

ASLA Leaders E-Express ...

December 14, 2005

Governance and Administration

- **President Dennis Carmichael, FASLA, and President-elect Pat Caughey, FASLA,** met at headquarters last week for **planning sessions** with staff. While at ASLA, Carmichael made a presentation on his work to ASLA staff and handed out the **2006 staff service awards**. Service awards are given to staff to recognize major (5-year increment) anniversaries. Three staff received 10-year service awards: JoAnn Brown, Jeff Roth, and Angela Wilson. Seven staff received five-year service awards: Gerry Beaulieu, Susan Hines, Michael Hudgins, Emma James, Nancy Somerville, Lisa Speckhardt, and Paula Ward. Also making an appearance at headquarters last week was **Idaho/Montana Chapter Trustee Jon Mueller, ASLA**.
- **President Carmichael** addressed the Board of Directors of the **American Institute of Architects** at its meeting on Saturday, December 10. In his remarks, Carmichael stressed areas in which the two professions and the two organizations could work more closely. He also discussed the ASLA headquarters green roof project and initiatives on sustainable design.
- **The Idaho/Montana Chapter voted unanimously to contribute \$1,000 to the headquarters green roof project,** representing a significant portion of the chapter's annual revenue. In announcing the gift, chapter president **Keith Dixon, ASLA,** noted: "It is our belief that this demonstration project will help showcase the skills and talents of Landscape Architects to the nation, and the importance of mitigating the environmental impacts of humanity's improvements to the land. ...Further, we would like to challenge all other chapters to contribute what they can to the project. It is our hope that this modest contribution will help to create an "avalanche" of giving by the members that make up our society."
- ASLA came in fifth in its division in the Greater Washington Board of Trade's **Wellness Works** campaign. Wellness Works is a regional, business-led fitness campaign that encourages employees to engage in 30 minutes of physical activity, five days a week for six weeks.

Government Affairs

- On December 7, Government Affairs Director Julia Lent met with the **Illinois Chapter** leaders to discuss their upcoming campaign to upgrade their licensure law to a practice act. The chapter is quickly putting together a strategy to introduce legislation in 2006. Lent was in Chicago attending the **National Conference of State Legislatures' Fall Forum**, which included a plenary session on the EPA response to Hurricane Katrina, as well as sessions on Safe Routes to School, wetland restoration, and the Gulf Coast rebuilding effort.
- Associate Federal Government Affairs Manager Dan Sullivan attended the meeting of the **Complete the Streets** Steering Committee this week, which included a review of Sacramento's guide on best practices: <http://www.sactaqc.org/Resources/Agreements/CompleteStreets.pdf>.
- Federal Government Affairs Manager Scott Kovarovics and Louisiana Chapter Trustee **Chad Danos, ASLA,** will participate in a **strategy session convened by FEMA and the Louisiana Recovery Authority (LRA)** in Baton Rouge on Monday, December 19. The session will include representatives of other leading national design professions, including AIA and APA. The participants will discuss how they can work together over the next 12 to 18 months to support long-term recovery throughout the state. More than 40 ASLA members from across the country have volunteered to facilitate the local visioning and planning sessions that FEMA and the LRA have tentatively scheduled for early January throughout southern Louisiana.

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Public Relations and Resource Development

- **Tedra Hackett** joined the department on Tuesday as **ASLA's new web designer**. She is working with Web Editor Dave Connell on redesigning *LAND Online* and designing new "subsites" for the ASLA green roof and residential consumer information. They both met with the Online Committee this week via conference call and will meet with department directors in the coming weeks to discuss long-term goals for each department's section of the website.
- **Contributions for the green roof have risen to \$46,347.99 with a \$10,000 contribution from Sasaki this week.** Staff is now focusing on obtaining firm contributions. 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.
- **American Hydrotech has agreed to provide the green roof assembly**, which requires quite a bit of coordination among manufacturers and contractors. The value of the materials and services to be donated is still being negotiated, but will provide ASLA with significant savings. **Forest World Group has indicated they will donate lpe wood** for the decking (fair market value still being calculated).
- **Terry Ryan, FASLA, Scott Siefker, ASLA, and Amanda Walters** from EDAW were interviewed by **Lowe's Home Improvement** newsletter for a story on successful firm newsletters.
- PR Coordinator Erin Maguire and Web Editor Connell attended the **Maryland/Potomac Chapter Awards** Presentation at the U.S. Botanic Garden that attracted over 200 attendees. Maguire worked with the chapter to build media interest in the event. Joel Lerner, the syndicated garden writer for *The Washington Post*, attended, along with media representatives from BPI.
- PR Coordinator Erin Maguire continues to compile the **ASLA chapter calendar of events**. **New York, Colorado, Washington, Utah, Connecticut, California South, Boston, Oregon, Minnesota, and Iowa** have all sent in their chapter events list. Chapter leaders are asked to please send their calendars of events to emaguire@asla.org as soon as possible so they may be included in promotional opportunities, posted on the web site, and incorporated in public relations planning for 2006.
- PR Manager Ashley Owens is coordinating with **ULI** to explore public relations and advertising partnership opportunities for 2006. Other PR initiatives include work with the **Chautauqua Institute** to begin promotion of the [Landscape Architecture and Community Design seminar](#) to be held in July 2006.
- **ASLA holiday cards and LAM gift subscription cards** were mailed to key members of the media this week. Several recipients have already written enthusiastically thanking ASLA for the gift, including representatives from NPR, *ArchNewsNow*, and *Stone Business*.
- **Susan Jacobson, FASLA**, is writing an article for a 2006 issue of the [SchoolFacilities.com](#) **newsletter** on common problems facing school facilities staff, landscape architecture solutions, and the importance of having a landscape architect work on school projects.
- **Andrea Cochran, ASLA, Mia Lehrer, ASLA, Pamela Burton, ASLA, and R. Michael Schneider, ASLA**, are being interviewed by [Sunset Books](#) for inclusion in a new book entitled *Patios, Rooftops, and Gazebos*. The book will feature landscape architect profiles and residential project photos from California.
- A new [Working with the Media](#) section is now available for chapter reference on the COW.

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- PR Manager Owens is working with North American Precis Syndicate on syndicated news story entitled “**Plan Now for Your Spring Planting: Hire a Landscape Architect to Add Value to Your Home**” that will be released this month to newspapers across the country.
- The **2006 Annual Meeting and IFLA World Congress [graphic direction](#)** was selected last week and beautifully reflects the meeting theme: "Green Solutions for a Blue Planet." The design elements are still being refined and the ASLA and IFLA logos will be added into each marketing piece, but it conveys the environmental concept, international flavor, and cosmopolitan feel of the city of Minneapolis.
- The **latest membership reinstatement telemarketing campaign** concluded last week with 348 former members reinstating their membership. This campaign will continue on a monthly basis.
- Thirty-two professional entries and sixteen student entries have already been received for the **[2006 Awards Program](#)**. 2005 Awards DVDs were sent to the professional and student award winners. They will also be sent to the professional and 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.

Meetings and Special Programs

- The second quarterly **Chapter Presidents Council (CPC) conference call** was held Thursday, December 8, 2005. The CPC chair and chair-elect, 22 chapters and four ASLA staff participated. On the call were chapter leaders including treasurers and association managers from: Arkansas, Boston, Colorado, Connecticut, Georgia, Great Plains, Hawaii, Illinois, Indiana, Kentucky, Louisiana, Michigan, Minnesota, New Jersey, New Mexico, Ohio, Oregon, Pennsylvania/Delaware, Sierra, Tennessee, Utah, Virginia, and Wisconsin. Staff from Membership, Meetings and Special Programs, and Public Relations were also on the call. A brief summary of the call can be found on the [Chapter Operations Workbook \(COW\)](#).

Landscape Architecture Magazine

- Coming up in the **next issue of *Landscape Architecture***:
 - Updates from New Orleans: a letter from a landscape architecture who fled and has returned; an ecological vision for rebuilding
 - Important new built work: Lawrence Halprin's new campus in San Francisco's Presidio; the new landscape architecture building at Penn State
 - Two *estancias* on the South American pampas
 - Residential design: an ASLA Award winner in Key West
 - Useful take-home information: copyright information for landscape architects; urban planting for wildlife
 - And a Shared Wisdom piece on Bruce Babbit!

Information and Professional Practice

- As of last week, **all new Professional Practice Network (PPN) members received a letter of welcome** containing contact information for becoming involved and a questionnaire to inform Network chairs of member interests. The first batch of welcome letters were sent to PPN members who joined a network between mid-September and mid-November of 2006. Letters will continue to be sent monthly.
- In an email sent on Tuesday, December 13, ASLA notified all PPN members of the opportunity to review annual meeting proposals and prepare comments for the Annual Meeting Steering Committee. ASLA will be accepting volunteers until January 6. The review period begins on January 13.

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- On Monday, **James Speck, ASLA**, Chair of the Parks and Recreation PPN met with Rich Dolesh, the National Recreation and Park Association's Acting Director of Public Policy to explore possible new partnership opportunities. Professional Practice Manager Jennifer Strassfeld, Professional Practice Coordinator Rachel Shaw, and Federal Government Affairs Manager Kovarovics, also participated in the meeting.
- Also on Monday, John Rosenow, President of the **National Arbor Day Foundation**, Dan Lambe, Vice President for Programs, and Nancy Rosenow, Executive Director of **Dimensions Educational Research Foundation** met with ASLA's Education and Academic Affairs Director Ron Leighton and Professional Practice Manager Strassfeld to discuss involving landscape architects in the program of their upcoming **Working Forum on Nature Education for Young Children**. **James R. Wike, ASLA**, was cited as a valued collaborator in the groups' past programs addressing children's environments.

Deadlines and Reminders

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