

ASLA Leaders E-Express ...

November 16, 2005

Governance and Administration

- EVP Nancy Somerville and Federal Affairs Manager Scott Kovarovics met with the CEOs of **Scenic America**, the **American Recreation Coalition**, and the **America's Byways Resource Center** last week to discuss promotional and advocacy issues related to the 15-year anniversary of the Byways program, which will be celebrated during 2006. ASLA was heavily involved as an advocate when the Byways program was established.
- **ASLA participated in and exhibited at USGBC's Greenbuild International Conference and Expo** in Atlanta last week. See Information and Professional Practice for additional details.
- Staff are reviewing additional changes to the planned **e-networks web functionality to be tested with the Executive Committee and Board of Trustees this fall**. As well as serving as an information center for committees and other special member groups, the e-networks will enable threaded discussions and online surveys and ballots.
- **Green roof update:** The **contract with Forrester Construction** has been reviewed by counsel and will be ready for signature shortly. The contractor is scheduled to move onto the site and begin work on December 19. See Public Relations and Resource Development for an update on fundraising and donations.
- **President Dennis Carmichael, FASLA, and Professional Practice VP Rob Tilson, FASLA**, were among the **Potomac Chapter** members honored at a reception held at headquarters on November 10.
- The **Ethics Committee** is working with staff and counsel to develop written procedures for handling complaints. Changes to the Code of Ethics to clarify procedures are also being drafted and should be ready for Board of Trustees review and action at the midyear meeting.
- Government Affairs and Public Relations staff held a **conference call with the Louisiana Chapter leadership last week to touch bases on all ongoing disaster response activities**, including ASLA participation in activities/initiatives led by other organizations. ASLA is assisting the chapter with outreach to elected officials and media.

Government Affairs

- Legislative Assistant Heather Morris and Web Editor Dave Connell attended the presentation of the [Environmental Protection Agency's 2005 National Awards for Smart Growth Achievement](#) on November 15, 2005. This year, awards were given in five categories: Overall Excellence, Built Projects, Policies and Regulations, Small Communities, and Military Base Redevelopment. The award winners provided exemplary examples of the smart growth principals supported by ASLA, including the importance of walkability, public spaces, transit-oriented design, and sustainability.

Public Relations and Resource Development

- PR Manager Ashley Owens coordinated media interviews with: **Pamela Burton, ASLA**, for a story on container landscapes; **Ed Curtin, FASLA**, and **Sue Thompson, ASLA**, for a story on parks; **Cam MacLachlan, ASLA**, for a story on wetlands; and **Rob Tilson, FASLA**, for a story in the *Lowe's Home Improvement Newsletter* on the topic of rubber mulch.
- New **Chapter Operations Workbook "How to Work with the Media" materials** are in the final stages of review before being posted.

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- Staff attended the **National Building Museum's** "Building in the Aftermath" session on Monday, featuring **Suzanne Turner, FASLA**, as a panelist. The discussion focused on the current state of affairs in New Orleans and the rebuilding effort. ASLA was a cosponsor of the event.
- PR coordinator Erin Maguire is working with the **Maryland and Potomac Chapters** to promote their Annual Awards Celebration at the U.S. Botanic Garden on November 30.
- To date, **Utah, Connecticut, Iowa, and California Southern chapters** have provided dates and activities for the comprehensive 2006 chapter calendar that coordinator Maguire is compiling for the COW, *LAND Online*, and public relations planning purposes. Chapter leaders are asked to provide this information by December 15.
- **President Carmichael, FASLA**, was interviewed by *The Zweig Letter* on his agenda as president of ASLA. They also discussed how design professionals who hold leadership positions at professional societies manage to balance their work for the organizations with their work at their firms.
- A new round of **membership reinstatement telemarketing began Monday**, targeting former members whose membership has lapsed within the past five years. To date, 52 former members have reinstated.
- Sixteen professional entries and five student entries have already been received for the [2006 Awards Program](#). Posters were sent to the student chapters and program chairs to promote the program. If you have a place you can display a poster to promote the awards program, please contact Honors and Awards Coordinator Carolyn Mitchell, cmitchell@asla.org.
- Work continues to **capture member emails** to increase circulation of *LAND Online* and other member communications. The last issue of *LAND* was delivered to 13,552 members, an increase of 693 over the previous issue.
- **Pledges of cash contributions for the green roof total \$20,000** from EVP Nancy Somerville, President Dennis Carmichael, FASLA, LAF President-elect Chris Dimond, FASLA, and Wimmer Yamada and Caughey. Pledges may be made over three years, payable by December 31, 2008. Now that the tax attorney has clarified the deductibility of cash contributions by firms and individuals, a campaign will be launched next week to approach firm principals about donating. *LAND Online* will feature a story on contributing and highlight the recognition benefits on Monday. For information on contributing, contact Public Relations and Resource Development Director [Ann Looper](#).
- **Chapel Valley Landscape Company** has agreed to provide the landscape installation services on the **ASLA green roof** for a flat \$13,000 fee, representing an **in-kind contribution of more than \$20,000** to the project. **Green Roof Plants** will contribute consulting and extensive plantings for the project (valued at more than **\$5,000**). **Green Roof Products/St. Louis Metalworks** will provide edging and drains (fair market value still being calculated). Proposals are out to companies soliciting intensive plantings, lighting, wood, concrete, grating, roofing system materials, glass, CMUs, and sheet metal.

Meetings and Special Programs

- The [chapter roster on the website](#) has been updated with the 2005-2006 chapter officer contact information. The individual headshots have been added to the [CPC photo gallery](#) on the COW for download by the chapters.
- The [Fellows webpage](#) was further enhanced this week with the addition of the [Class of 2005 Fellows Investiture photo gallery](#). The call for Fellows nominations for the Class of 2006 is now open through

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February 17, 2006. The [eligible members](#) for nomination list by chapter is available for download on the Council of Fellows webpage.

- The **quarterly CPC conference call** has been rescheduled for Thursday, December 8, at 3:00 pm EST. The agenda items will be key dates for 2005-2006 and the chapter rebate deposit schedule and process.

Member and Chapter Services

- Membership continues to grow at a rapid pace. **As of today, ASLA is 16,500 members strong.** That is an increase of 500 members since September 19, when ASLA hit the 16,000 mark. Here is a breakdown by category:

Member Type	Number of Members
Associate	1520
Affiliate	658
Fellow	573
Honorary	58
International	137
Full	9720
Corporate	150
Student	3007
Student Affiliate	680
Total	16503

- ASLA was very well received by USGBC members and other attendees at Greenbuild. During the three-day Expo, 500 issues of *Landscape Architecture* were distributed.

Information and Professional Practice

- The **LATIS FORUM on Therapeutic Garden Design** has been released and is available free to members and accessible online via a link through the [Professional Practice Headquarters](#) section.
- ASLA and the **Lady Bird Johnson Wildflower Center** collaborated to present “Achieving Sustainable Sites” as a panel discussion, Friday, November 11, during the **Greenbuild International Conference and Expo**. Presenters and panelists included **Jana McKenzie, ASLA; Heather Venhaus, ASLA; Patrick Curran, Student ASLA**, and Professional Practice Manager Jennifer Strassfeld. **Mike Abbate, ASLA**, moderated the discussion. **Jana McKenzie, ASLA**, also moderated the discussion of the newly established Member Circle for Site Designers and Planners. ASLA’s booth in Greenbuild’s Expo hall was well visited.

Deadlines and Reminders

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