

ASLA Leaders E-Express ...

January 11, 2006

Governance and Administration

- **Past President Dennis Otsuji, FASLA**, is serving on the **Construction Specification Institute's** 2006 Michelangelo award jury. **Past President Susan Jacobson, FASLA**, will serve on the 2007 jury. CSI created the Michelangelo award in 2005; the inaugural award was given to **Lawrence Halprin, FASLA**.
- A **Gulf Coast Environmentally Sensitive Areas Map Technical Advisory Group** met at ASLA headquarters on December 19. ASLA hosted the meeting, which was organized by Fritz Steiner, FASLA, and the **Regional Plan Association**. Other attendees included **Barbara Faga, FASLA**; **Jim Sipes, ASLA**; and **Jan Schach, FASLA**. Representatives of the **U.S. Geological Survey** also participated in the meeting. The group has targeted February for completion of the first phase of the mapping project.
- **Green roof progress report:** Relocation of the HVAC units on the roof was completed over the holidays. Masonry work began last week and demolition of the stairwell is to begin this week. See the public relations section for a fundraising update.
- A cross-departmental staff group met last week to discuss planned upgrades and enhancements for the **iMIS database**. An overall software upgrade is planned for early 2006. Enhancement projects include completion of a database-integrated version of JobLink, development of ProjectLink, and the addition of online joining functionality for student affiliates and corporate members. The e-networks functionality will be rolled out this month for testing by the Executive Committee, Board, and students.

Government Affairs

- Federal Government Affairs Manager Scott Kovarovics and **Louisiana Trustee Chad Danos, ASLA**, continue to be engaged with **FEMA** and the **Louisiana Recovery Authority (LRA)** concerning how ASLA can assist them in developing and implementing a long-term recovery strategy. During a call with ASLA, APA, AIA and others on January 9, FEMA and LRA outlined six general areas of potential partnership including: public education and outreach, specialized technical assistance for communities, technical advice for FEMA and LRA, and government advocacy.
- FEMA and LRA have also asked ASLA, APA, AIA and others to **identify members who can help staff open house sessions during Louisiana Recovery Planning Day on January 21**. The day-long sessions will be held in Baton Rouge, Lafayette, Alexandria, Monroe, Shreveport, Houston, Dallas, San Antonio, Austin, Atlanta and Memphis. The sessions are designed to provide displaced residents with information and to begin to solicit their input about the goals and vision that should guide recovery in their communities. **If you are interested in volunteering, contact Scott Kovarovics at (202) 216-2334 or skovarovics@asla.org.**

Public Relations and Resource Development

- Now that most of the green roof products have been solicited and secured, staff is turning attention to fundraising. Pledges and contributions total \$47,347.99 to date and the goal is now \$250,000. An **email message** was sent last week to the Board of Trustees and Chapter Presidents Council **soliciting contributions for the green roof project**. A message was sent before the holidays to the managing principals of the 959 largest firms represented by ASLA members and 5 percent clicked through the link for more information, which is a strong rate of return, particularly for a fundraising message. Public Relations and Resource Development Director Ann Looper will be following up by phone with BOT and CPC members over the next two weeks.

ASLA Leaders E-Express ...

- **Forest World Group** has agreed to **donate the ipe wood for the green roof decking** (fair market value to be determined).
- Eighty-eight professional entries and 21 student entries have been received for **the [2006 Awards Program](#)**. Entry deadlines are Friday, February 10, for the professional awards and Friday, May 19, for the student awards. A second mailing of the call for entries brochure will be sent out next week to the 500 largest firms, the Residential and the Land Planning PPNs, CELA members, EDRA members, and other prime prospects. Email reminders will also be sent out twice this month to ensure members are aware of the earlier professional deadline. PR Manager Ashley Owens coordinated with **The Landscape Institute** (UK) to include information on the 2006 awards call for entries in their newsletter, *Vista*.
- **Andrea Cochran, ASLA**, was interviewed for the [Old Farmers Almanac](#) on upcoming trends in residential landscapes for 2007 and beyond.
- ASLA will be well represented at this week's **National Association of Home Builders' International Builders Show in Orlando** with staff representing public relations, professional practice, and advertising sales participating. This will be the first time ASLA has had a booth at this show and staff will be exploring opportunities for future collaboration with NAHB.
- **PoolLife magazine and International New Landscape** (China) will include images of ASLA 2005 awards recipients in their publications.
- [EB-TY](#) will be featuring information on ASLA and *Landscape Architecture* magazine on their website.
- A **press release announcing the selection of Forrester Construction** to build ASLA's green roof was released over the wire before the holidays. So far, coverage has appeared on [Canada.com](#), [Forbes.com](#), [Yahoo Finance](#), [Interest Alert](#), and the [Press Enterprise](#) (Calif.).
- The 2006 Call for Entries, ASLA/Forrester press release, and the "Plan Now for Your Spring Planting: Hire a Landscape Architect to Add Value to Your Home" matte release will all be posted on the [American Society of Agronomy – Crop Science Society of America – Soil Science Society of America](#) website.
- **W. Gary Smith, ASLA**, was interviewed by [Lowe's for Pros](#) newsletter on "Revealing Native Landscapes." The article will appear in the February issue.
- The **EPA GreenScapes article announcing ASLA's partnership** went live last week on the [EPA Web site](#).
- PR Manager Owens is **recruiting members for project features and interviews for HGTV programs** on "Extreme Rooftops" and "Great Outdoor Rooms."
- The **2006 Annual Meeting EXPO exhibitor prospectus** is in the final design stages and will mail to prospective exhibitors at the end of January.
- Web Designer Tedra Hackett is **redesigning LAND Online for a scheduled debut with the January 23rd issue**. This new design also will be reflected in the **new LAND Express, a one-page (front and back) insert in Landscape Architecture magazine** highlighting ASLA news and events. The first *LAND Express* insert will debut in the March issue of LAM.
- Web Editor Dave Connell and Web Designer Hackett have distributed a **request for proposals for web hosting, development, and maintenance services**. Companies have been asked to submit

ASLA Leaders E-Express ...

proposals by January 31 and a final selection for these services will be made on March 1. The RFP has been sent to seven companies, including the incumbent.

- The latest issue of [LAND Online](#) was distributed this week and included an [interview with Todd Johnson, FASLA, the 2006 Professional Awards Jury Chair](#), that was also recorded and distributed as a podcast through Apple's popular iTunes service. The issue also included articles on the [Gulf Coast mapping project](#), [media opportunities at HGTV](#), and a [new calendar of Chapter events](#).
- Web Designer Hackett has completed a design for ASLA's disaster response and preparedness page. Web Editor Connell will be meeting with government affairs staff to plan content for the page. A similar page for news on the ASLA green roof is being designed.

Meetings and Special Programs

- The **call for education session proposals for the 2006 ASLA Annual Meeting and IFLA 43rd World Congress closed on Monday**. There are a total of 125 proposals within eight key topic areas that will be reviewed by the Professional Practice Network volunteers beginning this Friday, January 13. The annual meeting steering committee will meet in Washington at ASLA headquarters on February 3-4, 2006 for the final round of review.
- The **call for Fellows nominations for the Class of 2006 closes on February 17, 2006**. Visit the [Council of Fellows webpage](#) or contact Gloria Garcia at ggarcia@asla.org for more information.
- The **Chapter Presidents Council** subcommittee work for 2006 is in full swing. The next subcommittee conference calls are scheduled for:
 - Past Presidents Monday, January 23, 2006 4:00 pm Eastern
 - Emerging Professionals Tuesday, January 24, 2006 4:00 pm Eastern
 - Advocacy Wednesday, January 25, 2006 4:00 pm Eastern

Member and Chapter Services

- **Membership continues to be maintained at over 16,500**. End of the 2005 calendar year counts are as follows:

Member Type	Number of Members
Associate	1542
Affiliate	655
Fellow	558
Honorary	58
International	126
Full	9733
Corporate	161
Student	3042
Student Affiliate	686
Total	16561

Information and Professional Practice

- The **Professional Practice Networks** section of the ASLA website has a new [PPN Link to National Conferences](#) page that provides a calendar of national conferences convened by other groups. PPN members are urged to attend and present at and to report back to staff on their observations and

ASLA Leaders E-Express ...

experiences. PPN newsletters will then draw content from these reports to benefit the full Network membership.

Deadlines and Reminders

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