com <a href="http://www.agarch.com">www.agarch.com</a>
11	<b>Bray Associates Architects Inc.</b> 1202A N. Eighth St., P.O. Box 955, Sheboygan, WI 53082-0955 Founded locally in 1962 2006 Ranking: 8	Total \$4.45 million — In WI \$4.20 million	180	40	Educational, Municipal/ Governmental, Retail/ Commercial	Landmark Factory Stores at Rockford, Rockford, Ill. — Ronald Reagan Elementary School, New Berlin — First National Bank, Sheboygan	Lawrence C. Bray, Geoffrey J. Bray, Stephen J. Kuhnen, Ronet C. Rodewald	920-459-4200 Fax: 920-459-4205 matt@brayarch.com <a href="http://www.brayarch.com">www.brayarch.com</a>
12	<b>Strang Inc.</b> 6411 Mineral Point Road, Madison, WI 53705-4395 Founded locally in 1935 2006 Ranking: NA	Total \$4.09 million — In WI \$3.93 million	192	42	Architecture, Engineering, Interior Design	The Agora, Fitchburg — Wisconsin Veterinary Diagnostic Laboratory, Madison — Great Wisconsin Credit Union, Madison	David Hyzer, Larry Barton, Bruce Kimball, Peter Tan, Wayne Whiting	608-276-9200 Fax: 608-276-9204 schwartz@strang-inc.com <a href="http://www.strang-inc.com">www.strang-inc.com</a>



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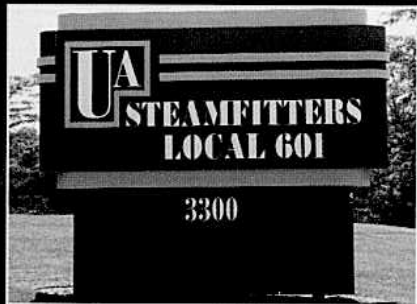


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13	<b>The Kubala Washatko Architects Inc.</b> W61 N617 Mequon Ave., Cedarburg, WI 53012 Founded locally in 1981 2006 Ranking: 11	Total \$3.85 million — In WI \$3.60 million	100	30	Sustainable Design, Commercial, Cultural/ Institutional	Aldo Leopold Legacy Center, Baraboo — First Unitarian Society Meeting House Addition, Madison — Johnson Health Tech Corporate Campus, Cottage Grove	Allen Washatko, Tom Kubala	262-377-6039 Fax: 262-377-2954 wreckard@tkwa.com <a href="http://www.tkwa.com">www.tkwa.com</a>
14	<b>Groth Design Group</b> P.O. Box 332, Cedarburg, WI 53012 Founded locally in 1994 2006 Ranking: 15	Total \$2.09 million — In WI \$1.66 million	63	25	Churches, Community, Corporate	St. Gabriel Catholic Church, Richfield — Peshtigo Bank, Gillett — Cathedral of the Sacred Heart, Winona, Minn.	Mike Groth	262-377-8001 Fax: 262-377-8003 hhinterthuer@ gdg-architects.com <a href="http://www.gdg-architects.com">www.gdg-architects.com</a>



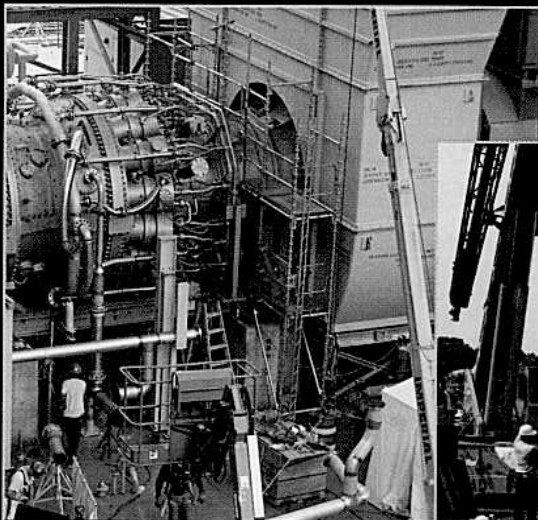
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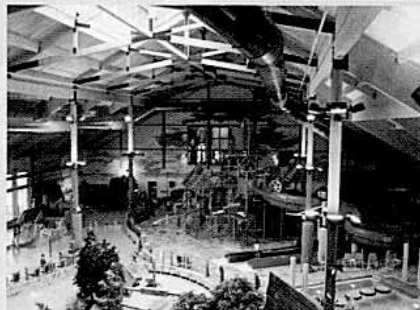
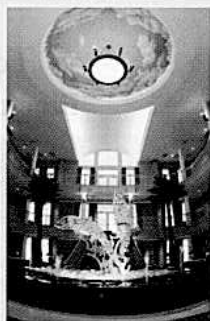
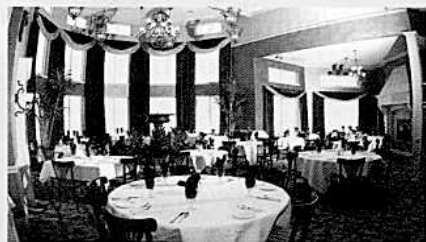
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<b>15</b> <b>Angus-Young Associates Inc.</b> 555 S. River St., Janesville, WI 53545 Founded locally in 1956 2006 Ranking: 13	Total \$1.80 million — In WI \$1.32 million	322	25	Health Care, Municipal/ Government, Industrial	Oakwood West Independent Living Facility, Madison — Heritage View Multiuse Facility, Beloit — Kuhn Knight Manufacturing, Brodhead	Jeffrey L. Hazekamp, Joseph J. Stadelman, Bradley J. Heeres, Zachary Goswick	608-756-2326 Fax: 608-756-0464 amyk@angusyoung.com www.angusyoung.com
<b>16</b> <b>Ayres Associates Inc</b> 3433 Oakwood Hills Parkway, Eau Claire, WI 54701-7698 Founded locally in 1959 2006 Ranking: 14	Total \$1.30 million — In WI \$1.30 million	118	427	Municipal, Health Care, Education	City of Madison Engineering Services Building — Peace Lutheran Church, Eau Claire — Royal Credit Union Moholt Drive Office, Eau Claire	Patrick J. Quinn	715-834-3161 Fax: 715-831-7500 Thomas.Pearson@AyresAssociates.com www.AyresAssociates.com



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