

ASLA Leaders E-Express ...

July 27, 2005

Governance and Administration

- The **ASLA Executive Committee** meets in Annapolis, MD, on July 29-30. Agenda items include: an update on programs and operations; discussions on organizational effectiveness, diversity in the profession, and sustainability; a presentation from World Resource Institute senior staff on the U.N.'s Millennium Ecosystems Assessment; and review of revisions to the strategic objectives.
- **Past President Susan Jacobson, FASLA**, addressed the board of directors of the **National Society of Professional Engineers (NSPE)** and represented ASLA at NSPE's annual meeting earlier this month.
- ASLA has just added a **new benefit program for its staff**: COPE, an employee assistance program, which provides information and confidential counseling and referral on a wide assortment of work and life issues.
- **President-elect Dennis Carmichael, FASLA**, EVP Nancy Somerville, and staff met with representatives of the **Environmental Protection Agency's GreenScapes** and water efficiency programs on Tuesday to discuss collaboration opportunities. ASLA has signed on as an allied organization of EPA's GreenScapes program.

Government Affairs

- On July 28, **Len Hopper, FASLA**, will give a presentation to **House of Representatives Livable Communities Task Force** on security design. ASLA's Security Design Coalition partner, the American Planning Association, is coordinating the briefing and ASLA staff will attend.
- Government Affairs Director Julia Lent participated in a session July 25 that was held by the **U.S. Access Board** on new outreach initiatives to encourage landscape architecture, architecture, interior design and engineering educational curricula to include more content on accessibility issues and the ADA.
- ASLA co-sponsored a briefing hosted by the APA for interest groups, "**The ABC's of the Kelo decision and Eminent Domain Power**," on July 22.
- Sources report that the long-awaited **transportation reauthorization bill** will be reported out of conference on July 27 and finished this week. Conference negotiations have been held behind closed doors and details of the final bill are unclear at press time. Government Affairs is confident that the basic outlines of the final conference agreement will look much like the basic ISTEA/TEA-21 structure, with an emphasis on new safety initiatives (Safe Routes to School, Rural Safety Program and a new stand-alone Highway Safety Improvement Program). It will also include considerably more project earmarks and adjustments in how both highway and transit funds are allocated to the states and transit providers. Government Affairs will provide a more comprehensive analysis of the final legislation when details become available.
- ASLA is also awaiting a conference report on the **Interior spending bill**. It appears that an agreement was reached Tuesday night and that they will be able to complete their work before the August recess. Stateside funding for the **Land and Water Conservation Fund (LWCF)** is expected to be a major point of contention in conference.

Public Relations and Resource Development

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- [Topos](#) ran a piece about the 2005 Medals and Firm Award, mentioning **ASLA Medal recipient Jane Silverstein Ries, FASLA**, and the **SWA Group**, which won the **Landscape Architecture Firm Award**.
- The efforts to build public awareness about the profession launched around **National Landscape Architecture Month (NLAM)** are continuing to display impressive metrics:
 - The NLAM **video news release** has broadcast 128 times in 36 states with an audience of over 71 million viewers. The ad rates for this amount of airtime would be \$97,000.
 - The two radio **public service announcements** originally produced in 2003 were re-released in April and have broadcast 1,559 times in 45 different states to an audience of over 70 million. The ad rate value of this airtime is over \$451,000.
 - The two **syndicated newspaper columns** have so far generated 260 newspaper articles in 36 different states with a readership of more than 25 million. The fair market value of this coverage would be over \$93,000.
- The **2005 Professional Awards winners** continue to generate coverage, including the *Houston Chronicle*, which was blogged by [blogHouston](#); the *Seattle Post-Intelligencer*, *Dexigner*, [Lawn and Landscape](#), *NowPublic*, Italy's *Wine Daily*, and [Sweets](#).
- An email was sent to promote the [new ESRI discounts benefiting the Dangermond Fellowship](#). The message was delivered to 9,168 people. Of those, 3,477 opened the email and 207 have clicked on one of the links.
- [LAND Online](#) was sent out to the membership on Monday, July 25. It was delivered to 12,073 members. Of those, 4,139 opened the email and 3,850 opened at least one link. However, these statistics were pulled less than 24 hours after the email was sent so they are expected to trend upward. This week's *LAND Online* included [an article on the 2005 Class of Fellows](#), which has been viewed 935 times already. This issue also marked the first time that *LAND* linked to the [Opportunities Page](#) on the ASLA website, rather creating a redundant page on *LAND Online*. **Web Editor Dave Connell** and **Webmaster Thomas Wilhelmy** continue to explore ideas on integrating the ASLA Opportunities Page and the ASLA Calendar. **Connell** has taken over responsibility of updating the ASLA Opportunities Page.

Meetings and Special Programs

- The first in a series of planned quarterly chapter conference calls discussing chapter management will be held on August 2, at 12 pm ET. On the agenda for the first call will be chapter elections, chapter leadership reports, chapter rebates, among other items. In addition to the chapter executive directors/managers and chapter leaders that wish to call in, ASLA national staff participating will be Meetings and Special Programs Director Gloria Garcia, Member and Chapter Services Managing Director Mark Miles, and Member and Chapter Services Manager Alexis Borrero.
- **The CPC Annual Meeting in Fort Lauderdale** will be held on Thursday, October 6, at the Marina Marriott. The joint CPC and BOT welcome reception is scheduled for the evening of October 5 from 6-8 pm. Please don't forget to [register online](#) for the **2005 Annual Meeting and EXPO** before August 29 and save \$100 on registration.
- The first Chapter Initiatives Program (CIP) jury conference call to begin CIP allocations for the 2006 fiscal year is scheduled for August 5. As soon as the jury completes the allocation process, chapters will be notified and funds transferred.
- The Chapter Visitation schedule for the fall is quickly filling up. The schedule as it stands is:
 - September 9 – Vermont Chapter, **President Patrick Miller, FASLA**
 - September 9-10 – Great Plains Chapter, **Communication VP John Nicolaus, ASLA**

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- September 10 – South Carolina Chapter, **Government Affairs VP Amy Schneckeburger, FASLA**
- September 22 – Michigan Chapter, **Government Affairs Director Julia Lent**
- The 2005 Class of Fellows-elect was featured in *LAND Online* this week and the full list is posted on the [Fellows webpage](#). Congratulations to the Fellows-elect!

Information and Professional Practice

- **President-Elect Dennis Carmichael, FASLA, Information and Practice VP Rob Tilson, ASLA, Professional Practice Institute Chair Kristin Booker, ASLA, and PPI members Brad Hilliker, ASLA, and Vaughn Rinner, ASLA,** met Friday, July 22 at ARCOM Masterspec's Alexandria, VA office to conduct the first onsite spec writing and review of the Library of Landscape Architecture specifications. After rigorous review and analysis of MasterFormat 2004 Section 329300 – Plants, the group will formally submit comments and suggested revisions. The PPI review committee met with Paul Brosnahan, ARCOM MASTERSPEC Director of Architectural Specifications and Tim Werbstein, Landscape Architecture Library specifications writer for ARCOM to discuss revisions to Section 329300 and Sections 015639 – Temporary Tree & Plant Protection and 328400 – Planting Irrigation. The meeting was very productive and the members remain committed to continuing the review process.
- The [Professional Interest Group Initiatives Program](#) guidelines and application form are now available online. Proposals will be reviewed twice each year as noted in the guidelines.
- Copy editing of the **Therapeutic Garden Design P. I. Group's Summer 2005** newsletter is complete and will be published and posted online in mid-August.

Deadlines and Reminders

- The opportunity to volunteer for [2006 Committee Service](#) and recommend [Potential National Officer Candidates](#) to the Nominating Committee for the 2006 slate is open through August 5. Please respond directly to [Mary Hanson](#) at ASLA and encourage others to do so as well.
- The [Leadership Calendar of Events](#) can be accessed on the web.