



*Rush North Shore's new Centre for Women's Health.*

**Welcome back** to Stowell eNews.

*We received a very positive response to our first newsletter, kind of what we are used to on the job.*

*Of course, there are exceptions to every rule and not every client is immediately delighted. That is natural, but we are invariably able to make things right without much fuss or inconvenience.*

*I have a hard time remembering when that wasn't the case. I hope it's not because my memory is slipping (my*

*excuse is that we have been at this business quite a long time).*

*That leads me to one of this month's themes. "We build to last".*

*Another on-going theme is to pass on useful hints and an ideal opportunity presented itself with us featuring Mary Walter's new retail space.*

*Please read on.*

**Sam W. Stowell**  
*President*



- **Our Latest Projects**

### **Rush North Shore Opens Centre for Women's Health**

It is one thing for a teaching hospital (affiliated with Rush University Medical Center) to be state of the art in terms of innovation with the very latest PET/CT Imaging and Radiation Therapy technology. It is quite another to recognize the special and under-addressed needs of women, especially those proactively looking for good health in their post child-rearing years.

We were delighted to be part of Rush North Shore's construction project that has brought an impressive (10,000 square foot) array of women's services and specialty care under one roof. It is already serving a variety of needs from diagnosis, to minimally invasive procedures to counseling and massage.

The challenges from a construction perspective were a tight time-frame, demand for a quality statement and minimal interference with other services and care in the same facility.

Looks do not deceive. Rush is very pleased with the result and so are we. Matthei and Colin Associates were the architects.





## Mary Walter Retail Emporium

Mary Walter was making another move in her illustrious career of dressing women for success and, once again, she turned to Stowell for the same level of personal attention she gives her customers.

Starting with the real estate sales office on the ground floor of One Superior Place in the Cathedral District, our architect, David Selinger, worked with Mary to create a conversion that would meet the design criteria while minimizing structural changes to the existing space.

Remarkably, they were able to maintain the existing track lighting and acoustic ceiling, convert a closet into a display feature, add a Z wall for fitting separation, remove office walls and add a new office and adjoining tailoring station, all without touching the buildings mechanical and plumbing infrastructure.

The result met our client's needs for a retail space that is professional, attractive, bright, airy and comfortable. Mary liked the dollars saved, too.



## Shopping for Dummies

Most men dread going clothes shopping with women. For some, it ranks alongside root-canals or public speaking. As for why guys would rather buy flowers when their partner is thinking "Not again", the answer is obvious. Fear of wrath.

"You think I'm that size?" "What would I wear that with?" "Is this for me or your mother?" "That would be fine if I was still twenty." These are words that permeate men's nightmares.

So we thought we would ask Mary Walter to help us guys out. Mary is not only our client and the proprietor of a very classy professional women's clothing store in the Cathedral District but she is a delightful and insightful person to boot.

By the time we had finished this little project we were starting to feel almost brazen. With all the insights supplied by Mary it is possible to be a hero. Imagine having your wife or girlfriend bragging about you to her friends as being the most thoughtful person in the world. Well, maybe we should not go that far.

From a distaff perspective, imagine your husband or boyfriend buying you the gifts that were exactly what you wanted without having to drop hints, then suggest and, finally, tell. Read on.

The easy question was what to do while shopping with your partner while she is shopping. Relax or join the conversation or both, was Mary's advice. In her store, that is very easy. First of all, Mary supplies very comfortable chairs to park oneself, with magazines and a WIFI connection, just in case you need it.

What you will likely find with Mary (or another very professional sales assistant) is that they will welcome you joining the conversation about what your partner needs or wants, what suits her and what it goes with. According to Mary, if you have an opinion but are afraid to say it, phrase it as a question. "That's very attractive but how many opportunities will there be to wear it?" Then be ready to accept that women's ideas about clothes are very different to men's.

Of course, the best approach, as we know, is to be pro-active not reactive. That means plan-

ning ahead. For people in the construction business, you would think that would be second nature. It is at work. Heck, we are obsessive about process. Still, when we leave the office, we usually leave the brain behind or, worse, keep working or thinking about work.

As Mary has seen with her clients, by putting just a modest amount of thought into it, one can get ahead of the curve. Lesson one is to find out where she shops and.....where she'd LOVE to shop! Then take her there. The first time she may not buy anything. Women love to try things on and then just think about it for a while. Make sure you get the name of the sales assistant, especially if there was a good rapport and she liked the store. Either go back, or phone, and get the assistant to make suggestions. Now you have gift ideas for birthdays and anniversaries knowing that there is a very good chance that what you get will fit and be appreciated. Even if not, she will feel comfortable exchanging it.

Alternatively, after she has been shopping ask if there was anything special she liked. That is easier to do if you are with her but can be done otherwise. Then call the store and introduce yourself to her sales person or, better still, go there. This is always a sign you are paying attention.

If you must buy her a gift certificate (in fact, she might prefer that), Mary suggests dropping a sapphire ring in to add a little sparkle.

None of us is perfect, so be conscious of your partner's "figure flaws" as Mary pleasantly puts it. Avoid buying or suggesting something that accentuates the negative or does not fit in with her lifestyle. As for sizes, it turns out that that there is no such thing as a standard size. If you do have her size, make sure you have the brand that goes with it. If in doubt, always go with the more flattering size. And one more thing, make sure you know the return policy.

Now if you need a game plan, Mary guarantees the following will work:



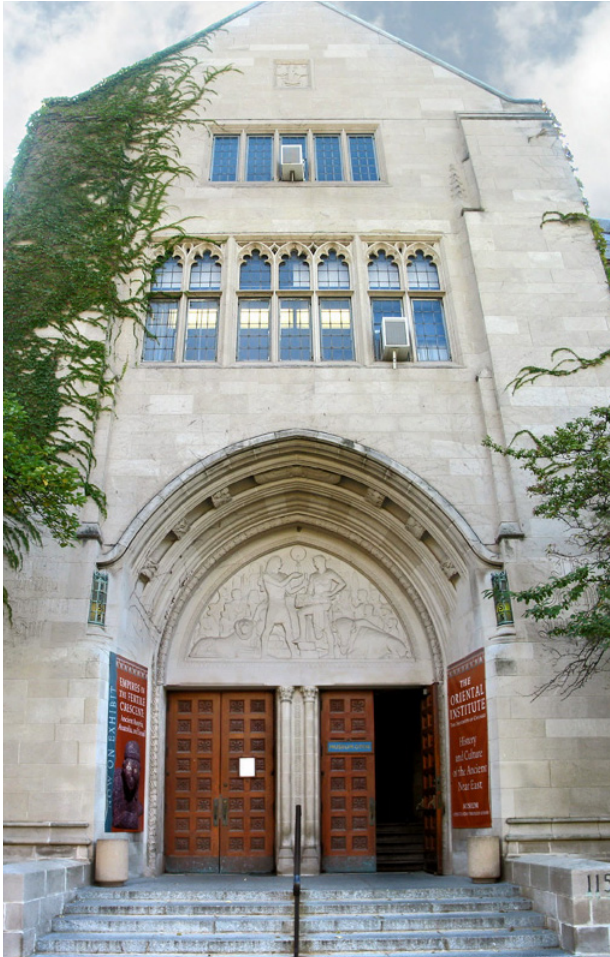
1. Birthday? Lingerie (and Mary reminds us that Victoria's Secret does not have a monopoly on all things sensual).
2. Valentine's Day? A cashmere sweater to look great inside and feel comfortable outside.
3. St. Patrick's Day? No, it does not have to be green. Gloves and a hand-knit scarf would be Irish enough.
4. Easter/Passover? Take her somewhere special to wear her gifts.
5. Anniversary? Make it sparkle.
6. July 4th? A flag is nice; something in silk is better.
7. Halloween? No tricks, just treats. More lingerie.
8. Christmas/Hanukkah? A fabulous gift from Mary Walter's. Where else?
9. New Year? A sheared (that means wee) mink coat and if she has a problem with that, why not a weekend in Paris.
10. In between? If you do the above, you can relax. You deserve to.



## Another Perspective

We mentioned that we build to last. We decided to check on a job we did a few years ago to see how it was standing up to the test of time. Not bad. As you can see, the Oriental Institute is just as impressive today as when Frank Stowell, Sr., Sam's grandfather, was running the operation in 1930. We highly recommend a visit inside. No you don't have to be oriental, just interested in history and/or archaeology (a little Alexander the Great perhaps?).

The attention to detail continues to pay off. The CT labs and retail spaces we build are unlikely to be around for seventy-five years but we have no doubt that they will outlast their functional life-span.



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