

neighborhood

Honor *the Past* — Celebrate *the Future*



Gene Guskowski, AIA



Steve Alexander, AIA

AG Architecture welcomes Spring in celebration – a commemoration of 15 years as a company and over 38 years of innovative design in the senior living industry.

In 1992, a fledgling architectural firm first known as Aldrian Guskowski was formed. After Chuck Aldrian's retirement in 1998 and the firm's move to Wauwatosa, it was re-branded as AG Architecture, reflecting the names of Steve Alexander and Gene Guskowski. Gene and Steve first began working together in 1968 and together have grown as both architects and businessmen. The roots of the firm date back to the early 1960's when Jack Shepherd, Joe Legan, Jerry Walkowski and later Chuck Aldrian worked on the design of numerous skilled nursing facilities and multi-family apartments. Due to their experience, they developed a foothold in the world of retirement communities in 1969. Thirty-eight

years later this continuous relationship with the senior living industry forms the basis for AG Architecture's unique niche in the marketplace.

Today, AG Architecture's name is recognized nationwide as a leader in the design of senior living environments. They believe in creating a "sense of community" for all of their clients and also bring this mentality to local multi-family and mixed use projects. No matter the location, AG examines the local culture and historic architectural details to influence their design process. They create designs that honor the past while enhancing growth and development in the communities where they are located.

A PEEK INSIDE

AG's office





1993



1994



1995



1996



1997

WORK HARD – PLAY HARD

It's not just about work at AG



Employees, consultants & clients always enjoy the AG Golf Outing



AG supports its "family" members during a Cut for Cancer in 2005



Office Chef Len Barbieri

Award Winning Projects

AG prides itself on being able to accomplish quality design for clients no matter the socioeconomic parameters. Their work with the Milwaukee Housing Authority has received recognition for Milwaukee from the World Leadership Forum. Milwaukee received recognition as one of six communities, in the company of Salt Lake City, Utah; Madrid, Spain; Lagos, Nigeria; Phnom Penh, Cambodia; and Port Elizabeth, South Africa, for work that focuses on urban revitalization, education and environment. Hillside Terrace, Lapham Park, Parklawn and Highland Gardens are the revitalized public housing projects sponsored by the Milwaukee Housing Authority and designed by AG Architecture that were contributors for this prestigious recognition.

AG continues to apply their knowledge and experience and challenge their skills to achieve solutions for a variety of clients with varying scopes, budgets and timeframes. Nursing Homes/Long Term Care Management publications and the Society for the Advancement of Gerontological Environments (SAGE) has recognized AG Architecture projects for the past three years with Citations of Merit for their work on three very different senior living projects. Locally, Wisconsin Builder magazine has also recognized AG Architecture in their Top Projects issue the past three years for Highland Gardens, Watertower View and Eastcastle Place.

The AG Community

Their office community is also a priority as the AG leadership team believes in taking

the time to mentor a new generation of architectural and engineering talent to become the future leaders of the firm. In order to embrace a new generation of architects and engineers, AG relocated its office in 2002 from a suburban strip mall to the heart of a vital historic village. They were rewarded with the opportunity to design their new office location. This was part of a new branding initiative with a focus on creating a sense of community.



AG Office – Lefebvre Pointe

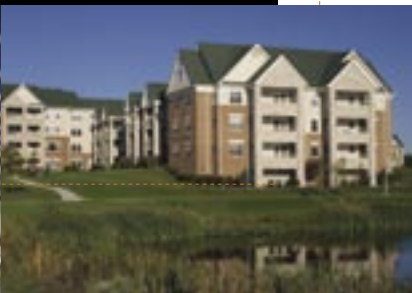
Knowledge is Power

The entire company takes advantage of learning opportunities throughout the work week. Lunch and Learns prepared by office chef, Len Barbieri, keep everyone's taste buds tantalized throughout these learning sessions. A growing number of employees are also dedicating personal time to the profession in order to acquire LEED credentials. Several teams have formed to continue to challenge their creativity and knowledge through participation in design competitions and charrettes.

In 2006, a design team of eight co-workers including two professional engineers took time at lunch to participate in a project charrette called "The Thermal Divide — A House for an Ecologist." They researched



2002



2002



2003



2004



1998



1999



2000



2001

sustainable principles and shared experiences to emerge with a concept for their project. Based on the notion of minimizing the impact of the land itself through the use of a multi-functioning wall, they created a simple but dynamic section through the structure. The wall, constructed of reclaimed fieldstone, became the foundation of the home. The structure was hung from the wall; heat radiates from the wall, water flows through the wall and private zones and work zones were defined by the wall.

In 2007, another team gathered to participate in a weekend charrette called "Aging in Community — A Senior Living Ideas Competition." This event was supported by eleven Milwaukee organizations that focus on providing services for the City's senior

living population. Eight teams representing local architectural firms were divided to focus on four sites in Milwaukee. The objectives were to create opportunities to age in place, strengthen links to the larger community, nurture informal social supports, foster energy conscious design and provide barrier free settings. The teams had the opportunity to meet with neighborhood focus groups to gather information and help generate support from the local community. AG's design solution received a "Citation for Creativity & Success in meeting the objective of — Wowning the Judges!"

Work Hard – Play Hard

It is not just about work at AG, they take some time to play too. The company has institutionalized Beer:30 and once again Len whips up quite the spread for wrapping up a tough work week. Fruit day, bread day and even afternoons with fresh chocolate chip cookies keep everyone's bellies full — AG likes their food and beverage time. You won't find this group sitting still for too long though. Activities such as their annual golf outing, a Brewer's game event and other small group activities aim to keep a sense of camaraderie — a sense of community.

Continued Growth

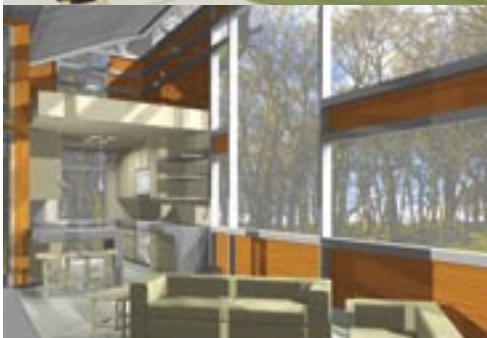
With work continuing to expand all over the nation, the AG team needs to be fueled and ready to go. Gene and Steve have a long standing reputation in the senior living industry and you feel the AG impact at conferences such as AASHA and LSN. They take time at the AAHSA annual Meeting & Exposition to network with a variety of ongoing and potential clients

at unique venues in the host cities. They continue to strive for excellence in senior living design and credit their past client, Alterra Healthcare, for helping them find their stride in such a rewarding industry. Their resume with Alterra for a 10-year period between 1986 and 1996 included 126 buildings in 26 states.

Today, they are thankful for their relationships with a diverse group of developers. Gene has architectural registration in 32 states that allows AG to continue to support the senior living industry on a national level. Steve has developed a service methodology that maximizes the AG knowledge and years of experience to best serve their clients. They have the ability to provide clients with solid budget numbers early in the design process. AG continues to infiltrate the Chicago market and have team members across the Illinois-Wisconsin border two or three times a week. The west coast is also proving to be an up and coming market investing in its senior living population, and AG has been selected to show the way.

AG continues to evaluate their internal business structure and improve their business processes. They have created a strong middle management team and continue to refine their service methodology. The AG clientele appreciates the depth of experience on the leadership team. This creates opportunity for these leaders to mentor the other members of the team and support their professional growth. While AG takes the time to reflect on their past, they are poised for the future — the future of their community as well as the future of the senior living industry.

Aging in Community –
A Senior Living Ideas Competition



The Thermal Divide – *A House for an Ecologist*



2005



2006



2007

IN MEMORIAM

Armin C. Bischoff, AIA

AG Architecture offers a staff of skilled professionals that bring knowledge and experience to every project. Each employee has an interesting background that gives him or her a special place on the AG team. Armin will always hold a special place in the heart of AG.



After over 38 years of hard work and dedication, AG Architecture is saddened by the loss of a good friend and colleague – Armin C. Bischoff. As this issue celebrates the firm's work over the years, it recognizes Armin as part of the team that led the firm to great success and national recognition.

Clients Remember Armin...

"Working with Armin on various projects here at Friendship Village Bloomington over the past 8 years has been my privilege and honor. Armin took the time to teach me all of the different aspects that it takes to complete a building

project. We all worked together as a team on the building projects, but with Armin's leadership and design – we have here at Friendship Village what most long term care communities can only dream about, first class buildings. With Armin's vision and design we are known throughout the entire metropolitan area for our beautiful main entrance, town homes and the Highwood health care addition. The most important thing to me is the friendship that Armin and I developed through work, golf and going out for dinners when he made site visits. Armin will always be my friend, and I am reminded of him every day as I walk through the buildings he designed."

Mark Lamkin - Friendship Village Bloomington.

After working with Armin for a while, we came to the realization that we share the same outlook on the true meaning of professional and personal endeavors. If there is life after death, I will look forward to a continued friendship with Armin.

Peter DeWald - Life Care Retirement Communities, Inc.

AG employees remember Armin...

"Armin was a man who took me under his wing and believed in me. He was more than a mentor; he was a great friend who had my best interest at heart. I have lots of wonderful memories that will keep him alive in my mind. He touched so many lives and those of us that knew him were very fortunate.

Ann D'Acquisto - AG Architecture

"When it came to work issues, Armin was the go to guy. He didn't just rattle off an answer, but took the time to steer you in a direction and explain how you could find the answer. He was a pretty hands off mentor, but if he saw you struggling, he would always be there."

Dave Mahnke - AG Architecture.

"Architecture is a profession that has always required long hours, a do-what-it-takes attitude and, at times, personal sacrifices. As a result, we form a family amongst ourselves. We have lost a family member."

Gene Guskowski - Principal of AG Architecture.

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