

ASLA Leaders E-Express ...

February 16, 2005

Governance and Administration

- **President Patrick Miller, FASLA, President-elect Dennis Carmichael, FASLA,** and EVP Nancy Somerville participated in the **Presidents' Council Meeting** in Miami on February 4. Members of the Presidents' Council are ASLA, the Council of Educators in Landscape Architecture, the Council of Landscape Architecture Registration Boards, the Landscape Architecture Accreditation Board, the Canadian Society of Landscape Architects, and the Landscape Architecture Foundation. Issues discussed included follow-up to the Landscape Architecture Body of Knowledge Study, continuing education issues, and growing the profession. As follow-up to the meeting, ASLA will compile existing information from each of the organizations on the size and demographics of the profession.
- **President-elect Carmichael** attended the **Landscape Architecture Foundation Executive Committee Meeting** on February 3 in Miami.
- The **ASLA Executive Committee will meet in Washington, D.C., on February 18-19.** Agenda items include: the first quarter Program and Operations Report; review of the FY 2004 year-end financials and audit, discussion of the Landscape Architecture Body of Knowledge Study and ASLA follow-up; student chapter issues; a report on Professional Interest Group activities and issues; and review of new administrative policies on the Landscape Architecture Accreditation Board (LAAB) and on staff compensation guidelines. **LAAB will also be meeting in Washington** this weekend.
- The joint ASLA/ESRI/LAF **Dangermond Fellowship** program is now in place and applications for the fellowships are being solicited. The program will be funded through ASLA-managed sales of GIS software. ASLA will retain 20 percent of the revenue from software sales to cover the costs of marketing and administering software sales. LAF will receive 10 percent of the revenues to cover the cost of managing the Fellowship award process.
- ASLA has **applied for a grant from the Chesapeake Bay Small Watershed Grants Program** to support the **headquarters green roof**. Grant opportunities through the Chesapeake Bay Foundation and other sources are also being explored.

Government Affairs

- The House Transportation and Infrastructure Committee chairman along with committee members introduced a **TEA-21 reauthorization bill**. Please see the next *LAND* for more details on this and other legislative activity.
- **ASLA and the American Planning Association** continue planning a **joint legislative conference** to take place May 11-13, 2005, coinciding with ASLA's midyear meeting. Details to follow soon.

Information, Communication, and Professional Practice

- Two **Professional Interest (PI) Groups** now have **new chairs**. **Tom Ryan, ASLA,** is now the chair of the Housing and Community Design PI Group; the Water Conservation PI Group's co-chairs are **Norman Harcourt Davis IV, ASLA,** and **Michael Prevost, ASLA.** All 17 PI Groups now have active leadership in place.

Public Relations and Resource Development

- **The newly redesigned [Dirt](#) launched yesterday.** The new look includes interface with other ASLA online communications and expanded daily information. It also includes prominent links to information from *LAND Online*, the ASLA home page, and LAM to better integrate these resources

ASLA Leaders E-Express ...

and reach new audiences. The new design will also allow readers to sign up for a daily reminder that will indicate when the latest issue of *Dirt* is posted. The next issue of *LAND Online* will be distributed February 22.

- After the next issue of [LAND Online](#) is put to bed, web editor Dave Connell and web manager Thomas Wilhelmy will begin discussing ways to **consolidate the online ASLA Calendar, Opportunities, and Meetings/Events pages**, coordinating them with the Opportunities and Chapter Chat pages that appear on *LAND Online*. The idea will be to create one central location for this information and link it to the ASLA home page, *LAND Online* and *Dirt*.
- A **promotional e-newsletter for LAM subscriptions** was emailed to 5,358 former subscribers and prospects. The email contained one complete article from the February issue and three excerpts as a teaser to create interest in LAM. Recipients were encouraged to subscribe in order to read the complete articles, with a link to the online subscription page. To date, 1,805 people have opened the email and 140 have clicked on the link to subscribe.
- An email was sent to firm key contacts as a precursor to the **Firm Finder Enhanced Profile telemarketing campaign** that will begin next week. The email included links to three new sample enhanced profiles and a sample issue of the *Business Quarterly* so that key contacts will have an opportunity to review them before being contacted by a telemarketer. Out of 3,287 key contacts who received the email, 1,467 have opened the message to date and 598 have clicked on at least one of the links.
- In response to recommendations from the public relations and online committees, the [Career Discovery page](#) on the web site has been reorganized. It includes a hyperlink to the new downloadable [career discovery brochure](#), which was featured in Monday's *LAND Online*. A media alert will be sent out promoting these new resources and staff is also working to get the word out to guidance counselors, teachers, and parents.
- Public relations and marketing staff prepared a **target audience analysis for the annual meeting**. They joined the Steering Committee and meetings and special programs staff in Fort Lauderdale for last week's site visit to present the findings and tour the facilities. They also met with the Fort Lauderdale Historical Society president who pledged his organization's support and resources for the Annual Meeting.
- The **ASLA 2005 professional and student awards call for entries will be available online on Monday** and will be covered in Tuesday's *LAND Online*. The printed call for entries will be mailed to all members and *Landscape Architecture* magazine subscribers later this month. The student awards program will closely mirror the professional categories and criteria and a new residential design category has been added in conjunction with *Garden Design* magazine.

Meetings and Special Programs

- Meetings and special program staff facilitated the **Annual Meeting Steering Committee** meeting in Fort Lauderdale in conjunction with last week's site visit to tour the facilities and the city. The Steering Committee reviewed 112 proposals for education sessions, ranking all of them again as the Professional Interest group volunteers had done in the first round. The committee thoughtfully juried the proposals based on educational value and the topics of interest to the target audience of the profession. Staff also met with the Florida Chapter to finalize the tour program and schedule.
- The **call for nominations for the 2005 Class of Fellows** will be announced at the end of February. At that time, all materials will be downloadable off the ASLA website. The due date for nominations will be close of business May 6, 2005.

ASLA Leaders E-Express ...

- The 2005 **CPC midyear meeting dates are May 11-14, 2005**. Attendees need to arrive on May 11. Lobby Day is Thursday, May 12. The CPC meeting is all-day Friday, May 13, and a half day on Saturday, May 13 and 14. Remember that the Leadership Calendar link at the end of this document summarizes all important leadership dates.

Deadlines and Reminders

- The **Leadership Calendar of Events** can be accessed on the web at <http://www.asla.org/membersonly/governance/clar2005.cfm>.