

ASLA Leaders E-Express ...

August 24, 2005

Governance and Administration

- **President Patrick Miller, FASLA**, attended the **Canadian Society of Landscape Architects** meeting in Winnipeg last week. In addition to providing an update on ASLA activities, Miller gave a presentation on the issues of green infrastructure and urban regeneration in the U.S.
- Contracts for the second phase of the **ASLA headquarters green roof project** have now been signed. The **Green Roof Task Force** discussed final plans with the design team on Tuesday of this week. The current schedule calls for selection of a contractor within the next three weeks. Next steps also include review of the project research objectives and monitoring proposal.
- Work continues on **2006 committee appointments**; this year, a special emphasis has been placed on providing opportunities for new committee volunteers. Preparations for the **Fort Lauderdale Executive Committee and Board of Trustees meetings** are also underway.
- Staff met with representatives of the **Wiley** publishing company on August 11 to discuss a **marketing and co-branding proposal for *Landscape Architectural Graphic Standards (LGS)*** as well as expanded partnership possibilities. LGS, which is being edited by Past President Len Hopper, FASLA, is scheduled for publication in late spring 2006. A student edition is also planned.
- Staff news: **Rachael Shaw** has joined the ASLA staff as **professional practice coordinator**. Shaw will join Professional Practice Manager Jennifer Strassfeld in supporting the work of the Professional Interest Groups. **Heather Morris** will come on board in September as **legislative/editorial assistant**, supporting the magazine staff and the government affairs department. Morris replaces **Jennifer Collins**, who was promoted to the position of **special assistant to the EVP**. Three ASLA staff members received **Excellence in Service Awards: Information and Professional Practice Managing Director Susan Cahill, Receptionist Monica Barkley, and Government Affairs Director Julia Lent**. The service excellence awards recognize staff members who excel as team members and who go above and beyond to help their fellow workers. The recipients are nominated by their colleagues and selected by a staff jury.

Government Affairs

- Government Affairs Director Julia Lent attended the annual meeting of the **National Conference of State Legislators** in Seattle from August 16-19. She was joined at the ASLA booth by members of the Washington Chapter. Many good contacts were made and Director Lent will be following up with chapters on information gathered at the event.
- Director Lent met with the **National Park Service** while she was in Seattle to discuss renewal of the cooperative agreement between ASLA and NPS for the **Rivers, Trails, and Conservation Assistance Program**.
- **Congress is on summer recess** and will reconvene on September 6, when the Senate will begin confirmation hearings for Judge John Roberts, the nominee to replace Sandra Day O'Connor on the Supreme Court.

Public Relations and Resource Development

- An email was sent to **student members** last week highlighting **opportunities that would be of interest to students at the annual meeting**. Out of 2,081 recipients, 588 have viewed the message so far and 18 have clicked on the link to online registration. Another annual meeting email targeting

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public practitioners went to 851 people, 280 have opened the message, and 12 have clicked on one of the links.

- Telemarketing is continuing to yield good results: the **Landscape Architecture magazine** subscription campaign has resulted in 149 pledges and **calls to lapsed members** since March have resulted in 100 pledged reinstatements and will continue on a monthly basis.
- A completely redesigned **Landscape Architecture magazine media kit** will go to the printer this week. The kits will be mailed to current and potential advertisers in September.
- The latest issue of [LAND Online](#) was delivered Monday, with three articles **promoting the ASLA annual meeting**, and a compendium of all annual meeting coverage for *LAND* this year. "[Make Your Reservations for the ASLA Annual Meeting](#)" touts the hotel accommodations for the meeting; "[ASLA to Offer CE Classes at This Year's Annual Meeting](#)" looks at continuing education credits, while "[ASLA Annual Meeting: It's All About the Networking](#)" promotes JobLink LIVE and the Federal Agency Outreach programs.
- **Efforts to collect missing member emails** have increased *LAND's* circulation by nearly 1,300 and will also increase ASLA's ability to market the annual meeting and other events and products to our members:

Date	6-13-05	6-27-05	7-11-05	7-25-05	8-9-05	8-22-05
Sent	11,844	11,852	11,929	12,154	12,492	12,814
Bounced	382	73	69	80	50	61
Delivered	11,462	11,779	11,860	12,074	12,442	12,753

- [The Dirt](#) now has **501 subscribers** to the "Dirt Alert" service and web editor Dave Connell continues to receive fan email, like this one in response to today's *Dirt*: "i love love love the dirt!"
- Web editor Connell is planning online daily coverage of the Annual Meeting and so far has scheduled interviews with **USGBC president Rick Fedrizzi**; **Drew Becher, Office of Planning, Washington, DC**; **Jeff B. Speck, director of design National Endowment for the Arts**; **Rodney Swink, FASLA**; **Tom Tavella, ASLA**; **Charlotte Frieze, ASLA, garden editor, House & Garden**; **Bill Marken, editor House & Garden**; **Steven Peck, executive director of Green Roofs for Healthy Cities**; **W. Gary Smith, ASLA**; and **photographer Erica Stoller**.
- **JobLink last week reached an all-time high of 218 listings**. This is significantly higher than the same period last year and reflects consistent growth in the use of this service. So far, nine firms have signed up to make presentations and interview job candidates at [JobLink LIVE](#) at the annual meeting.

Meetings and Special Programs

- The 2005 **Chapter Presidents Council (CPC)** annual meeting agenda has been posted to the [Chapter Operations Workbook \(COW\)](#) under **Hot Dates** and **Hot Forms**. The CPC will have a one-day meeting on Thursday, October 6, at the Marina Marriott.
- **Chapter election results** are due to Gloria Garcia at ggarcia@asla.org by September 7, 2005, 30 days before the start of the annual meeting.

Information and Professional Practice

- Planning is underway for the fall transition of the **Professional Interest (PI) Groups** into **Professional Practice Networks**. As part of the transition, each ASLA member will be entitled to

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one free network membership. Individual **PI Groups meetings** will held in conjunction with the Fort Lauderdale annual meeting on October 8 and 9.

Landscape Architecture Magazine (LAM)

- Look for these thought-provoking articles in the **September LAM**: the 2005 ASLA awards; updating a historic royal garden in Nepal; an interview with the author of *A Field Guide to Sprawl*; a profile of Philadelphia-based Andropogon Associates; a biosphere garden in Latin America; a revisit to a little-known icon: Russel Wright's garden at Manitoga; planning for the historic core of UC Berkeley; a tribute to Robert Murase, FASLA; and much, much more.

Deadlines and Reminders

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