ASLA Leaders E-Express …

February 8, 2006

Governance and Administration

- The **Executive Committee** will hold its winter meeting in Washington, D.C., this weekend. Agenda items include: a new Memorandum of Understanding with the Landscape Architecture Foundation (LAF); dues paid by ASLA to the International Federation of Landscape Architects; amendments to the Ethics Code and Ethics Committee procedures; review of the annual financial audit; results of focus groups held at the annual meeting; and the annual EVP performance review. The committee will also have a general briefing on financial procedures and reporting.

- The **Presidents Council** met in San Diego on January 26. **President Dennis Carmichael, FASLA, President-elect Pat Caughey, FASLA,** and EVP Nancy Somerville represented ASLA. In addition to organizational reports and updates, a major focus of the meeting was a discussion of the **number of education programs and students and the need for more landscape architects.** ASLA, the Landscape Architectural Accreditation Board (LAAB), and the Council of Landscape Architecture Registration Boards (CLARB) shared relevant demographic data. Council members agreed to identify areas where additional data is needed and to develop an action agenda for addressing the issue. A follow-up conference call will be held in February. A second major topic of discussion was **continuing education standards and courses.** ASLA has proposed a cooperative effort among all the organizations to develop and advocate common standards for requirements and courses. ASLA and CLARB will share current information related to the issue as a first step. Other members of the council are the **Council of Educators in Landscape Architecture** and **LAF**. The **Canadian Society of Landscape Architects** and a representative of the **International Federation of Landscape Architects** also attended the meeting.

- ASLA hosted a meeting of the **Renewable Natural Resource Foundation's (RNRF) International Committee** on January 31. ASLA is a long-time member of RNRF and EVP Somerville is serving as chair of the Foundation's International Committee this year.

- President Carmichael, EVP Somerville and key staff met with the **American Society of Civil Engineers** (ASCE) yesterday to discuss opportunities for dovetailing ASCE's **Practice, Education and Research for Sustainable Infrastructure** (PERSI) initiative with the ASLA/Wildflower Center **Systems Integration Tool for Sustainable Sites (SITESS)** project. ASLA has been invited to participate in the PERSI initiative, the goal of which is to "incorporate concepts and knowledge of sustainability into the standards and practices used throughout the life cycle of infrastructure systems." ASLA and ASCE will also begin a "presidential exchange" this year, i.e., the ASCE president will address a meeting of the ASLA Board of Trustees and vice versa.

- Staff from Public Relations and Government Affairs represented ASLA at the **New Partners for Smart Growth Conference** in Denver on January 25-28. Staff and ASLA members also attended a presentation by the Jane Silverstein Ries Foundation of Silverstein's ASLA medal and papers, along with a check from the ASLA Colorado Chapter and the Foundation, to the Denver Public Library's Western History Department.

- Biographical information and photos of the **2006 candidates for ASLA offices** are now online.

Government Affairs

- On Monday, **President Bush submitted a $2.77 trillion budget proposal to Congress.** The proposal outlines the Administration's priorities and specific funding requests for departments and agencies and officially kicks off the budget and appropriations processes in the House and Senate. As the media has reported, the President proposes significant funding increases for defense and homeland security while advocating that most other domestic spending be reduced. His budget does

not request additional funds for Gulf Coast recovery; however, senior officials indicate that the Administration will soon submit a separate request to Congress for this and operations in Afghanistan and Iraq. Government Affairs staff is working to prepare a summary of those portions of the request that may be most relevant to landscape architects.

- As part of the effort to boost advocacy by ASLA members at the state and federal levels, ASLA is **gathering information about how members interact with policy makers** now and the tools, information, and other resources they believe would be important to become more engaged in the future. The **survey was distributed to ASLA members in *LAND Online* this week.** It can be accessed at http://www.asla.org/land/ and we invite you to complete it.

- Save the date: The **2006 ASLA Licensure Summit will be held in Burlington, VT, on June 2-4.** ASLA will reimburse airfare and hotel expenses for one representative from each state. More logistical information will be sent to chapter presidents in the coming weeks.

Public Relations and Resource Development

- **Cash contributions for the green roof have grown to $93,250** as of noon today. Fourteen chapters have made or pledged contributions to date, with several chapter leaders and Trustees making significant contributions through their firms. Product donations and discounts have been credited by the construction subcontractors for approximately $60,000 to date. Public Relations and Resource Development Director Ann Looper has set a goal to have $200,000 in cash contributions raised and pledged by March 1. The **new green roof web page** is updated daily and features a construction progress slide show.

- Three hundred ninety-five professional entries and 27 student entries have been received for the **2006 Awards Program**. **The deadline for entry forms is this Friday, February 10.** An email promoting the awards was sent last week to professional-level members and non-member prospects. A last minute deadline reminder will be sent today. Student award deadlines are not until May, so marketing will begin for them in earnest in late March with an ad in *Landscape Architecture.*

- The **Annual Meeting Exhibitor Prospectus** has been mailed to nearly 10,000 past exhibitors and prospects, which is an increase of about 2,000 prospects over last year.

- **Job Link reached an all time high last week with 266 job postings.** Public relations and membership staff are working on improving posting functionality for JobLink.

- Public Relations is coordinating details for the upcoming **National Building Museum *Building in the Aftermath* panel discussion** on February 23 entitled, "The Gulf Coast: Restoring Wetlands and Plant Life." Media interviews are being scheduled with panelists **Joe Brown, FASLA; Paul Rookwood, ASLA;** and **Kevin Shanley, ASLA**.

- **Barry Landry, ASLA,** will be featured on **HGTV's** "Great Outdoor Rooms" special broadcast. Public Relations staff worked with HGTV to coordinate this appearance.

- Public Relations staff members are working with the **ACE Mentor Program** to promote the new partnership and coordinate outreach at the local level in Arizona, Texas, and Colorado.

- Public Relations and Meetings and Special Programs staff have met with their counterparts at the **American Horticultural Society**, the **Urban Land Institute** and the **American Nursery & Landscape Association** to discuss collaboration and cross-marketing opportunities. All organizations have signed on as partners for **National Landscape Architecture Month.** Similar meetings are being scheduled with AIA and PLANET.

- Other public relations highlights include: **Charles Birnbaum, FASLA**, was interviewed for a potential story in a national publication on the top 10 landscape architecture projects in the United States, and for an article on historical landscape architecture in *Old House Journal's* March/April issue. **Elizabeth Brabec, ASLA, Dean Hill, ASLA, W. Sunny Scully, FASLA**, and **W. Gary Smith, ASLA**, were interviewed by CNN/SmartMoney magazine for a story on the use of trees in residential landscape architecture projects. **Susan Goltsman, FASLA**, was interviewed by *Recreation Management* for an article on site furnishings for parks.

- Staff are working with the Boston Society of Landscape Architects to coordinate increased participation in the **Build Boston shows** in April and November 2006.

- Marketing is working with a membership marketing consulting firm to audit all communications originating from ASLA to members throughout the calendar year. Once the items are gathered, they will be analyzed for ways to improve member communications and increase responses to calls for action.

Meetings and Special Programs

- The Annual Meeting Steering Committee met at ASLA headquarters in D.C. last Friday to finalize the education session program for the 2006 ASLA Annual Meeting & EXPO and 43rd IFLA World Congress.

- 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.

- Chapters can obtain additional **event insurance for chapter activities,** including awards programs, annual conferences, and especially Landscape Architecture Month events, through Hilb, Rogal and Hobbs. The event questionnaire, contact, and information can be found on the Chapter Operations Workbook (COW).

Member and Chapter Services

- The **2006 Student Honor and Merit Competition** guidelines and certificate order form were sent to the CPC and LA Chairs this week. These can also be found on the Chapter Operations Workbook (COW) under Hot Dates and Hot Forms.

- The 2006-2007 **Student ASLA Representative call for nominations** was announced this week. Chapter leaders that work closely with their respective student chapters are urged to encourage qualified student members to run for ASLA student representative. **The call for nominations closes on March 17, 2006 at the close of business.** The new student representative will take over at the 2006 ASLA midyear meeting.

- Leadership development sessions are planned for the following chapters and events:
    - February 17, 2006: Washington
    - February 24, 2006: New York Upstate
    - March 2, 2006: Boston
    - March 25, 2006: LABASH, University of Maryland
    - May 4, 2006: Students at Lobby Day, Washington, D.C.
    - May 19, 2006: Prairie Gateway

Deadlines and Reminders

- The **Leadership Calendar of Events** can be accessed on the web.