

ASLA Leaders E-Express ...

March 16, 2005

Governance and Administration

- The **Council of Fellows rules for the conduct of operations** have been added to the **Leadership Handbook** on the website. The Handbook pages are being redesigned and updated and, when completed, will be linked directly from the "About Us" drop-down menu on the masthead.
- An update/redesign of the **professional practice area of ASLA Online** is nearing completion, as is implementation of new **Professional Interest Group and chapter website templates**. The interdepartmental staff group working on the web redesign/update meets monthly to review new content and design. The next areas of the website to be targeted will include the Council of Fellows and government affairs.

Government Affairs

- ASLA is working closely with organizations committed to **advancing the concept of Complete Streets** (making streets accessible for all authorized users). Ongoing initiatives include drafting model policy language, getting the concept into the TEA-21 reauthorization bill, and training advocates to advocate for the policy at the state and local level.
- ASLA signed onto a coalition letter to Congress **supporting state and federal Land Water Conservation Funding** and is working hard to include that funding in the Interior Appropriations bill.
- ASLA met with EPA staff to discuss opportunities to collaborate.
- The House approved the **TEA-21 reauthorization bill**, TEA-LU and the Senate Environment and Public Works Committee approved its version of TEA-21 reauthorization today. Please see *LAND* for more details.
- ASLA is attending the **National Bike Summit** in D.C. this week.
- Staff attended a briefing hosted by U.S. Representative Earl Blumenauer and the American Planning Association on **Oregon's Measure 37**. Approved by Oregon voters in November 2004, the initiative requires the state to pay property owners when certain land-use restrictions have an adverse impact on their property value. The state has the option to waive the restriction if it cannot pay the property owner. It is likely that similar measures will be put forth in other states, especially in the west.
- **Landscape architects will no longer be required to defend licensure through the sunset review process in Utah or Mississippi**. On March 11, Utah Governor Jon Huntsman, Jr., signed HB 13, which takes landscape architects out of the state Legislative Oversight and Sunset Act, along with architects, engineers and several medical professions. The Mississippi legislature has approved HB 311, which reenacts of the state licensing law for landscape architects. Instead of extending the sunset date, the bill eliminates the sunset altogether and making the law permanent. It awaits action from Governor Haley Barbour at press time.

Public Relations and Resource Development

- **Michael Van Valkenburgh, FASLA, has been named to [Fast Company magazine's "Fast 50" list for 2005](#)**. This is an extremely prestigious recognition that receives a lot of attention in other media and acknowledges the growing visibility of the profession.
- The **2005 Professional and Student Awards call for entries** has already drawn dozens of entries and is gaining media momentum. In addition to a number of U.S. postings online, it is also appearing

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on German, Portuguese, Brazilian, Dutch, French, Chinese, Japanese, and British news wires. To ensure students get the word about changes to their program, posters announcing the awards are being sent to the schools and student chapters. CELA has agreed to send an email to its members and special emails have been sent to students as well. The print call for entries will go out this week as yet another reminder.

- Members interested in receiving **daily "Dirt Alerts"** can now sign up to receive them using an online form available on [The Dirt](#) home page. So far, more than 300 members have signed up to receive the alerts. Subscribers can sign up for [LAND Online](#) using this same form and the March 21 issue will feature a new "email this article to a friend" option.
- The web editor is in the final stages of **making both *The Dirt* and *LAND Online* available as RSS feeds. RSS feeds allow web users to have headlines from websites delivered directly to their desktop** through free (or very low-cost) software called news readers or feed aggregators. This will give tech-savvy members another way to receive both publications and there will be no change to either publication. The news feeds will launch on Monday, March 21, with the new edition of *LAND Online*.
- **A conference call with Chapter Presidents and Coordinators was held last week to discuss preparations for [National Landscape Architecture Month](#) (NLAM).** Resources available to chapters to assist them in their efforts were reviewed, including assistance on television and radio placements and local media outreach. Unfortunately, chapter participation was smaller than expected and many chapters are planning proclamations and golf tournaments rather than public or K-12 student activities. The walkability and bikeability checklists were recommended as activities likely to attract media attention, particularly since they are related to the theme, *Design for Active Living*. The **Florida, New Mexico, and Minnesota** chapter activities were cited as good examples of newsworthy events. Staff is following up with chapters not represented on the call and who have not designated a chapter coordinator or identified NLAM activities.
- The [Firm Finder Enhanced Profile](#) **telemarketing campaign** continues to be successful. To date, 97 firms have pledged to subscribe to an Enhanced Profile. The campaign will continue for a few more weeks.
- **Job listings in Singapore, Hong Kong, and Beijing** are adding international flavor to the employment opportunities included in [JobLink](#).

Education and Academic Relations

- **Lafarge North America, Inc.** has become an **ASLA Continuing Professional Education provider**. A link to Lafarge's website will be added to the ASLA Continuing Professional Education provider page shortly.
- **The Landscape Architectural Accreditation Board** held two conference calls this week with volunteers serving on visits to programs this spring.

Information and Professional Practice

- University of Maryland landscape architecture students including **Stephanie Pruett, Student ASLA**, and Peter Staley are working at ASLA on Fridays this semester to complete the **Fellows of the ASLA, a bibliographic database** project, as planned. The students are filling in missing fields and adding new entries by consulting the ASLA Archives collection of the ASLA Fellows files.
- ASLA Librarian Koenig has entered 378 of the 936 book entries from the former ASLA bookstore database into the virtual title list reference collection. The database conversion project is on schedule.

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The virtual title list will be accessible and searchable via the Professional Practice Library section on the website.

- **ASLA's Professional Practice Library reference services** will be highlighted in the March 21 issue of *LAND Online*. Members, staff, and others interested in researching landscape architecture may contact staff librarian, Marlene Koenig, directly via the email link on ASLA's Professional Practice Library section of the website: <http://www.asla.org/profpractice/>.
- **Landscape/Land Use Planning is the next Professional Interest Group to be featured in *LAND Online***. The group's current chair, **Margaret Bryant, Ph.D., ASLA**, is interviewed in this article.

Member and Chapter Services

- Managing Director Mark Miles and Government Affairs Director Cara Welch will be traveling to San Francisco this week to exhibit at and attend the **American Planning Association's 2005 National Planning Conference**.

Meetings and Special Programs

- The Council of Fellows (COF) is pleased to announce **the launch of the ASLA Council of Fellows Scholarship**. Initially, one scholarship of approximately \$4000 will be awarded. The scholarships will be based on financial need and one will be awarded to a student from an under-represented population. **Applications for the scholarship will be accepted through the end of April** with a selection made by early June. Please visit the [Landscape Architecture Foundation's](#) website for full details on the ASLA Council of Fellows Scholarship.
- The **2005 Chapter Initiatives Program is accepting applications from chapters**. There is \$42,000 to be distributed to chapters for use in the 2006 fiscal year. The application deadline is June 1, 2005. Please visit the website for the [guidelines, application form, and for past years' examples](#).

Deadlines and Reminders

- The **Leadership Calendar of Events** can be accessed on the web at <http://www.asla.org/membersonly/governance/clr2005.cfm>.