

ASLA Leaders E-Express ...

June 15, 2005

Governance and Administration

- Reminders about **voting for the ASLA president-elect** went out on June 6 and June 13. Feedback so far on this year's process has been very positive and participation is well over last year's level. **Voting ends tonight at midnight PDT.**
- Staff news: **Marceia Cork** has joined the staff as **Landscape Architecture magazine production manager**. **Professional Practice Associate Manager John Rogers** will be leaving ASLA this month. Rogers is relocating to Ohio where his family lives and will be pursuing other opportunities there. Administrative assistant **Paula Ward** has been promoted to the position of **ASLA office manager** where her duties include oversight of the mail room and management/maintenance of office equipment. Her former job has been re-tooled to include writing/editing and communications support and has been re-titled **special assistant to the executive vice president**. Recruitment for the professional practice and special assistant positions is underway.
- EVP Nancy Somerville and *Landscape Architecture* magazine Editor Bill Thompson, FASLA, participated in an educational forum focusing on **Olmsted's design legacy and current/future plans for the U.S. Capitol grounds**. The forum was hosted by the **National Association for Olmsted Parks**. EVP Somerville represented ASLA at the **National Building Museum's 2005 Honor Award Gala** on June 1; this year's honoree was Forest City Enterprises.
- Feedback from both **American Planning Association (APA)** and ASLA participants in the joint **ASLA/APA Lobby Day** has been very positive. EVP Somerville will be meeting with APA Executive Director Paul Farmer in the next month to discuss future collaborations.

Government Affairs

- Government Affairs Director Cara Welch attended a meeting regarding "**The State of The National Landscape Conservation System: A First Assessment**," a report being prepared by the **Wilderness Society** and **The World Resources Institute**. The report will be published later this summer and will include detailed findings, conclusions, and a technical report with underlying data.
- There is a widespread expectation that the House and Senate conference committee will soon complete work on the **transportation bill** and that, despite the fact the spending in the bill will be higher than the dollar amount imposed by the President, it will pass back through both houses with veto-proof margins. Government Affairs continues to monitor the state of the legislation in view of ASLA's legislative priorities.
- Also on Capitol Hill, the Senate Appropriation Committee last week approved the FY 06 Interior Appropriations Bill, which **restored some funding to the Land and Water Conservation Fund**, which had been all but zeroed out in the House version. The committee provided for \$162 million for federal land acquisition and \$30 million for the state-side grants program. This is an incremental success for one of ASLA's top legislative priorities.
- This week's *LAND Online* includes a detailed look at some of the major [water resource legislation](#) Congress is considering this term.

Public Relations and Resource Development

- The **2005 professional awards jury met last weekend** and reviewed more than 520 submissions, selecting 33 professional awards, the Landmark Award, and the Community Service Award. The professional awards will be announced on July 11; the Landmark and Community Service Award will

ASLA Leaders E-Express ...

be announced in August. Staff is now working on notifying the entrants of the results and preparing the website and other announcement materials.

- The latest **membership reinstatement telemarketing effort** has wrapped up, with 499 pledged reinstatements, representing a 17 percent return rate. Due to the success of this campaign, reinstatement telemarketing will continue on an ongoing basis.
- An email was sent to ASLA members to promote the **new ESRI discounts benefiting the Dangermond Fellowship**. The message was delivered to 8,714 full members in the U.S. Of those, 3,633 opened the message and 357 clicked on one of the links in the message. In addition, an ad promoting the discount appeared in the June issue of *Landscape Architecture* and will continue to run each month.
- The **ASLA Firm Finder Business Quarterly** will re-launch on June 20 as an e-newsletter with a new design. The newsletter will be emailed to Firm Finder Enhanced Profile subscribers and will include eight to ten articles on practice management and firm technology.
- **The Dirt** has passed another subscriber mark with more than 430 people signed up to receive the daily *Dirt Alerts*.
- The public relations department **asked each chapter to appoint a public relations chair** by the annual meeting in Florida. Two chapters—**Florida** and **Prairie Gateway**—have appointed public relations contacts so far. Please send your chapter public relations chair contact information to Clara Frenk, ASLA's public relations manager, cfrenk@asla.org.

Member and Chapter Services

- Membership is maintaining at just over 15,000. Membership counts as of June 9 are as follows:

June Membership Totals	
Associate	1,378
Full	9,496
Fellows	525
International	133
Student	2,673
Affiliate	661
Corporate	126
Honorary	56
Total	15,048

Meetings and Special Programs

- The call for FY 2005 **Chapter Initiative Program (CIP)** proposals closed on Wednesday, June 1. **Fifteen chapters have submitted a total of 20 CIP applications for \$69,429.** This year's CIP funding is \$42,000. The CIP jury has begun review of the proposals and funds will be distributed to the chapters by the end of August.
- The **Fellows Jury** convenes this weekend, June 17-19, to review the 78 nominations for the 2005 Class of Fellows and to finalize the list of Fellows-elect for this year.
- The **Council of Fellows has selected the first ASLA Council of Fellows Scholarship recipient. Maria Landoni de Rose** from Cal Poly Pomona will receive the first \$4,000 award and will be

ASLA Leaders E-Express ...

recognized by the Council of Fellows at its annual business meeting in Fort Lauderdale on Sunday, October 9.

Information, Communication and Professional Practice

- Last week all Professional Interest (PI) Group members received an email announcement of the **new PI Group section of the website** and instructions for navigating to it.
- Letters will be sent out in the next week to a target group of landscape architects, allied professionals, and other stakeholders inviting them to participate in the **effort to develop a sustainable site rating system**. This effort, led by the **ASLA Sustainable Design and Development PI Group** and the **Lady Bird Johnson Wildflower Center**, will be kicked off at a fall meeting at The Wildflower Center. The U.S. General Services Administration has signed on as a sponsoring organization; additional sponsors/supporting organizations are being sought.

Education and Academic Relations

- **Colorado Chapter President-Elect Jane Kulick, ASLA**, will be ASLA's representative on the local steering committee for the 2006 New Partners for Smart Growth Conference that will be held in Denver on January 26-29.
- As of May 31, 750 **ASLA Graduating Student Survey** questionnaires have been completed online. The survey results will be available in September.

Deadlines and Reminders

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