

ASLA Leaders E-Express ...

November 30, 2005

Governance and Administration

- **Michael Van Valkenburgh, FASLA**, met with staff last week to discuss promotion and fundraising for the **green roof project**. MVVA is **contributing \$5,000 of its fee** to the project and Van Valkenburgh and his staff are assisting with the efforts to secure product donations and other sponsorships. MVVA will also design the recognition plaques that will be placed on the building exterior and at the top of the access stairwell. See Public Relations and Resource Development for additional information on green roof donations and sponsorships.
- A **planning session** with **President Dennis Carmichael, FASLA**, and **President-elect Pat Caughey, FASLA**, is scheduled for December 8 and 9 at headquarters. **Carmichael** will address the Board of Directors of the **American Institute of Architects** on December 10.

Government Affairs

- At the request of the **Federal Emergency Management Agency (FEMA)**, ASLA is working to identify members in Louisiana and elsewhere who can volunteer one week in early December to **help FEMA and the Louisiana Recovery Authority to facilitate dozens of community visioning and planning sessions** across more than 20 parishes. The Louisiana Chapter is spearheading the effort to identify and recruit local landscape architects. These sessions represent the first step in a long-term effort to develop rebuilding plans that are grounded first and foremost on the vision of the people who live and work in these communities.
- Next week, Government Affairs Director Julia Lent will be attending the **National Conference of State Legislatures' Fall Forum** in Chicago. The meeting will focus on the recovery of the Gulf Coast and the fallout from the Supreme Court ruling impacting eminent domain for economic development purposes, *Kelo v. New London*. While in Chicago, Director Lent will also be visiting with chapter leaders to discuss strategic planning for a **2006 practice act upgrade effort in Illinois**.
- ASLA is joining the **Surface Transportation Policy Project (STPP)** and groups from across the country to sponsor a series of regional workshops. The workshops are designed to help a wide array of partners better **understand SAFETEA-LU**, to leverage opportunities it provides to improve transportation planning and public involvement, and continue to expand transportation options beyond traditional roads and highways. **The first workshop will be held in Charlotte, North Carolina on January 19-20, 2006** and will serve the following states: Alabama, DC, Florida, Georgia, Maryland, North Carolina, South Carolina, Tennessee and Virginia. **ASLA National is pleased to invite one ASLA representative from each of these states to participate in this workshop**. Please contact Director Lent or Federal Government Affairs Manager Scott Kovarovics with the name of your designee; the **deadline is December 2**. An email with more information was sent to chapter presidents of the nine chapters on Monday, November 28.

Public Relations and Resource Development

- **Contributions for the green roof have risen to \$40,347.99 with support from SWA Group (\$10,000), Michael Van Valkenburgh Associates Inc. (\$5,000), and Arkansas Trustee Melissa Evans, ASLA, (\$347.99)** who donated her BOT meeting reimbursement. Contributions may be made over three years, payable by December 31, 2008. *LAND Online* is featuring a series of articles on [how to contribute](#) funding and materials for the project with a list of contributors to be updated each issue.
- **Ohio Gratings** will donate the aluminum grating, which is a significant design element for the green roof (fair market value still being calculated). **National Concrete Masonry Association** is helping

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find a contributor for the CMUs. **Outdoor Illuminations** will assist in lighting design, fixture donations, and installation (fair market value still being calculated). Proposals are still being considered by companies to donate the intensive plantings, lighting, wood, concrete, roofing system materials, glass, and sheet metal. Many thanks to **Information and Practice Vice President Rob Tilson, FASLA, West Virginia Trustee Tom Hall, ASLA, and Potomac Chapter Trustee Faye Harwell, ASLA**, for assistance in identifying and contacting local subcontractors and nurseries for support.

- PR Manager Ashley Owens and Web Editor Dave Connell are working with Federal Government Affairs Manager Scott Kovarovics to solicit volunteers to **assist FEMA with its Long Term Community Recovery in Louisiana Initiative**, which will kick off next week.
- Manager Owens is working on a story on ASLA's alliance with **EPA GreenScapes** for the [EPA Web site](#).
- The **professional and student awards call for entries** was sent to the auxiliary organizations around the globe for promotion to their members. CELA is also sending awards information to its members. *Architect* has added the information to their [online calendar](#) of events and *Dialogue* magazine (Taiwan, China, Southeast Asia, and major cities in the US) is also promoting the awards program. Twenty professional entries and six student entries have already been received for the [2006 Awards 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.
- Executive Vice President Nancy Somerville was interviewed last week by [Celebrated Living](#), American Airline's magazine for first class and business class travelers. The story will focus on consumer interest in and increased spending on landscape. **Raymond Jungles, ASLA, and Mario Nievera, ASLA**, were also recommended for interviews with the magazine.
- Public Relations Coordinator Erin Maguire has been assisting the **Potomac and Maryland Chapters** in building media interest for the [joint chapter awards celebration](#) tonight. Media representatives from the *Washington Post* and BPI are planning to attend. Maguire also sent photos to key media following the ASLA **New York Chapter** event honoring Christo and Jeanne-Claude.
- **The next issue of LAND Online will be delivered on Monday** and will feature articles on the green roof budget and product donations, *LAND Online* submission guidelines, the call for nominations for ASLA honors, and ASLA's new partnership with the [ACE Mentor program](#), among other articles.
- *The Dirt* has reached yet another milestone and now has **over 700 "Dirt Alert" subscribers**.
- A new round of **membership reinstatement telemarketing is underway**, targeting former members whose membership has lapsed within the past five years. To date, 319 former members have reinstated.
- An email was sent to members on Monday encouraging submissions of **education session presentation proposals for the 2006 Annual Meeting**. To date, 10,158 people have received the message, 3,580 have opened it, and 226 have clicked on the link to the call for proposals.

Meetings and Special Programs

- The **quarterly CPC conference call is scheduled for Thursday, December 8 at 4:00 pm eastern**. The agenda items will be key dates for 2005-2006 and the chapter rebate deposit schedule and process. The telephone number to call in is: 1-888-560-3504 and the pass code is: 422455#.

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- Please remember to **schedule chapter visits at least eight-weeks in advance**. All requests for a national officer visit should come to ggarcia@asla.org. Currently there are chapter visits slated for: New Jersey, Illinois, and the Central States Conference (Iowa, Oklahoma, Prairie Gateway, and St. Louis).
- The **2005-2006 CPC subcommittees** will begin work in early January. The subcommittees and members are:
 - Past Presidents: Brent Baker (TX); Keith Wilson (CA-Sierra); Josh Karrick (KY); Alan Wyatt (TN); Peter Auyer (NYU); Stephanie Demchik (MD); Janet Meisel-Burns (CO); Rod Cameron (CT); Matt Mathes (WA); Tim Britain (MI).
 - Advocacy: Marq Truscott (CA Sierra); Dave Cutter NYU; Jessica McClung (SC); Lori Woods (AZ); Angela Woodward (CA Southern); Keith Billick (PG); Aris Stalis (CT).
 - Emerging Professionals: Marq Truscott (CA Sierra); Maureen Colaizzi (WA); Jane Kulik (CO); James Coffman (AZ); Jason Walker (MS).

Landscape Architecture Magazine

- An **article from *Landscape Architecture* has been posted on the current issue of the IFLA Online Journal**. Go to: www.iflajournal.org/ and you'll see a small image with PDF attached. Click on the PDF to open the image. The featured article is "Without Precedent or Sequel" (October) by Jan Streifel, FASLA. Plans are to include an article from LAM in each future issue of the online journal. Cecilia Paine, ASLA, is coordinating the effort.

Deadlines and Reminders

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