

ASLA Leaders E-Express ...

September 21, 2005

Governance and Administration

- Leaders of the **Louisiana, Mississippi, and Alabama Chapters** participated in a conference call last week with National ASLA officers and staff to discuss short-term needs and the long-term response to **Hurricane Katrina**. Immediate needs continue to be providing food and shelter for the people displaced by the hurricane. ASLA has created a **web "bulletin board" with offers of employment, space, equipment, etc., for members displaced by the hurricane**. To post an offer or a need for assistance, contact web editor Dave Connell at dconnell@asla.org. The three chapters are **still trying to locate members** who had to evacuate from the hardest hit areas. If you know of any members displaced from the hurricane that have moved, either temporarily or permanently, into your area, please forward that information to Jennifer Collins at jcollins@asla.org.
- **A meeting/open forum on disaster response/recovery will be held at 10:30 am on Saturday, October 8, at the Fort Lauderdale annual meeting**. Chapter leaders and any interested members are encouraged to attend.
- **Scott Kovarovics** will join the ASLA staff on October 3 as **federal affairs manager**. Currently serving as executive director of the National Trails and Waters Coalition, Kovarovics has had extensive Hill experience, including serving as Representative Sam Gejdenson's (D-CT) chief of staff and legislative director.
- **Forrester Construction Company has been selected as the general contractor for the headquarters green roof project**. Key factors in the decision were Forrester's experience with green roofs and soil-over-structure projects, willingness/experience working with donated products, enthusiasm for the project and its public relations potential, and glowing references.
- Preparations for the **Fort Lauderdale annual meeting** are entering the final stretch. The [agenda for the Board of Trustees](#) meeting is posted online.
- **President-elect designate Pat Caughey, FASLA**, represented ASLA at the recent meeting of the **Council of Landscape Architectural Registration Boards**.
- The **2006 committee appointment** process is winding down. Appointment letters, committee charges, and other background materials are being distributed by email this week.

Government Affairs

- Staff is compiling a database that encompasses all of the **Lobby Day visits from 2001-2005**. The **Government Affairs Advisory Committee** will be using the information to identify key offices that have not been visited and to assist chapters in efforts to visit Members of Congress in the district offices throughout the year.
- Government Affairs Director Julia Lent attended the annual meeting of the **Council on Licensure, Enforcement and Regulation** in Phoenix last week.
- On September 12, ASLA met with the National Conference of State Legislatures' **Healthy Community Design** program staff. The program has added ASLA resources to its [webpage](#).
- Federal affairs staff attended a two-day **American Institute of Certified Planners** training workshop on **Safe Growth and Planning** on September 14-15. Much of the days' events revolved around hazard mitigation planning and strategies for addressing the challenges in the Gulf Region in the wake of Hurricane Katrina.

ASLA Leaders E-Express ...

- On Friday, September 16, associate manager Sullivan attended a **Complete Streets Coalition meeting** where the finalization of the national campaign goals was discussed. The main goal will be to “Create materials, tools and connections that contribute to the adoption and implementation of effective complete streets policies and programs in 5 strategically located states and 25 local jurisdictions by the end of 2008. This will pave the way for a campaign to include complete streets in federal policy.”

Public Relations and Resource Development

- **Ashley Owens has joined the department as the new public relations manager.** She comes to ASLA with strong agency experience and a master’s degree in mass communications. **Erin Maguire has also joined the staff as the new public relations coordinator to work with the chapters** on building their local public relations outreach. Maguire is a recent graduate of George Washington University in communications. Both Owens and Maguire will be in Fort Lauderdale to participate in the Chapter Presidents Council meeting and the annual meeting and EXPO. Maguire is contacting the public relations chairs for each chapter to complete an audit of the chapters’ public relations and outreach efforts and to set up appointments to meet with individual chapter leaders in Fort Lauderdale next month.
- **The student awards press release** has received coverage in the following outlets: [Lawn and Landscape](#), [KOLD-TV](#) in Tucson, Arizona, Yahoo!, a number of newswires, [KXAN-TV](#) in Austin, Texas, [KSLA-TV](#) in Shreveport, Louisiana, [WHO-TV](#) in Des Moines, Iowa, and [ArchNewsNow](#).
- Public relations is working with the **New York Times** and **The Washington Post** on stories related to **Hurricane Katrina and rebuilding efforts.** **Trustee Chad Danos, ASLA, Tom Papandrew, FASLA, and Alan Fujimori, ASLA,** have been tapped as potential interviewees.
- Staff is working with producers of **Oklahoma Trustee Brian Dougherty, ASLA’s,** weekly garden program on WKY-FM (OK) to provide him with facilities to broadcast from the annual meeting in Fort Lauderdale on Saturday, October 8.
- The list of **confirmed media attendees** for the annual meeting is growing: *Garden Design; Cottage Living; Green Roofs Information Monitor; Grounds for Improvement; House & Garden; Interiorscape; Japanese Landscape Design; Landscape Journal; Landscape Architect and Specifier News; Metropolis; WKY/WWLS (OK); Sweets Product News; Vineyard; Southeast Construction; and Zwieg Letter.*
- The new public relations staff is compiling a **daily clip report** that includes ASLA, trends, allies, and general landscape architecture coverage in major media outlets to keep ASLA staff and national and chapter leaders abreast of trends and issues in the industry.
- The following chapters have appointed public relations chairs: Florida; California Southern; San Diego; Illinois; North Carolina; Michigan; Indiana; New York Upstate; Prairie Gateway; and Tennessee. **Chapters are strongly encouraged to appoint PR chairs in time for the CPC meeting in Fort Lauderdale.** Please send the name and contact information by September 30 to Erin Maguire, emaguire@asla.org.
- **LAND Online** was delivered Monday to 13,052 subscribers, up 193 subscribers from the previous issue. This week’s *LAND* includes articles on [ASLA’s response to Hurricane Katrina](#), [the announcement of the Flight 93 National Memorial design](#), and [several articles on the ASLA annual meeting](#). Staff is working with the consultant that distributes *LAND* to convert several thousand email addresses that have been marked as “invalid” to valid email addresses in order to ensure as many members as possible receive *LAND*.

ASLA Leaders E-Express ...

- Web editor Dave Connell continues to receive **offers of assistance for ASLA members who are victims of Hurricane Katrina**, including jobs, equipment, office space, and temporary housing. To date, 60-plus firms have offered help in one form or another and ASLA is facilitating communication through the chapters to individual members in need. ASLA National is hearing anecdotally that these offers are being used by members displaced by the hurricane.
- [The Dirt](#) currently has 565 subscribers to the email "Dirt Alert" service. The [Archinect](#) website cited an item in *The Dirt* this week.
- Seventeen firms are scheduled 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.
- A number of marketing and public relations projects are being finalized, including the annual meeting onsite program, the Professional and Student Awards program, and the 2006 Awards Call for Entries. The **Landscape Architecture magazine (LAM) media kit** is currently being printed and will be mailed shortly to prospective advertisers. The **2005 professional awards video** and the **student PowerPoint** are being edited and will be posted online for free downloads after their premier at the annual meeting awards ceremony.
- Marketing coordinated a number of **email promotions** this week: a reminder on the annual meeting was sent to members and nonmember landscape architects; an email to EXPO exhibitors promoted advertising in the 2006 ASLA/Sweets Landscape Architecture Directory; and a "save the date" email was sent to exhibitors inviting them to the *Landscape Architecture/McGraw-Hill Construction* breakfast at the annual meeting. LAM editor Bill Thompson, FASLA, will "host" the exhibitors breakfast, which will feature a special briefing on the landscape architecture industry and the market outlook for 2006 by the McGraw-Hill Construction analytics department.

Meetings and Special Programs

- **Attendee names** for the [2005 CPC Annual Meeting](#) in Fort Lauderdale on October 6 at the Marina Marriott **are still needed from the following chapters**: Alaska, Arkansas, Sierra, California Northern, Connecticut, Georgia, Kentucky, Maryland, Nevada, New York, North Carolina, Utah, Vermont, Virginia, and West Virginia. Please get these to Lynnette Davis at ldavis@asla.org by close of business Friday, September 23.
- The **call for education session proposals for the 2006 ASLA Annual Meeting and EXPO and 43rd IFLA World Congress in Minneapolis** was launched this past Monday in [LAND Online](#). The call for education session proposals will remain open until January 9, 2006.

Member and Chapter Services

- **Another milestone has been reached in membership.** On Monday, September 19, ASLA exceeded **16,000 members** and that number continues to grow. It was only last December that ASLA membership reached the 15,000 mark.
- Earlier this month, **Immediate Past President Susan Jacobson, FASLA**, did welcome-back-to-school presentations at **University of Illinois, Ball State, and Perdue**. Jacobson was also invited to teach a class at Illinois, her alma-mater. **Membership Vice President Bill Eubanks, ASLA**, presented at **UCLA Extension's** open house last week.

ASLA Leaders E-Express ...

- **Recruitment posters were sent last week to all ASLA Student Chapters** encouraging student membership. A copy of the poster was also sent to all ASLA Chapter Presidents for use if they were planning a back to school event. [Click here](#) to view a sample of the poster.

Deadlines and Reminders

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