

Richard has been a full-time free-lance writer, architectural historian, writing trainer, and communications consultant since 1985. Following is a sampling of projects he has completed since then:

Contributions to books:

Co-authored *Neighborhood Architecture: Irvine Park St. Paul – A Coloring Book* with fine artist Jeanne Kosfeld, published by Ramsey County Historical Society Press, 2021; the book presents the history of Irvine Park, one of St. Paul's oldest residential neighborhoods.

Co-authored *Prefurbia: Reinventing the Suburbs from Disdainable to Sustainable* with Rick Harrison; published by Sustainable Land Development International, 2008; the book presents Rick's innovative land planning concepts.

Edited two book-length essays in *Minnesota 1900: Art and Life on the Upper Mississippi, 1890-1910* published by the University of Delaware Press, 1993.

Selected magazine and journal articles from the more than 100 articles I have written

"Planning a Dream Home: *LIFE* magazine gave a Depression-era Twin Cities family the opportunity to build a house designed by Frank Lloyd Wright," *Hennepin History*, Winter/Spring 2018 (Vol. 77, No. 1)

"Rebirth of a Kitchen: Simple Ground Rules and a Bit of Ingenuity Help to Create a Sunny, 1940s-inspired Space," *Old House Journal*, June-July 2012.

"Sincere Wood Finishing: Ingenuity, hard work, and determination helped these Minnesota homeowners restore their woodwork — inside and out," *Old-House Journal*, January 2012.

"Arts & Crafts in the Twin Cities," *Style 1900*, Fall, 2011.

"My Town: Twin Cities," *Old House Journal*, September 2011.

"The Wright Choice: Attention to Details Helps Bring a Frank Lloyd Wright Kitchen Back to Life," *Old-House Journal*, March-April 2009 (may be available online)

"Restoring Wright: An Innovative Frank Lloyd Wright design becomes better than new," *Old House Journal*, October 2008.

"Revolutionary Residential Community Designs: Coving Revisited," *Civil Engineering News*, Nov. 2003.

"Saving a Piece of Minnesota History: The Mower House," *Old-House Journal*, April 2003.

"Historic Places: Wright Here in Mason City," *Old-House Journal*, September 2001.

"Minneapolis: A City That Works," *Old-House Journal*, June 2001

"Ralph Rapson: 60 Years of Modern Design," *Journal of the Society of Architectural Historians*, March 2000 (exhibition review).

"The Pencil in Frank Lloyd Wright's Hand," *Journal of the Taliesin Fellowship*, Summer 98

"The Underachieving Cantilever," *Old-House Journal*, June 1997.

"Anti-Semitism and Practice in the USSR," *Progressive Architecture*, August 1991.

Selected writing for architects and engineers

For Washington County Public Works (Washington County, MN): Wrote a \$40M proposal that won approval from the county board to update public works facilities ... wrote script and produced "Welcome to Washington County Public Works," a video. **Click here to see the video.**

For **Ellerbe Becket** (architects and engineers in Minneapolis): Wrote a successful proposal for Kingdom Centre, a \$200 million high-rise building in Riyadh, Saudi Arabia...edited a manual for **General Motors** that defines design requirements for data centers.

For **Granite Construction / C.S. McCrossan, Inc.**: Wrote the crucial executive summary of a successful \$140M proposal for the design-build project that rebuilt I-494 in the western Twin Cities suburbs.

For **Setter, Leach & Lindstrom Architects** (Minneapolis): Wrote and designed a successful \$20M proposal for renovating the AT&T / Northwestern Bell Building in downtown Minneapolis...edited a report on a warehouse for Zayre Corporation... produced two window displays, dozens of "project sheets," and other marketing materials...wrote two AIA Honor Award nominations.

For **Kodet Architectural Group, Ltd.** (Minneapolis): Wrote and designed a successful \$4M proposal for addition to a school building in Fillmore County, Minnesota...wrote text for a marketing brochure...edited a report to Hennepin County (Minnesota) Department of Public Works on the proposed design for new headquarters facilities.

Writing about architecture and planning

For the **College of Architecture and Landscape Architecture, University of Minnesota** (Minneapolis): Researched and co-wrote the script for a half-hour television program on Prairie School architects Purcell & Elmslie...wrote the script for a half-hour video on the work of town planner Gordon Cullen, which is used as a teaching tool in architecture schools...wrote a grant proposal to the Graham Foundation for a professor doing research on architectural drawing, photography, and models...consulted with a professor on how to organize a book writing project.

For the **Minnesota Historical Society** and the **U.S. Department of Interior** (under subcontract to **Landscape Research**, an architectural consulting service in St. Paul): Edited two booklets describing the Certified Local Government program — one for Minnesota and one on a national scale. This program is part of the U.S. Department of Interior's Heritage Preservation program.

For the **Society of Architectural Historians** (SAH): In the 3/2000 issue of the *Journal of the SAH*, wrote a review of museum exhibitions on the work of Ralph Rapson... as Secretary and Newsletter Editor of the Minnesota chapter from 1988 to 1993, founded, edited, and published the newsletter, *With Respect to Architecture*, containing reviews, essays, interviews, and event previews; this newsletter repeatedly has been singled out as the finest chapter-level publication within SAH...as Editor of *The Newsletter* of the national SAH from 1993 to 1994, redesigned the publication; wrote, designed, edited, and published six issues...As president of the Minnesota SAH chapter (MNSAH) 1995-96, oversaw a 50% expansion of membership and planned numerous events...annually led intensive three-day architecture study tours: 1994, Prairie School architecture in Wisconsin and Illinois; 1995, Prairie School architecture in Wisconsin; 1996, architecture in Duluth and on the North Shore of Lake Superior; 1997: architecture in Chicago.

Conference papers presented

2007 Breaking New Ground Conference (MN History Center): "The Arts & Crafts Work Ethic at the Purcell-Cutts House"

2009 SAH Conference (Pasadena): "Purcell & Elmslie: Spiritualistic Architecture"

2012 Walter Burley Griffin Society: "Purcell & Elmslie: Spiritualistic Architecture"

2015 Midwest Art History Society Conference (St. Paul): "Purcell & Elmslie: Spiritualistic Architecture"

2019 SAH Conference (Providence, RI): "George Elmslie: In the Shadow of Louis Sullivan"

Architecture lectures and courses presented

"Prairie School Architecture" (four-session course) for the **University of Minnesota** College of Continuing Education, four times since 2007....**"Purcell & Elmslie: Spiritual Architecture"** presented numerous times including for the Minnesota Society of Architectural Historians, November 30, 1999; Twin Cities Bungalow Club, February 16, 2001; AIA/MN Annual Convention, October 2001...**"The Roots of the Arts and Crafts: John Ruskin's Six Precepts of Architecture,"** Chicago Art Institute, August 18, 1999; North Hennepin Community College (Brooklyn Park, MN), November 23, 1996... Arts and Crafts Exposition, St. Paul, MN, November 26, 1995...**"Louis Sullivan and His Followers in Minnesota,"** North Hennepin Community College, November 5, 1996,...**"Geoffrey Scott's *The Architecture of Humanism*, A Book Report Turned in Eighty-one Years Late,"** Minnesota Chapter of The Society of Architectural Historians, Minneapolis, MN, December 6, 1995...**"Frank Lloyd Wright: The Problem of Genius,"** Minnesota Chapter of The Society of Architectural Historians, Minneapolis, MN, May 23, 1995 ...Minnesota Conference on the Gifted and Talented, Minneapolis, MN, July 14, 1987. ... **"The International Arts and Crafts Movement,"** John Ruskin Society of the Twin Cities, Minneapolis, MN, August 17, 1992...**"Purcell & Elmslie's Edna S. Purcell House,"** Minneapolis Institute of Arts, January 25, 1988.

Business writing and communications consulting

For **Braun Intertec Corporation** (Minneapolis): From 2000-2011, provided writing services to this client ...wrote/edited a successful \$4.7M research proposal to the Federal Highway Administration... helped plan a system of modular marketing sheets that define the firm's capabilities; wrote dozens of individual sheets that work within that system...produced a variety of marketing materials including press releases and articles for newsletters and technical journals...helped develop standards for writing technical reports...provided 1-on-1 training of engineers on how to write better geotechnical reports.

For the **Minnesota Local Road Research Board** (on subcontract to either Braun Intertec or SRF Consulting): Since 1991, wrote and in many cases co-produced seventeen videos on pavement engineering.

For the **US Federal Highway Administration**: Wrote and co-produced three videos on pavement testing procedures.

For the **Center for Transportation Studies** (part of the University of Minnesota): Since 2007, annually write newsletter articles that digest information presented by engineers at pavement engineering conferences...edited a catalog of available information on transportation.

For **Boston Scientific SCIMED Corporation** (Minneapolis): Wrote and designed training materials for sales reps on an angioplasty catheter...wrote scripts for seven marketing videos that introduce new angioplasty and intravascular ultrasound (IVUS) products...wrote the script for a multimedia presentation (live speakers, video, computer animation) at an annual sales meeting...wrote and designed an award-winning reference manual on IVUS... wrote scripts for two training videos on the company's IVUS viewing console...managed the process of creating the user documentation for a new IVUS viewing console...wrote two recruiting videos.

For **St. Jude Medical, Inc.** (St. Paul): Wrote scripts for three marketing videos on heart valve products.

For **Velocimed, Inc.** (Minneapolis): Wrote and co-produced two FDA-approved instructional videos and auxiliary training materials for new cardiology products going into clinical trials.

For **American Medical Systems, Inc.** (Minneapolis): Wrote a training video for surgeons on a new procedure for treating female stress urinary incontinence.

For **Medtronic, Inc.** (Minneapolis): Wrote a comprehensive plan for documentation of a new product line...produced an instructional design for — and then wrote — training materials for sales reps on how to serve physicians entering the pain management specialty field...wrote a sales training book on spine anatomy and pain management products.

For **Guidant Corporation** (St. Paul): Researched and wrote a marketing / informational handbook for diabetologists: "Insulin Pump Therapy: A Handbook for Physicians"... researched and wrote a patient handbook: "Guidelines for Insulin Pump Patients"...edited a large wall chart listing specifications for all company products...wrote a user manual for a portable blood glucose analyzer...wrote a company standard for drawings and specifications...wrote a user manual for an insulin infusion pump...contributed articles to an employee newsletter...twice trained FDA inspectors on how to evaluate engineering documentation.

For **H.B. Fuller Company** (St. Paul): Wrote company standards for paper and on-line computer user documentation...working with my own subcontractors, designed, wrote, and maintained more than a dozen computer user manuals (covering order entry, financial analysis, sales analysis, etc.) and product technical manuals...designed and wrote online user documentation for a technical data-base system...facilitated several meetings among top-level management... two product manuals for salespeople.

For **Graco Incorporated** (Minneapolis): Produced instructional designs for — and then researched and wrote — three 30-page self-training booklets used by Graco salespeople to learn about the physics of fluids, paint chemistry, and how to sell in the marine industry.

For **Onan Corporation** (Minneapolis): Produced an instructional design for -- and then researched and wrote -- a 90-page self-training booklet on the basics of standby electrical power generators...wrote scripts for four audio programs that inform salespeople on how to sell into the electric power industry.

Teaching / curriculum design

For **SkillPath Seminars**, the world's largest business seminar company, (Kansas City, KA): 1999-2017, presented more than 800 business writing and technical writing seminars throughout the US, Puerto Rico, the Virgin Islands, and in the United Kingdom.

For **Dashe & Thomson, Inc.**, writing consultants in Minneapolis: Developed four two-day seminars on various aspects of technical writing. From 1986 – 1991, presented these seminars more than 180 times in cities across the U.S. and in Europe, Australia, New Zealand, and Hong Kong.

On my own: Presented 2-day seminars: *How to Write Effective Reports and Proposals* and *The Comprehensive Business Writing Workshop* more than twenty times, both in-house and in publicly marketed settings in Hong Kong and the Twin Cities.

Previous experience

Program Planner for 'The Gifted Center' (Minneapolis), 1984-85

Produced seminars and conferences for teachers of gifted children...wrote major portions of two reports to the 1985 Minnesota Legislature: "Report on the Minnesota High School of the Arts and Resource Center" and "Proposal for a Statewide Inventors' Fair"...working with the Science Museum of Minnesota, ran a year-long "Inventors' Fair" program for grade school and junior high school students...produced a complete set of documentation and promotional materials (brochures, curriculum description, posters, etc.) on "The Mentor Connection," a program for gifted high school students...wrote / edited a newsletter on education of gifted learners distributed to 2000 educators in Minnesota and Wisconsin.

Technical Writer for Cardiac Pacemakers Inc. (St. Paul) 1976-80

Designed, developed, and maintained the company's Engineering Documentation Control System which controlled all product configuration documents and met USFDA regulations for medical device manufacturers...produced dozens of procedures and specifications...wrote standards for engineers and drafters on how to write / draft engineering documentation...designed and produced a research data retrieval system that cross-referenced all research reports written since the beginning of the company; read and extracted data from over 1000 research reports on electronics, metallurgy, chemistry, medical practice and data processing...annually trained USFDA inspector trainees on documentation control.

Technical Writer for Rosemount, Inc. (Minneapolis) 1970-73

Researched and wrote hundreds of engineering specifications for mechanical and electrical components, metals, plastics and chemicals...designed and administered the company's standard parts system which effectively controlled inventory and the proliferation of part numbers; wrote three Standard Parts Manuals for electronic and mechanical components...participated in design of the company's material requirements planning system; wrote several procedures on the use of that system...produced documentation in compliance with military, NASA, nuclear regulatory, and other government specifications.

Professional affiliation

Society of Architectural Historians 1999-present; president of MN chapter, 1995-96.

Education

B.A., University of Minnesota (Minneapolis), majors: English and theatre
Graduate work in curriculum design for gifted children, University of St. Thomas (St. Paul)
One-year certificate in electronics technology from Northwestern Electronics Institute (Minneapolis)