

Resume of BETTY J. RITTER

Employment

- Present Marketing/public relations consultant to the building industry
- 1975 DIRECTOR OF BUSINESS DEVELOPMENT: responsibilities included the implementation of the marketing/public relations program I developed for MTOY as an outside consultant in the fall of 1974.  
Metz Train Olson & Youngren, Inc.  
Chicago, Illinois
- 1973-1974 Marketing/public relations consultant to the building industry
- 1970-1972 SENIOR EDITOR: responsibilities included the research, reporting, writing, and editing necessary to produce the Design and Technology sections of this nationally-circulated magazine; consultation with other editorial staff members to provide guidance and advice about building industry news and trends; coordination with art director.  
Building Design & Construction magazine  
Chicago, Illinois
- 1969-1970 Free lance writer and photographer, New York City area
- 1968-1969 DIRECTOR OF PUBLIC INFORMATION: responsibilities included firmwide direction and coordination of public relations programs for architectural firm with offices in Chicago, Ill., White Plains, N.Y., and Washington, D.C., and two affiliate firms: an interior design firm with offices in Chicago and New York City, and an engineering firm with an office in Chicago.  
The Perkins & Will Partnership  
Chicago, Illinois
- 1967-1968 PUBLICATIONS EDITOR: total responsibility for a bi-monthly house organ: research, writing, editing, layout, and supervision of printing production.  
The Perkins & Will Partnership  
Chicago, Illinois
- 1966-1967 Free lance writer and photographer, Chicago area
- 1964-1966 PUBLICATIONS DIRECTOR: duties included supervision of all Institute publications; total responsibility for an 8-page monthly bulletin, PCIItems, directed to architects and engineers in support of Institute marketing goals.  
Prestressed Concrete Institute  
Chicago, Illinois
- 1959-1964 Architectural drafting, rendering, promotional writing with various architectural firms in Chicago, Ill. and Fort Lauderdale, Fla.

(more)

Pre-1959 My early employment record includes fourteen years of Bell Telephone service in the Chicago area and in Seattle, Wash. These years provided a variety of experience, including operator services, clerking, supervising, training, night chief operator, and program development and communication.

### Education

1953-1959 University of Illinois, Chicago and Urbana  
Degree: Bachelor of Architecture (structural engineering option)  
Honors: Alfred S. Alschuler, Jr. Prize for best student-written article, 1957-1958; student delegate, American Institute of Architects National Convention, 1958  
Activities: Co-editor, Department of Architecture newspaper; secretary, vice president, American Institute of Architects Student Chapter

1965-1966 Northwestern University; Magazine Production I and II

1953 Art Institute of Chicago; Painting and Sketching

1951 Institute of Design, Illinois Institute of Technology; Visual Fundamentals

### Professional Activities

1965-1966 Editor, INLAND ARCHITECT, Chicago Chapter A.I.A. regional magazine

1965-1968 Member, Public Relations Committee, Chicago Chapter, A.I.A.

Licensed to practice architecture in Illinois; corporate member of the American Institute of Architects; member of Public Relations Society of America, American Marketing Association, Society for Marketing Professional Services; Director, The Eleanor Association

### Personal

Birthdate: November 6, 1922; Evanston, Illinois

Marital status: single

Health: excellent

Interests: writing, photography (have own darkroom equipment), motion picture photography and script writing, golf, bowling, cycling, music, chess, art, graphic design, and travel.

SECTION 1. DIGEST OF CAREER AND ACHIEVEMENTS

Betty J. Ritter, AIA  
(NOMINEE)

Des Plaines, Illinois  
(CITY and STATE)

(a)

It is a privilege and an honor to sponsor Ms. Betty J. Ritter, AIA, for Fellowship in the American Institute of Architects with special emphasis upon the categories of Journalism (Literature), Education and Service to the Profession.

Journalism (Literature)

As an architectural journalist, Ms. Ritter has devoted twenty years of her career to reporting activities of the design and construction industry, to researching and documenting achievements in the business and science of building, to commentary on the practice of architecture, and to the management and administration of print media serving the architectural, engineering and construction disciplines. She is the complete architectural journalist. In all her work, her goal has been to inform, to educate, to present her findings without taint of personal preference, leaving it to the reader to take from her work the substance of the matter written about, or reported upon, and to interpret and use that substance without editorial influence. A difficult goal to achieve; her success is evidenced in the great number of popular articles published over those years in the most respected journals of our industry.

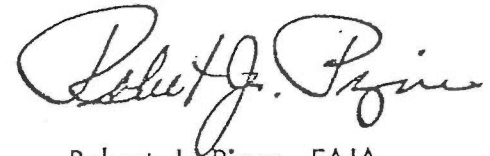
Education

Her work as an architectural journalist then, by its nature, has become a principal resource in the education- the continuing education- of our industry. Typically, Ms. Ritter's attention has been focused on activities or achievements of mature professionals in the industry; detailed descriptions of procedures and techniques tried out and put in place in built projects. Their shortcomings as well as their successes are given balanced treatment in the most typical of her work. No hyperbole; did it work? Why? Could it have been better carried out? How? What questions remain to be answered, what improvements should be attempted next time the procedure or technique is employed? This approach to communicating an experience or a finding is the essence of education, and Ms. Ritter has practiced it in all her journalism. Today, continuing education of the mature architect is increasingly being institutionalized; it is a most desirable development and owes a good share of its momentum to the journals in our field. Ms. Ritter has been a pioneer and long time advocate/practitioner of this approach to the education of our industry.

Service to the Profession

In her devotion to the practice of journalist/educator in the building arts, Ms. Ritter has rendered a most valuable service to the profession of architecture. Her efforts have always been first fixed upon the support of quality design- the ultimate responsibility of the architect and his ultimate product. As importantly, her work typically includes liberal attention to the views and comments of the persons responsible for creating the activity or achievement being reported upon or documented. The human factor has a major influence upon any activity of achievement and a Ritter article would not be a Ritter article without its human content being cited as an important influence. This concern for and attention to the practitioner underlies any candidacy for a service to the profession citation. Ms. Ritter's work displays such sensitivity throughout.

Ms. Betty J. Ritter, AIA, richly deserves the honor evidenced by a Fellowship in the American Institute of Architects.



Robert J. Piper, FAIA

<u>(b) References</u>	<u>Address</u>	<u>Relationship to Nominee</u>
1. Lawrence B. Perkins, FAIA	2319 Lincoln, Evanston, IL. 60201	former employer
2. Earl Benedict, AIA	2900 Maple, Downers Grove, IL. 60515	friend
3. Morton Hartman, FAIA	1853 York Lane, Highland Pk., IL. 60035	friend
4. Hans Friedman, FAIA	1024 Judson, Evanston, IL. 60202	friend
5. Margaret Young, AIA	c/o Gordon/Levin 410 S. Michigan, Chicago, IL. 60605	friend
6. Keith Ray	c/o Book Developers, Inc. 666 Lake Shore Dr., Ste. 1904 Chicago, IL. 60611	former employer
7. Gale Spowers (Mr.)	c/o Prestressed Concrete Institute 20 N. Wacker Dr., Chicago, IL. 60606	friend