

# ASLA Leaders E-Express ...

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April 13, 2005

## Governance and Administration

- Preparations for the midyear **meetings of the Board of Trustees, Chapter Presidents Council**, and related events are well underway. Members of the Board and Chapter Presidents have received email surveys as part of the Board's **priority-setting and program review session** at midyear. Conference call to discuss that process are scheduled this week.
- The **Executive Committee** met by conference call on Tuesday of this week. Agenda items included: short-listing nominees for the medals and firm award; review of a Bylaws amendment on use of the logo by firms; and review/discussion of program enhancements included in the 2006 and 2007 budgets. All three of these items will be forwarded to the Board for action at midyear.
- **President-elect Dennis Carmichael, FASLA**, participated in the **LAF Executive Committee** last week in Tempe, Arizona. EVP Nancy Somerville and **Utah Chapter Trustee Jan Striefel, FASLA**, represented ASLA at the **LAF Board** meeting. Agenda items included review of LAF's development plans, orientation for new board members, and reports on programs and communications.
- The landscape architects and architect for the **ASLA headquarters green roof—Michael Van Valkenburg Associates, Inc., Conservation Design Forum, and Gensler**—met at ASLA headquarters last Friday for a design charrette and a presentation/discussion session with the Green Roof Task Force. The green roof project and the selection of the firms was announced in *LAND Online* and in a [press release](#) last week. Princeton Architectural Press has indicated interest in publishing a book on the design of the ASLA green roof. ASLA has applied for two grants to help support the cost of design and installation of the roof.
- **President Patrick Miller, FASLA**, and EVP Somerville represented ASLA at the annual **Engineering News Record (ENR) Award of Excellence** dinner in New York City last week. Also sighted at the ENR dinner was **past president Paul Morris, FASLA**. Somerville also participated in a McGraw-Hill Construction-hosted roundtable for design and construction association CEOs.
- Staff are working with **ESRI** on promotion and marketing of the GIS **software** that will fund the joint **ASLA/LAF/ESRI Dangermond Fellowship program**. ESRI has agreed to expand the software products available through the program to maximize potential sales.

## Government Affairs

- The **West Virginia** legislature adjourned this week without approving legislation that would upgrade the title law for landscape architects in that state to a practice act. Even though the bill passed swiftly through the House, the Senate committee decided to pass the bill as a study, directing the Joint Committee on Government and Finance to evaluate the issue.
- The [2005 Lobby Day fact sheets](#) and other background materials are now available on the ASLA website.

## Meetings and Special Programs

- **Early Bird registration is now open for the ASLA Ft. Lauderdale Annual Meeting**. Please go to the ASLA annual meeting page to [register online](#) and save \$100. Early bird runs through August.
- The 2005 **Chapter Presidents Council midyear meeting will have record attendance**. For the first time in at least three years, there will be at least one representative from each chapter. The CPC midyear agenda has been posted to the [Chapter Operations Workbook \(COW\)](#). Remember that

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ASLA national will reimburse each chapter for two representatives' airfare, train, or mileage to and from D.C., less a \$200 deductible each. The reimbursement form can also be found on the [COW](#).

- Thank you to the chapters that completed and returned the **Financial Survey** (California Northern, Florida, Iowa, Michigan, Minnesota, Ohio, Oregon, South Carolina, Saint Louis, Vermont, and Virginia) and the **Impediments to Practice Survey** (Ohio and Virginia).
- **Government Affairs VP Amy Schneckenburger, FASLA**, and EVP Somerville will be traveling to the Idaho/Montana chapter on Friday, April 15, for the chapter's annual meeting.
- The Fellows nominations closing date is fast approaching. **Fellows nominations are due no later than close of business, May 6, 2005.** Please visit the [Fellows webpage](#) or contact Gloria Garcia at [ggarcia@asla.org](mailto:ggarcia@asla.org) if there are questions or concerns.

## Public Relation and Resource Development

- Staff have been very busy working with chapters on promoting **National Landscape Architecture Month activities**. Chapter-specific press releases have been sent across the wire and to targeted media in [Illinois](#), [Indiana](#), [Minnesota](#), [Michigan](#), and [Mississippi](#). Releases on activities in New Mexico, Pennsylvania/Delaware, Florida, St. Louis, and Nevada are in the works.
- **A full feature article highlighting National Landscape Architecture Month and the walkability survey appeared in the [Sarasota Herald Tribune](#).** Sue Thompson, ASLA, and the **Florida Chapter** are prominently mentioned.
- **Lawn and Landscape magazine's** website [published a feature](#) on the lecture about therapeutic landscapes presented by **ASLA member and physician Joanne Westphal, ASLA**, at the National Building Museum last week.
- The **professional and student awards [call for entries](#)** brochure has been sent to all members and several thousand prospective members as a recruitment tool. To date, 87 student entries and 91 professional entries have been received, which is on track with the past two years. **The deadline for receipt of entry forms is Friday, May 13, and for receipt of submissions is Friday, May 27.**
- **The next edition of *LAND Online* will be distributed on Monday.** It will include coverage of National Landscape Architecture Month, the green roof charette that was held at ASLA headquarters last week, and the Rome Prize among other articles.
- Invitations are being sent this week to all members of the BOT, the Chapter Presidents Council, other midyear meeting attendees, and special guests for the **ASLA Honorary Members Dinner** on Friday, May 13, 2005, at the Washington Court Hotel. The reception will be at 6:30 pm and the dinner will be at 8:00 pm. **The Honorable Tom Murphy, Hon. ASLA, Mayor of Pittsburgh**, will speak at the dinner. Tickets are available for \$60.00 a person and \$600 for a table of 10. Contact Carolyn Mitchell ([cmitchell@asla.org](mailto:cmitchell@asla.org)) for more information.
- **A postcard promoting the [2005 Annual Meeting and EXPO](#) has been mailed** to approximately 24,000 members, nonmember landscape architects, and those in related fields. In addition, an email was sent on Monday to 17,262 members and nonmember prospects; to date, 7,143 have opened the email, 392 have clicked on the link to online registration, and 122 have clicked on the link to hotel information.
- Orders for the [Live Green wristbands](#) are still coming in; to date, more than 3,000 of the original 5,000 limited edition order have been sold.

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- **A PowerPoint version of the [career discovery brochure](#) is being created.** The PowerPoint presentation will be available to individuals and chapters who are doing career day presentations and similar events.

## ***Landscape Architecture Magazine (LAM)***

- **LAM is happy to welcome a new editor/writer on board—Gary Cramer, Affiliate ASLA.** Gary comes to ASLA from Pittsburg, where he was enrolled in the M.A. program in Landscape Studies. Cramer is a seasoned journalist who holds a B.A. in journalism and worked for Penn State University for 15 years. ASLA did a nationwide search to find a candidate with knowledge (and preferably some educational background) in landscape architecture and a solid journalism background. Cramer fills both requirements. He was brought on board to help address the continuing growth of LAM (144 pages in the January 2005 issue as compared to last January's 132). Editorial content in the magazine continues to grow to keep pace with the growth in advertising. LAM maintains a 55 percent editorial to 45 percent advertising ratio in its pages, which is equal to or better than comparable magazines.
- There are some **exciting articles in the upcoming May issue of LAM.** An LA Forum in Seattle explores the issues around gutting such icons as **Halprin's Freeway Park**. In New York City, LAM looks at **The Gates in Central Park** and the **new MOMA garden**. Two landscape architects in the Peace Corps tell their story. Perhaps most exciting for the future of the profession, landscape architecture students sweep the EPA professional competition for low-impact stormwater development. It's all in the next issue of LAM.

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## Member and Chapter Services

- Membership Counts as of March 31 are as follows:

March Membership Totals	
Associate	1405
Full	9502
Fellows	538
International	133
Student	2577
Affiliate	664
Corporate	131
Honorary	55
<b>Total</b>	<b>15005</b>

- The Ohio State University hosted a very successful LABASH05, March 31 – April 2. ASLA was very well represented with Managing Director Miles and new Manager Borrero exhibiting at the Expo, Vice-President Eubanks and Past President Dunbar conducting a Leadership Training session, and President Miller addressing the students. Student Representative Madsen facilitated a lunch meeting for 22 Student Chapter Presidents hosted by ASLA.

## Information and Professional Practice

- Parks and Recreation is the Professional Interest Group to be featured in *LAND Online*** for the April 18 issue. The group's current chair, **James Speck, ASLA**, is interviewed in this article.

## Deadlines and Reminders

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