

## Strategic partnership launches Dimension IV Madison

Jim Gersich wanted to keep working with several HSR Associates employees after the Madison architecture firm closed about five years ago.

But to do that he needed to find some work for his new architecture firm ... fast.

"We took on almost everyone that was employed at HSR," he said, "and we had no work, no projects to work on."

So Gersich went to colleague Dan Roarty of Green Bay-based Dimension IV and asked if the firm might be interested in a "strategic alliance." Gersich said he wanted to name the new firm Dimension IV Madison to create instant recognition in the industry.

"When we got started, we borrowed their name, but we're separately owned and managed," said Gersich, a principal of Dimension IV Madison Design Group. "Since they had already been in operation, it gave us an immediate presence and wider geography."

The name sharing helped the new firm feel like it was part of a larger organization, Gersich said, and helped build a client base early on.

"It was a huge risk and gamble," he said. "It took a lot of luck and great clients. We demonstrated that with perseverance you can be successful. It was definitely not easy."

The firm, which provides architecture, landscape architecture, interior design and structural engineering services, focuses on serving contractors and developers.

"The contractors [and developers] know us, they respect us," he said. "They know they can count on us."

With a recognizable name for the company and an experienced work force, Gersich said, the company attracted clients and landed jobs.

Gersich said the firm now has a steady stream of projects. About 50 percent of the work is residential, including condominiums, assisted-living facilities and nursing homes, he said.

The firm's remaining half of business is a broad mix, Gersich said, though Dimension is also becoming known for public libraries and hotels.

"Some of us have been in the Madison market since 1974," Gersich said. "Over the course of 30 years, you do a lot of projects and develop friendships that turn into clients. If you do a nice job, people will follow you wherever you go."

Gersich said the firm rarely works with its Green Bay counterpart, but the two firms do hire one another as consultants on some projects "when it makes sense to both of us to have each other involved."

— Janine Anderson

Rank	Company	Billings in WI	Total Staff	Contact Information
(1)	<b>Eppstein Uhen Architects</b> 333 E. Chicago St., Milwaukee, WI 53202 Founded locally in 1907	\$22.24 million	144	414-271-5350 Fax: 414-271-7794 Kristen@eua.com, <a href="http://www.eua.com">www.eua.com</a>
(2)	<b>Zimmerman Architectural Studios Inc.</b> 7707 Harwood Ave., Milwaukee, WI 53223 Founded locally in 1906	\$18.89 million	131	414-476-9500 Fax: 414-272-8582 info@zastudios.com, <a href="http://www.zastudios.com">www.zastudios.com</a>
(3)	<b>Kahler Slater</b> 111 W. Wisconsin Ave., Milwaukee, WI 53203 Founded locally in 1908	\$17.50 million	153	414-272-2000 Fax: 414-272-2001 ks@kahlerslater.com, <a href="http://www.kahlerslater.com">www.kahlerslater.com</a>
(4)	<b>Plunkett Raysich Architects</b> 11000 W. Park Place, Milwaukee, WI 53224 Founded locally in 1935	\$15 million	88	414-359-3060 Fax: 414-359-3070 dsnow@prarch.com, <a href="http://www.prarch.com">www.prarch.com</a>
(5)	<b>HGA Architects and Engineers</b> 333 E. Erie St., Milwaukee WI 53202 Founded locally in 1987	\$8.50 million	528	414-278-8200 Fax: 414-278-7734 dredlich@hga.com, <a href="http://www.hga.com">www.hga.com</a>
(6)	<b>Engberg Anderson Design Partnership Inc.</b> 611 N. Broadway, Milwaukee, WI 53202 Founded locally in 1987	\$7.80 million	83	414-944-9000 Fax: 414-944-9100 jeanc@enberganderson.com, <a href="http://www.eadp.com">www.eadp.com</a>
(7)	<b>Potter Lawson Inc.</b> 15 Ellis Potter Court, Madison, WI 53711 Founded locally in 1913	\$7.17 million	45	608-274-2741 Fax: 608-274-3674 bethp@potterlawson.com, <a href="http://www.potterlawson.com">www.potterlawson.com</a>
(8)	<b>The Kubala Washatko Architects Inc.</b> W61 N617 Mequon Ave., Cedarburg, WI 53012 Founded locally in 1983	\$4.10 million	30	262-377-2954 wreckard@twka.com <a href="http://www.twkac.com">www.twkac.com</a>