

ASLA Leaders E-Express ...

September 7, 2005

Governance and Administration

- Reports from ASLA members in and around the areas affected by **Hurricane Katrina** are coming in slowly. The **ASLA Louisiana Chapter** is working to establish communications with and assist members who lived and worked in and around New Orleans and making plans for assisting with the long-term recovery of the areas affected by the hurricane. Similar efforts are underway in the **Mississippi and Alabama Chapters**. ASLA National is forwarding offers of equipment, employment, and other support to the leadership of the three chapters. See Public Relations section for additional information. ASLA participated in a **design and construction industry roundtable on post-Katrina assistance and recovery** convened by the **American Society of Civil Engineers** and **The Infrastructure Security Partnership** on Tuesday.
- As follow-up to the AIA-organized **tsunami response team that visited Sri Lanka** in May, **Hawaii Trustee Alan Fujimori, ASLA**, will be meeting with team members in San Francisco in mid-September to complete the team's report and recommendations. Fujimori has been a major contributor to the team.
- A **meeting on disaster response and recovery** is being planned in conjunction with the Fort Lauderdale annual meeting.
- Interviews with two **contractors being considered for the ASLA headquarters green roof** project took place on Tuesday. Both contractors are experienced in green/sustainable construction. Selection of the contractor will be concluded within the week. Construction of the roof and stairway extension is scheduled to begin this fall; planting and opening/dedication of the roof will take place in the spring.
- **Staff change in membership: Maxine Artis** will join the staff as **membership and chapter services manager** beginning September 30, replacing Alexis Borrero. Artis comes to ASLA with a very strong background in membership systems and processing.
- **Landscape Architecture Foundation (LAF) news:** LAF's [20th Annual Benefit Dinner](#) will be held the evening of October 7 in conjunction with the ASLA annual meeting in Fort Lauderdale. [Design's Diaspora](#), the next symposium in the Landscape Futures Initiative series, is scheduled for October 28-30, 2005, at the University of California, Davis.
- We were sorry to learn of the recent death of **Wayne Iverson, FASLA**. Iverson was instrumental in the development of the visual management system used by the U.S. Forest Service.

Finance and Business Operations

- The Finance Committee has completed its scheduled **biennial review of the ASLA headquarters building** as an investment. Based on the fact that the building continues to appreciate, that a green roof is about to be constructed on the building, and that the mortgage extends through June 2007 with a significant prepayment penalty, the committee has reaffirmed its 2003 recommendation that the Eye Street location be maintained as ASLA headquarters.

Government Affairs

- Government Affairs Director Julia Lent participated in a conference call with the Montana section of the **Idaho/Montana Chapter** on September 6. The chapter is preparing for a hearing Friday that will discuss two critical issues: (1) the budget development process that appears to disproportionately affect the landscape architects; and (2) a study of **licensing** that denotes landscape architects as a

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“title act” because of the law’s exemptions and suggests that such weak regulation may not be necessary.

- Director Lent joined a conference call of the **Sustainable Urban Forests Coalition**, which is gearing up for action in 2006 to increase federal investment in the USDA Forest Service Urban and Community Forest Program. ASLA has been active on the policy committee of the coalition.
- The work on **TEA-21/SAFETEA-LU** continues. ASLA is working with the **Surface Transportation Policy Project** to develop **regional workshops on the new law** that will give landscape architects and other professionals working in the field the chance to share experiences and build alliances on the local and regional levels.
- On August 30, Director Lent served on the steering committee for The Infrastructure Security Partnership (TISP), which is preparing for its upcoming **Infrastructure Security for the Built Environment Congress and Expo** October 18-20 in Jacksonville, Florida. Also on the **security design** front, ASLA has contracted with *Tongour Simpson Holdsclaw* for direct lobbying services on the issue. The firm has strong ties with the Republican leadership in both houses of Congress.

Public Relations and Resource Development

- [LAND Online](#) and [The Dirt](#) have included extensive coverage of Hurricane Katrina and encouraged contributions to organizations helping with the victims’ immediate needs of **water, food, shelter, and evacuation**. Meanwhile, web editor Dave Connell is compiling offers of employment, office space, equipment, housing, and other services onto a special web page for chapter leaders in the affected areas to match the offer with the need. Chapter leaders in Louisiana, Mississippi, and Alabama are still trying to locate members and assess their needs so ASLA can communicate those to the national membership at large in a more direct appeal for assistance.
- The [ASLA 2005 Student Awards](#) were announced on Tuesday in *LAND Online* and via a press release distributed on the national wire service. Staff is following up with key media at the schools and the regional and local levels to ensure good coverage.
- An email was sent last week to all members and non-member subscribers to **promote the annual meeting** and announce that the “early bird” deadline was imminent. The message went to 19,752 people, with 6,611 opening the message to date and 2,912 clicking on one of the links in the message. A direct correlation can be made between the increased targeted email marketing efforts and increases in annual meeting pre-registration and hotel block pickup.
- The 2006 **Landscape Architecture media kit** is currently at the printer and will be mailed out shortly to current and prospective advertisers.
- The **2006 ASLA Professional and Student Awards Call for Entries** brochure is being designed and will print in mid-September in time for distribution at the annual meeting and mailing the second week of October. An ad promoting entries in the research category will appear in the next issue of *Landscape Journal*. An ad promoting entry in all categories is in production.
- The telemarketing campaign promoting **Landscape Architecture magazine subscriptions** has ended, with a total of 149 subscribers. Forty-six have already paid by credit card and the rest will be invoiced.
- An agreement has been negotiated with **Ecobuild Federal** whereby ASLA and *Landscape Architecture* magazine will be recognized as Participating Publication Sponsors of Ecobuild Federal & AEC-ST, with a listing and link on the sponsor page of their website and listings in all of their applicable promotional pieces and their onsite program. In addition, *Landscape Architecture*

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magazine will be distributed at the conference and ASLA will receive a complimentary ad in *Land Development Today*.

- An agreement has been reached with **Green Roofs for Healthy Cities** (GRHC) that provides ASLA with a complimentary exhibit booth at the GRHC conference, advertising space in the program and in the *Green Roof Infrastructure Monitor*, and the option to distribute promotional materials in conference registration packets. ASLA will also have an opportunity to moderate a session at the conference. In addition, ASLA and GRHC have exchanged corporate memberships, which provides further recognition and benefits for ASLA. The ASLA logo has been added to GRHC's home page in their corporate member section.
- So far, 12 firms have signed up to make presentations and interview job candidates at [JobLink LIVE](#) at the annual meeting and more firms are signing up every day. Meanwhile, **JobLink online listings have surpassed all previous records and budget goals** this year due to better marketing and customer service.
- **The latest issue of LAND Online was delivered on Tuesday to 12,784 members.** This was a modest improvement over the previous issue of *LAND*, but significant over the previous quarter:

Month	6-13-05	6-27-05	7-11-05	7-25-05	8-9-05	8-22-05	9-6-05
Sent	11,844	11,852	11,929	12,154	12,492	12,814	12,859
Bounced	382	73	69	80	50	61	75
Delivered	11,462	11,779	11,860	12,074	12,442	12,753	12,784

Meetings and Special Programs

- One week after the close of early bird, **registration for the 2005 Annual Meeting in Fort Lauderdale** is 41 percent ahead of Salt Lake City and 29 percent higher than New Orleans. Currently, there are 1,417 full member registrations, 167 premier guests and guests, and 50 one-day registrations. **The EXPO is completely sold out and revenue stands at 103 percent of plan.** The hottest tickets this year are the residential field sessions on Friday and Tuesday, which are completely sold out.
- 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. CPC meeting attendee names by chapter are due to Lynnette Davis at ldavis@asla.org no later than September 23, 2005.
- **Chapter election results** are due today to Gloria Garcia at ggarcia@asla.org, 30 days before the start of the annual meeting.
- To assist the chapters with their student chapter events and student member recruitment, a [landscape architecture program analysis](#) has been developed and posted on the Chapter Operations Workbook (COW) under Resources and Forms. This analysis shows membership penetration at each school (total size of program versus total ASLA student membership), highlighting the membership growth opportunities across all programs. Current student chapter rosters have also been posted for downloading by the respective chapters to further facilitate recruitment at each school.
- **President Patrick Miller, FASLA**, will be participating in the **Vermont Chapter's** annual awards banquet this weekend. Also this weekend: **Communications VP Nicolaus, ASLA**, is traveling to the **Great Plains Chapter** for that chapter's annual meeting and **Government Affairs VP Amy Schneckenburger, FASLA**, is participating in the **South Carolina Chapter's** meeting.

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Information and Professional Practice

- An **ASLA-organized summit on sustainable landscapes** starts tomorrow in Austin, TX. Hosted and co-sponsored by the **Lady Bird Johnson Wildflower Center**, the meeting will bring together issue experts and representatives of stakeholder groups to discuss the goal of establishing LEED-like sustainability standards for sites and landscapes. **President-Elect Dennis Carmichael, FASLA, Professional Practice VP Rob Tilson, ASLA**, and members of the **Sustainable Design and Development PI Group** are representing ASLA at the summit. Other participants include representatives from the U.S. General Services Administration (GSA), Environmental Protection Agency, National Park Service, the City of Austin, the Congress on New Urbanism, and the U.S. Green Building Council, and scholars and practitioners with expertise in various sustainability issues from around the country. In addition to ASLA and the Lady Bird Johnson Wildflower Center, sponsors include GSA and Gensler. **Mary Ann Lasch, FASLA**, will facilitate the meeting.
- Professional Interest Group (PI) news: The summer newsletter of the [Therapeutic Garden Design Professional Interest PI Group](#) is now online; the newsletter focuses on the Veterans Administration (VA) system and the opportunities and benefits of establishing therapeutic gardens at VA medical centers across the country. The **Urban Planning and Design PI Group** will be profiled in the next release of *LAND Online*. All PI Groups will have been profiled by the time of the annual meeting. Dr. **Jon Bryan Burley, ASLA**, is now chairing the **International Practice Professional Interest (PI) Group**; Burley has begun work building the group's website. Under **Gary Brown, FASLA's**, leadership, the **Campus Planning PI Group** has established its website.

Deadlines and Reminders

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