

ASLA Leaders E-Express ...

August 10, 2005

Governance and Administration

- **President-elect Dennis Carmichael, FASLA**, was at ASLA headquarters today to review and make decisions regarding **2006 committee appointments**. The schedule calls for 2006 committee chairs to be contacted by the end of the month and for 2006 committee members to be contacted in early September.
- EVP Nancy Somerville attended a meeting of the **Chesapeake Bay Foundation (CBF)** green roof demonstration project advisory panel last week to **brief the group on the ASLA headquarters green roof project**. ASLA is one of the CBF grant recipients. The group, which included representatives of the D.C. government and the U.S. General Services Administration, was very enthusiastic about the design of the ASLA roof. Discussions included possible regulatory approaches or incentives to promote use of green roofs throughout D.C. and the Chesapeake Bay watershed area.
- EVP Somerville represented ASLA on July 28 at the **U.S. Air Force's 30th Annual Design Awards Program**. **David Connor, ASLA**, of David Connor and Associates, was an honor award recipient for a park at MacDill Air Force Base in Florida.

Member and Chapter Services

- Membership counts as of July 31 are as follows:

| March Membership Totals | |
|-------------------------|---------------|
| Associate | 1,432 |
| Full | 9,621 |
| Fellows | 530 |
| International | 146 |
| Student | 2,707 |
| Affiliate | 665 |
| Corporate | 137 |
| Honorary | 58 |
| Total | 15,296 |

- Non-member student *Landscape Architecture* magazine (LAM) subscribers have been converted to student affiliate members, bringing the total student members to over 3,000. Going forward, **student affiliate membership will be included with each student subscription to LAM**. With this conversion membership totals to date are over 15,600.
- A **survey of landscape architecture programs with ASLA student chapters** has been completed and ASLA now has contact information for all faculty advisors and student chapter presidents.

Government Affairs

- Last week, ASLA mailed the **Downtown Seattle Urban Landscape Guide** to over 2,000 state legislators and legislative staff members in anticipation of next week's annual meeting of the **National Conference of State Legislatures**. Government Affairs Director Julia Lent will join the **Washington Chapter** and use the forum to educate legislators about landscape architecture and promote licensure in Washington State and other states where the issue is active.

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- In Seattle, Lent will be meeting with the **National Park Service's Rivers, Trails and Conservation Assistance Program** to discuss the renewal of the 2000 Memorandum of Understanding that pledged ASLA support for the RTCA program. It is set to expire this year.
- On Thursday, August 11, the president signed the **Transportation Equity Act of 2005**, which was passed by Congress on July 29. The bill provides \$286.4 billion in guaranteed funding for highway, mass transit and road safety programs covering a six-year period from FY 2004 through FY 2009.
- On Wednesday, August 10, Federal Government Affairs Associate Manager Dan Sullivan attended a **Complete the Streets** coalition meeting to evaluate a draft proposal for a **National Complete the Streets Campaign**. The three-year effort aims to establish complete streets as a goal for local decision makers throughout the country, and towards the inclusion of complete streets language and funding in the next federal transportation bill.

Public Relations and Resource Development

- **An email was sent last week to promote Camp ASLA**, the childcare program at the annual meeting. The message was delivered to 9,686 members. To date, the message has been opened by 3,224, and 60 have clicked on at least one of the links. More than a dozen enthusiastic parents/members have replied that they appreciate this new program.
- As part of a **new joint marketing agreement with U.S. Green Building Council (USGBC)**, ASLA will provide 2,000 Live Green bracelets for distribution at Greenbuild, November 9-11, in Atlanta. The partnership focuses on raising the visibility of ASLA and the profession and includes advertising, electronic promotions, newsletter announcements, and logo placement. ASLA has also been given the opportunity to present an education session at the USGBC annual meeting and will exhibit there as well.
- Based on the success of the earlier campaign, a second telemarketing **campaign to promote Firm Finder Enhanced Profiles will launch soon**. Ongoing membership and LAM subscription telemarketing efforts are already in progress and the monthly calls to lapsed members have already resulted in 58 reinstatements. Currently 124 firms have enhanced profiles with another 95 firms pledged, but not yet invoiced. This is a significant increase for the program.
- All support letters for candidates nominated for [honorary membership in ASLA](#) are due by close of business this Friday, August 12. This is one of the highest honors ASLA may bestow upon a non-landscape architect whose contributions to the profession have had a national impact. For more information, please contact Carolyn Mitchell, honors and awards coordinator, at 202-216-2331 or cmitchell@asla.org.
- [LAND Online](#) and other member communications are reaching more ASLA members, thanks to a **campaign launched in mid-June to reach the nearly 4,000 members for whom ASLA did not have valid email addresses**. Bad emails—or “bounces”—have also significantly decreased. The statistics for *LAND Online* over the last five deliveries show a significant net increase of nearly 1,000 members. Calling is approximately 25 percent complete:

| Month | 6-13-05 | 6-27-05 | 7-11-05 | 7-25-05 | 8-9-05 |
|-----------|---------|---------|---------|---------|--------|
| Sent | 11,844 | 11,852 | 11,929 | 12,154 | 12,492 |
| Bounced | 382 | 73 | 69 | 80 | 50 |
| Delivered | 11,462 | 11,779 | 11,860 | 12,074 | 12,442 |

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- **The latest issue of [LAND Online](#) was delivered on Monday, August 8.** The issue included articles announcing the [2005 Community Service Award recipient](#), the [2005 Landmark Award recipient](#), promoting [Annual Meeting urban design-related sessions and speakers](#), and [ASLA's outreach to Boy Scouts at the National Jamboree](#). The issue also included an article on [members who have been featured in national design and home and garden magazines](#). This is the second such article *LAND* has published and it proved to be quite popular, garnering the most hits of all the *LAND* features. The article highlighting the annual meeting was a close second.

Meetings and Special Programs

- **Scott Siefker, ASLA**, the Indiana Chapter president has been appointed the 2007-2008 Chapter Presidents Council (CPC) Chair Designate. **Siefker** will serve after **Vanessa Harris, ASLA**, who takes over at the close of the Fort Lauderdale annual meeting.
- The Chapter Initiatives Program (CIP) jury completed the FY 2005 CIP fund allocation last Friday. This year, 15 chapters submitted a total of 20 CIP applications for \$69,429 with only \$42,000 available. Eighteen proposals were funded either fully or partially. Funds will be distributed via wire transfer on Thursday, August 11.

Information and Professional Practice

- Information and Professional Practice Managing Director Susan Cahill and Professional Practice Programs Manager Jennifer Strassfeld met with Cheryl Kollin, Director of American Forests' Urban Forest Center on Tuesday, August 2, for a demonstration of **American Forests' CITYgreen software**, a GIS application tool for land-use planning. CITYgreen applies research findings to site attributes to quantify environmental and financial benefits of urban forest infrastructure. American Forests will be demonstrating the software's capabilities to the **Professional Practice Institute** in September during the PPI monthly conference call.

Deadlines and Reminders

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