

# ASLA Leaders E-Express ...

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April 27, 2005

## Governance and Administration

- Preparations for the **midyear meetings of the Executive Committee, Board of Trustees (BOT), and Chapter Presidents Council (CPC) and for Lobby Day** are in full swing. Results of the BOT and CPC surveys on priorities are being compiled and will be posted on the Board website for review next week.
- **Immediate Past President Susan Jacobson, FASLA**, represented ASLA at the annual meeting of the **Construction Specifications Institute (CSI)** last week ; she accepted CSI's inaugural [Michelangelo award](#) on behalf of **Lawrence Halprin, FASLA**, who was unable to attend the meeting.
- Twenty-two applications/proposals from sixteen schools have been received for the **Dangermond Fellowship**. Prairie Gateway Trustee Stephanie Rolley, ASLA, will represent ASLA on the joint ASLA/LAF/ESRI jury, which will review the proposals over the next couple of weeks. Staff are working with ESRI on **adding new products to the ESRI software being sold** to support the Dangermond Fellowship. Products and pricing are being finalized.
- Final testing is underway for **e-voting for ASLA president-elect**. To avoid the login and related problems experienced with last year's e-voting, the process is being managed by a company specializing in web-based elections. The **election will open on May 16**; an email and a letter to all qualified members will announce the opening of the voting period.
- **Hawaii trustee Alan Fujimori, ASLA**, will travel to Sri Lanka during the first week in May as part of a seven-member **Tsunami Response Reconnaissance team**. The purpose of the trip is to evaluate the situation on the ground in the country and determine the next steps of a recovery effort by design, engineering, and construction-related associations. The trip has been planned by the **American Institute of Architects** in collaboration with ASLA, the American Society of Civil Engineers, the American Planning Association, and the Sri Lankan Institute of Architects. Sri Lanka does not yet have a landscape architects association.
- Omitted from the last E-Express: Education **Vice President Karen Hanna, FASLA**, was also in Tempe, Arizona, for the **Landscape Architecture Foundation symposium** held in early April. Hanna made a presentation on the global state of landscape architecture education and also participated on the panel that closed the symposium.
- Government Affairs **Vice President Amy Schneckenburger, FASLA**, and EVP Nancy Somerville participated in the Idaho/Montana Chapter's biennial meeting and awards program on April 16. Schneckenburger delivered a keynote address on water resource issues at the awards dinner. Receiving the chapter's first ever **Theodore J. Wirth, FASLA, Leadership and Service Award** was former ASLA vice president and trustee **Don Brigham Jr., FASLA**.
- Design of the **ASLA Headquarters green roof** by landscape architecture firms **Michael Van Valkenburgh** and **Conservation Design Forum** is progressing on schedule. A presentation on the final design will take place in late May. Construction of the roof access improvements is scheduled for this summer; installation of the green roof is planned for the fall.

## Government Affairs

- Staff are working with the *LAND Online* editor to include frequent **legislative updates and alerts in "The Dirt."** This week's entries included an item to encourage readers to contact their members of Congress in support of increased funding for the **Land and Water Conservation Fund**, as well as an item mentioning the **"Complete Streets"** initiative that Senator Tom Harkin (D-IA) is working to

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include in the transportation reauthorization now being considered by the full Senate.

- Staff has contacted the six remaining chapters that have not yet responded to the invitation to be represented at the **2005 Licensure Summit** in Denver on June 10-12. So far, 47 members representing 43 states and the District of Columbia have registered for the event. In preparation for the summit, staff is working on an update to the licensure case histories completed in 2004. The **licensure history updates** requested from the chapters **are due back on May 9**.

## Public Relations and Resource Development

- The ASLA membership brochure will be included in the registration packets for the **Green Roofs for Healthy Cities Conference** that will be held May 4-6 in Washington, D.C. In addition, ASLA will have an exhibit booth at the conference.
- The **professional and student awards [call for entries](#)** brochure to date has drawn 153 student entries and 175 professional entries and quite a few nonmember entrants have joined in the process. The **deadline for receipt of entry forms is Friday, May 13, and for receipt of submissions is Friday, May 27**.
- Invitations were sent last 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, 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. Space is limited, so please purchase your tickets as soon as possible; **reservations are due by May 6**. For more information, contact Carolyn Mitchell at [cmitchell@asla.org](mailto:cmitchell@asla.org).
- **Architectural Record** magazine will be featuring a **special section on design associations** in an upcoming issue and will include **an article on ASLA** as well as an ad promoting ASLA membership and LAM subscriptions. The editor writing the article interviewed landscape architecture newsmakers **Michael Van Valkenburgh, FASLA**, and **Peter Walker, FASLA**, on their ASLA membership experiences and reported back that both were very positive and engaging.
- As part of National Landscape Architecture Month, **Walter Hood, ASLA, presented a lecture on April 25 at the National Building Museum** to a packed house of landscape architects, architects, planners, students, and other interested professionals. *The Washington Post* highlighted the lecture in its schedule of local events.
- **Recreation Management** magazine's current issue features **an article** written by **ASLA President Patrick Miller, FASLA**, about National Landscape Architecture Month and the theme, Design for Active Living.
- **The latest edition of LAND Online was sent out last Monday**, and has already achieved a 50-percent open rate. This is slightly higher than previous issues. The most popular articles were: "People," "ASLA Green Roof Begins to Take Shape," "Studying in the Streets of Rome" (an article about the American Academy's Rome Prize), "JobLink," and "*Wall Street Journal* Features ASLA Members."
- **The Dirt readership continues to grow**, with 350 subscribers now receiving the *Dirt Alert* emails and many readers forwarding articles via the new "email to a friend" option.
- Web editor Dave Connell is in the planning stages of beginning **a quarterly feature for LAND Online that would provide subscribers with up-to-date analysis of economic trends in the landscape architecture markets**. Data would be provided regularly by firms and would be analyzed with

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assistance from an expert consultant. The goal is to add dimension to the annual *Business Indicators* survey and provide earlier notice of market shifts.

- Also in process is a **centralized “News and Opportunities” portal** that will consolidate the various “Opportunities” and multiple calendar pages that are available on the ASLA homepage and in *LAND Online*.
- A **new membership reinstatement telemarketing campaign** will begin shortly to build on the success of the previous campaign. Former members whose membership has lapsed within the past 10 years will be included in the contact list.
- **An advertisement promoting the 2005 Annual Meeting & EXPO will appear in the July/August issue of *Garden Design*** (circulation 300,000+) in order to reach out to residential practitioners, particularly nonmembers. In exchange, all ASLA annual meeting attendees will receive a special complimentary one-year subscription to *Garden Design*, which is trying to increase its professional readership. The annual meeting ad will continue to run in *Landscape Architecture* as well.

## Information, Communication and Professional Practice

- The **Reclamation and Restoration Professional Interest Group will be featured in *LAND Online*** for the May 2 issue. The group's co-chair, **Lee Skabeland, ASLA**, wrote this article.
- ASLA is now formally a supporting member organization of the **Sustainable Urban Forests Coalition**, whose mission is to advance a unified urban forest agenda for the nation's communities.
- [Grade Easy](#): An Introductory Course in The Principles and Practices of Grading and Drainage developed by Richard K. Untermann is back by popular demand and now available for purchase via ASLA Online.
- In the works, also by popular demand, is production of a **print-on-demand ASLA member directory**. A few pricing and production details remain to be worked out.

## Education and Academic Relations

- **Lolly Tai, FASLA**, of Temple University, will conduct a workshop at the **Summer Design Institute** sponsored by the **Smithsonian Cooper-Hewitt National Design Museum** in New York City in July.
- Information on a LARE review session sponsored by the Ohio ASLA chapter has been added to the list of available [LARE review sessions](#) on ASLA Online. The registration deadline for the Ohio program is May 9.

## Landscape Architecture Magazine

- There's plenty to get excited about in this month's *Landscape Architecture* magazine. Most intriguing is this month's LA Forum, in which **Rich Haag, FASLA, Linda Jewell, FASLA, and others debate the fate of two icons of landscape architecture in Seattle** with Fred Kent of Project for Public Spaces, which has been hired to reshape the icons. The **Critic at Large by Grant Jones, FASLA, and Ilze Jones, FASLA**, visits the same timely topic. Useful articles include a piece on the National Vegetation Classification System and brick as a medium for sculpture in the landscape. Take a look at this issue and send any responses (including rants) to Bill Thompson, editor, at [bthompson@asla.org](mailto:bthompson@asla.org). As always, Thompson invites ideas for future articles.

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## Meetings and Special Programs

- **Early Bird registration is now open for the ASLA Fort Lauderdale Annual Meeting.** Please go to the ASLA annual meeting page to [register online](#) and save \$100.
- **Fellow 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.
- **The 2005 Midyear Meeting Joint ASLA/APA Welcome Reception will be held at the U.S. Botanic Gardens (USBG)** on May 11, 6:00-8:00 pm. The USBG is a hearty 20-minute walk or a \$7 cab ride from the Washington Court Hotel. The main entrance is located at 100 Maryland Avenue, SW, facing the U.S. Capitol reflecting pool. Further details on the venue can be found at [www.usbg.gov](http://www.usbg.gov).
- **The 2005 CPC midyear agenda has been posted** to the [Chapter Operations Workbook \(COW\)](#). Remember that 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](#).
- **ASLA President Miller** attended the Tri-State Chapter Annual Meeting (North Carolina, South Carolina, and Georgia chapters), April 21-23 in Asheville, NC. And, on April 26, President Miller was the keynote speaker at the San Diego chapter's annual awards banquet. **Membership Vice President Eubanks** will be keynote speaker at the Prairie Gateway Chapter's annual meeting on April 30.

## Member and Chapter Services

- **Rich Bensman, Student ASLA**, a senior at Ohio State University, has been elected 2005-2006 Student Representative to the ASLA Board of Trustees. [Click here](#) to view his credentials. He will be introduced to the BOT and CPC at the midyear meeting.
- **VP Eubanks** will also be visiting **Kansas State University** this weekend to present the 2005 Student Honor and Merit Awards.

## Deadlines and Reminders

- The [Leadership Calendar of Events](#) can be accessed on the web.