

ASLA Leaders E-Express ...

November 2, 2005

Governance and Administration

- The **Board of Trustees** met by conference call today to continue discussion of the increase in the construction cost of the **headquarters green roof project**. The Board reviewed and approved a financing approach that includes targets for product donations and fundraising, as well as targets for reducing project costs. A building equity loan will be used as an interim measure to fund ASLA's investment in the project. Construction is slated to begin in December.
- EVP Nancy Somerville, Professional Practice Manager Jennifer Strassfeld, and Federal Affairs Manager Scott Kovarovics participated in the October 24-25 **U.S. General Services Administration charrette on perimeter security**. ASLA members **Mark Rios, ASLA**, and **Peter Shaudt, ASLA**, also participated in the session, which focused on refining case studies and other content for a GSA guide on site security. **Rios Clemente Hale** has been retained by GSA to help develop the case studies and guide content. **Mary Ann Lasch, FASLA**, facilitated the two-day session.
- EVP Somerville met last Friday with the board of directors of **Scenic America**. Discussions are underway with Scenic America concerning potential areas for collaboration.
- EVP Somerville represented ASLA at the **McGraw-Hill Construction Outlook** conference held on October 20. The economic forecast for 2006 calls for continued slow but steady growth and low inflation. The outlook for the construction industry is strong, with an expected decrease in housing construction offset by strong growth in other market sectors.
- ASLA exhibited at the annual conference of the **National Recreation and Parks Association** held on October 18-20.
- **President Dennis Carmichael, FASLA, Professional Practice VP Rob Tilson, FASLA, EVP Somerville, and Public Relation and Resource Development Director Ann Looper** have been invited by the **National Building Museum** to represent the ASLA at the **presentation of the Scully Prize to HRH Prince Charles** tomorrow afternoon.
- President Carmichael, FASLA, and EVP Somerville and attended the **ACE Mentor Program Dinner** last week. ASLA has committed to becoming a national sponsor of this program, which introduces high school students to the design and construction professions. More than 80 percent of ACE participants are minority students and more than 50 percent are female.
- On the lighter side: President Carmichael, FASLA, and **Past President Bob Mortenson, FASLA**, served as the celebrity judges on Monday for the **staff's annual pumpkin carving contest**. Six entries received merit awards and three received honor awards. A carved portrait of Frederick Law Olmsted was lauded by the judges but was not eligible for an award since it was carved offsite.

Government Affairs

- Government Affairs Director Julia Lent and Federal Government Affairs Manager Scott Kovarovics will represent ASLA on November 3 at the first meeting of interested parties to develop a **"collaborative" to assist the Gulf Coast region to prepare plans for rebuilding**. **Rep. Earl Blumenauer (D-OR), Hon. ASLA**, is spearheading this effort. ASLA members are already involved in a **mapping project for the environmentally sensitive areas** in that region. **Frederick Steiner, FASLA**, is leading the team of landscape architects for the mapping project.
- Director Lent attended the start-up meeting of the **Sustainable Development Network**, hosted by ULI, on October 26. In addition to ASLA, real estate, planning, and design groups were in

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attendance. At this stage, it appears that the focus of the network will be sharing of information between the groups and working to come to a common definition (and examples) of sustainable development. The next meeting is expected to take place in January.

- Manager Kovarovics participated in the steering committee meeting on October 28 of the **Surface Transportation Policy Project's** effort to develop a set of regional workshops for the **implementation of SAFETEA-LU**. ASLA will be allocated several slots in each workshop for participation by landscape architects.
- Director Lent joined in strategy discussion on October 28 for the upcoming campaign to support the USDA Forest Service Urban and Community Forest Program through the **Sustainable Urban Forests Coalition**.

Public Relations and Resource Development

- **Formal proposals have been sent to the major product and service providers specified for the ASLA green roof project** asking them to donate to the project: American Hydrotech; Chapel Valley Landscape Contractors; Green Roof Plants; Next Generation Hardwoods; Ohio Gratings; Lafarge; and Permaloc. Commitments have not been finalized, but initial conversations with company representatives have been very positive. Staff are also pursuing smaller items and cash contributions.
- Director Looper attended the **McGraw-Hill Construction Industry Association Council** meeting last week along with representatives of 20 other allied design and construction organizations, including AIA, ASCE, AGC, NAHB, NSPE, and USGBC. The main topic was rebuilding after the hurricanes and Looper shared ASLA's activities to date with the group. ASCE has asked the Mississippi and Louisiana engineering registration boards to waive the continuing education requirement for licensure for engineers in the affected areas and ASLA is following up with the Mississippi board as well (Louisiana does not require CE for landscape architects).
- A [press release on the ASLA 2006 professional and student awards call for entries](#) was distributed, in concert with the feature story in *LAND Online*. The [2005 professional awards video](#) and student awards PowerPoint were posted online for free downloading and viewing as well. DVD versions will be sent to award winners and all professional and student chapters this month. Six professional entries and one student entry have already been received for the [2006 Awards Program](#). Posters are being sent to the schools to promote the Student Awards Program. An email promoting the 2006 [Call for Entries](#) was delivered on Monday to 21,493 members and prospects. Of those, 6,768 have opened the email and 415 clicked on the link to the 2006 Call for Entries page. Seventy downloads of the call for entries have been logged as of midnight last night. **Please note the deadlines for the professional awards have been moved back to February.**
- The [National Landscape Architecture Month website](#) has been updated for planning for April 2006. Public relations staff briefed the Chapter Presidents Council about the new information, asking each chapter to plan one event during April to reach out to the general public in their communities to help them "**Discover Landscape Architecture**," which will be the theme. The site now includes links to find local affiliates of the Boy Scouts, Girl Scouts, ACE Mentor Program, YMCA, YWCA, and FFA. Other links and resources will be added soon.
- Public relations is coordinating with the **National Building Museum** on a **year-long lecture series addressing rebuilding after Hurricane Katrina**. The kickoff event will be Monday, November 14, at 6:30 pm, and will feature a panel discussion moderated by *Architectural Record* editor Robert Ivy, FAIA. **Suzanne Turner, FASLA**, professor emerita of Louisiana State University, will represent ASLA on the panel. Public relations staff is planning editorial board meetings with media outlets in

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Louisiana and Mississippi to brief editors and reporters on the landscape architecture issues surrounding the recovery and rebuilding efforts along the Gulf Coast.

- Public Relations Coordinator Erin Maguire is working with the **New York Chapter** to build **media coverage of their November 3 event honoring Christo and Jeanne-Claude for *The Gates* landscape art installation** in Central Park earlier this year. Representatives from *ArchNewsNow* and *Gothamist* will be attending and staff is following up with other media as well. The media advisory for the dinner was released on [PR Newswire](#) and was featured in [Forbes Online](#), [AP Alert](#), [Landscape Online](#), [Yahoo News](#), and [Canada.com](#).
- Public Relations Manager Ashley Owens is coordinating **interviews for the 2005 award winners** for a series of professional and student Q&A profiles being created for [ArchitectureSchoolsOnline](#). The site offers architecture school listings and is developing a wide range of information on education, scholarships and career options for potential and current architecture students.
- Manager Owens has updated the database of experts to better facilitate media interviews, government affairs testimony assistance, and speaker requests.
- Thanks to a good suggestion from the public relations advisory committee, **the new [career discovery brochure](#) is being translated into Spanish** and posted in PDF format on the [career discovery page](#).
- The most popular stories in the last issue of **LAND Online** were [ASLA Inducts 41 Landscape Architects to Council of Fellows](#), [People](#), [JobLink](#), [ASLA Annual Meeting Draws Record Crowds](#), and [ASLA 2006 Awards Call Fort Entries Released](#). Web Editor Dave Connell continues to work to identify members who have incorrect email addresses on file with ASLA. As a result, the last issue of [LAND Online](#) was sent to 15,223 members, and delivered to 13,393, a net increase of nearly 2,000 since June. Efforts to contact remaining members with incorrect email addresses will be ongoing.
- To provide non-attendees with a glimpse of the **annual meeting**, **a [multimedia page](#) has been created featuring podcasts (audio interviews) with speakers**, including Jeff Speck, director of design for the National Endowment for the Arts, Rick Fedrizzi, president of the US Green Building Council, Diane Dale, ASLA, Steve Martino, FASLA, and Drew Becher, deputy director for neighborhood planning and development for Washington, D.C. Photos from the meeting and the awards video and student powerpoint presentations are also featured.
- The **ASLA web site has had close to one million more visits so far this year**, compared to the same time last year. The statistics indicate increased use of the web site by members and the general public:

Site Visit Summary			
	2004	2005	Differential
Visits	1,955,766	2,917,678	(+) 961,912
	6,370		
Average per Day		9,534	(+) 3,164
Average Visit Length	0:08:56	0:13:38	(+) 5 min.
Unique Visitors	885,671	1,034,373	(+) 148,702
Visitors Who Visited Once	670,214	790,068	(+) 119,853
Visitors Who Visited More Than Once	215,457	244,305	(+) 28,848

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Meetings and Special Programs

- The **2005 CPC annual meeting evaluations** have been tallied with a total of 29 collected. The change in format to a one-day meeting with a split in content between chapter presidents elect and chapter presidents was well received. The overall rating for the CPC meeting was 8.2 versus 8.0 at midyear. The highest rated aspect of the meeting at 8.93 was the opportunity afforded by the meeting in Fort Lauderdale to learn and take away national priorities and tools for effective chapter management.
- The [Fellows webpage](#) has been revamped and updated to include the [2005 Class of Fellows](#) bios. The call for Fellows nominations for the Class of 2006 is now open through February 17, 2006.
- **The 2006 Annual Meeting Steering Committee** held its first conference call to review its tasks and its timeline in preparation for Minneapolis. The first deadline for the committee members is November 21, 2005, when individual education session recommendations are due. The committee will hold its second call to finalize the invited education program on December 15, 2005, and will meet in D.C. to complete the whole program on February 3-4, 2006.
- **President-elect Pat Caughey, FASLA**, is traveling to the Washington Chapter as keynote speaker at the chapter's annual awards banquet on November 3.
- **Chapter election results are due.** If your chapter has not yet reported the newly elected Executive Committee/Officer names please send the results by **Friday, November 4** to the attention of Lynnette Davis ldavis@asla.org.

Membership and Student Services

- **Membership VP Bill Eubanks, ASLA**, served on the awards jury for the **San Diego Chapter** on September 21. On September 29, Eubanks was the keynote speaker for the **Arizona Chapter Awards Banquet**.

Information and Professional Practice

- ASLA plans to release the next LATIS report, "**LATIS FORUM on Therapeutic Gardens**" the first week of November. LATIS reports are published in electronic format as PDF documents and are available free to members and accessible online via a link through the [Professional Practice Headquarters](#) section. Non-members may purchase LATIS reports online.

Landscape Architecture Magazine

- The cover of the **November Landscape Architecture** is one of those "extreme" LAM covers. Love it? Hate it? Feel free to email Editor Bill Thompson, FASLA, about it or anything else in this issue at bthompson@asla.org. Other highlights of the November issue include: the 9/11 Memorial design in Pennsylvania; experimental gardens at the Garden Festival at Metis in Quebec; Ken Smith's roof "garden" at MOMA in New York; and practical guidance on bridge design, pro bono practice, updating iconic landscapes, and other matters.
- The **December issue** will feature highlights of the 2005 Chaumont Garden Festival, the theme of which is "Gardens Have Memory." Other features will include: a residence in Potomac, MD, which draws on the agrarian traditions of this Washington, D.C. suburb before McMansionization; new dimensions in children's play at the Hamill Family Play Zoo outside Chicago; and do healing gardens really heal? In December's Shared Wisdom, horticultural therapist Theresia Hazen shares her views.

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Deadlines and Reminders

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