

ASLA Leaders E-Express ...

June 1, 2005

Governance and Administration

- **Online voting for 2005-06 ASLA president-elect** opened on Monday, May 16. Feedback on the e-voting process has been very positive. Two reminder emails will be sent out between now and the close of balloting, midnight PDT June 15. Voters who wish to request a paper ballot must do so by or before June 1.
- An **expanded line of [ESRI products](#) is now available at a discount to ASLA members**. New products include ArcView (concurrent use), ArcGIS Extensions, ArcIMS, ArcPad, and ArcPad Application Builder. Revenues generated through the ESRI software sales will be used to fund the joint ESRI/ASLA/LAF Dangermond Fellowship.
- While in Las Vegas for the AIA convention last month, **President Patrick Miller, FASLA**, and EVP Nancy Somerville visited two members' firms, **Zunino and Associates** and **DesignScapes, Inc.**, and were treated to a tour of the landscape architecture program at the **University of Nevada, Las Vegas**, by program coordinator **Mark Hoversten, FASLA**.
- EVP Somerville and staff met with **Les Shepherd**, Acting Chief Architect for the **General Services Administration (GSA)**, and other GSA staff to discuss landscape architecture issues including perimeter security.
- The **Green Roof Task Force** met at headquarters on May 24 with **Michael Van Valkenburg Associates** and **Conservation Design Forum** to review designs for the ASLA headquarters green roof. See *LAND Online* for details.

Public Relations and Resource Development

- The **[ASLA 2005 medals and firm award announcement](#)** was released yesterday and staff is working on follow up with key national and local media. Immediate placements include: **[Lawn & Landscape](#)** (also included coverage of the new honorary members), **[ArchNewsNow](#)**, and the Centers for Disease Control and Prevention-managed **Livability Listserv**.
- The **membership reinstatement telemarketing campaign** has garnered 202 reinstatements to date. The telemarketers have obtained completed decisions on about 50 percent of names on the list of former members dating back to 2000. Taking out-of-date phone numbers into account, the campaign will likely continue for the next week or two.
- The **Professional and Student Awards program** has drawn 410 student entries, including 112 new student members, and 570 professional entries, including 42 new full members. The professional jury will meet June 10-12 and the results will be announced to the membership and public on July 11. The student jury will meet June 24-26 and the results will be announced to the membership and public on September 6, to allow for schools to reconvene.
- The **Kathryn Gustafson, ASLA, lecture on May 26 at the National Building Museum** drew a crowd of nearly 200, necessitating that the presentation be held in the museum's Great Hall. Linda Hales of *The Washington Post*, who is working on a piece about Kathryn's design of Canal Park, was in attendance, along with several senior members of the District of Columbia mayor's staff.
- As of May 27, ASLA's re-released **[radio public service announcements](#)** have been played over 460 times on stations around the country to an audience of more than 40 million listeners. The paid ad value rate now exceeds \$250,000.

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- ASLA's **two syndicated articles** on [design for active living](#) and [career discovery](#) continue to run in small to medium sized papers across the country. New placements include *The Madison County Chronicle* (Worden, IL), *The Fairfax Chief* (Fairfax, VA), *The Grayson County News-Gazette* (Leitchfield, KY), *The Rushville Republican* (Indianapolis, IN), *The World* (Coos Bay, OR), *The Leader* (Ogden, IL), *The Daily Item* (Sunbury, PA), *The Gaylord Herald Times* (Gaylord, MI), *MPG Newspapers* (Plymouth, MA), *The Tennessean* (Nashville, TN), *Helpmate* (Monroe, NC), *Stateline Business Review* (Salem, NH), *Polk County Itemizer Observer* (Dallas, OR), *Abbeville Herald* (Abbeville, AL), *The Republican* (Rensselaer, IN), *Desoto Times Today* (Hernando, MS) *Suburban Trends* (Butler, NJ and Kinnelon, NJ), *The Record* (Hackensack, NJ), *Evergreen County Shopper* (Ashland, WI), and *Cumberland Times-News* (Cumberland, MD).

Meetings and Special Programs

- **The 2005 Chapter Initiatives Program application deadline is today, June 1, 2005.**
- **A total of 25 evaluations from 22 chapters** (Alaska, Boston, California Southern, Colorado, Connecticut, Florida, Hawaii, Iowa, Illinois, Indiana, Michigan, New Mexico, New York Upstate, Oklahoma, Penn/Delaware, Potomac, South Carolina, St. Louis, Utah, Vermont, West Virginia, and Wisconsin) for the 2005 CPC Midyear Meeting were submitted. Overall satisfaction with the meeting stands at an 8.0, versus last year's 8.5 rating. The overall satisfaction ratings run the gamut from as low as three to the highest score – 10. This year's return rate was disappointing; last year, 47 chapters completed evaluations. The evaluation process is an important planning guide for staff and the CPC subcommittees. CPC meeting attendees who have not yet completed the evaluation should download the evaluation form from the [COW](#) and return it to the meetings department at ggarcia@asla.org no later than Friday, June 10. As soon as a greater sample is received, the CPC Chair will share the final results.

Landscape Architecture Magazine (LAM)

- There's plenty to see in the **June issue** of LAM. Look for:
 - Designs for a new Washington, D.C., park by **Kathryn Gustafson, ASLA, and Walter Hood, ASLA;**
 - Residential design for a couple of birdwatchers outside Seattle;
 - In Chile, swimming pools incorporating indigenous themes;
 - Parc de la Villette—another look; and
 - Water conservation strategies for LEED points.

Information, Communication and Professional Practice

- The **ASLA Professional Practice Institute** participated in a web demonstration and review of LAND F/X CAD software presented by LAND F/X CEO David Farmer on Tuesday, May 24. LAND F/X has been an exhibitor at the ASLA annual meeting. The PPI is reviewing the CAD tool for possible consideration as an additional resource to make available to members at discounted rates via ASLA Online. Members of the PPI subcommittee on MasterSpec will be meeting at ARCOM's Alexandria, Virginia, offices on July 22 to engage in the specifications review process.
- The **Professional Practice HQ** section of ASLA Online now provides a [listing of resources](#) for owners of small design businesses.
- An announcement of the new [P.I. Group section](#) of ASLA's website will be sent to all P.I. Group members in early June. Staff is working with P.I. Group chairs to develop letters to send to new members of P.I. Groups. Routine welcoming of new members is planned to begin in late June or early July.

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- Staff and members of the **Sustainable Design and Development PI Group** are continuing discussions with the **U.S. Green Building Council** and other stakeholder groups about the need for an increased emphasis on site-related issues in the LEED standards now in use and under development. Work is also underway to bring stakeholder groups to the table for preliminary discussions about a site-only standard.
- The **2005 LATIS series** is proceeding through the production process. One paper has undergone peer review, the second has just entered peer review, the third arrived in draft form at ASLA on Friday, May 20, and the fourth is expected to arrive in draft form by the end of May.

Government Affairs

- ASLA was on the program advisory committee for the **McGraw-Hill Companies Homeland Security Summit and Exposition**, which was held on May 24, 2005. ASLA provided security design fact sheets as a handout at the Infrastructure Security Partnership booth.
- **Congress sent a 7th extension of TEA-21** to the President right before the Senate and House went home for Memorial Day recess. Please see the next *LAND Online* for more legislative updates.
- **North Dakota is struggling to keep its fledgling licensing law.** Start-up costs (as estimated by the state) have led to extremely high fees, which is deterring landscape architects from seeking licenses in that state. The next issue of *LAND Online* will focus on North Dakota and other small-population states that must cope with the difficulty of keeping licensure self-sustaining.
- Staff has provided information to the **Bureau of Labor and Statistics** regarding legislative issues that impact the economic status of landscape architects. These issues include the reauthorization of TEA-21 and the Department of Interior appropriations bill.
- The [licensure resources](#) have been updated on **ASLA Online**. Comparative charts detailing licensing fees, continuing education, eligibility requirements, exemptions, regulation of business entities, and the sunset schedule have been updated to include the latest changes to these provisions in legislation and regulation.

Deadlines and Reminders

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