

# ASLA Leaders E-Express ...

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February 22, 2006

## Governance and Administration

- **Important reminder:** The **deadline for nominations for the [ASLA Honors and Medals](#) program is March 3.** [Click here](#) to read more about the medals, the Landscape Architecture Firm Award, and the Community Service Award. These are the highest honors ASLA conveys each year and any individual member may make a nomination, so please consider nominating those deserving candidates you know and admire. **To date, very few nominations have been received. Please notify Honor and Awards Coordinator Carolyn Mitchell at [cmitchell@asla.org](mailto:cmitchell@asla.org) if you are planning to submit a nomination.**
- **Media coverage of landscape architecture continues to grow**, up 25 percent over four years ago. To give ASLA leaders an overview of the items receiving press attention, the Public Relations department will prepare a weekly "**PR Clips**" report of the news clippings collected each week covering the profession. Attached is a word document that lists the member or firm name mentioned in the article above the title. You may also click on each title to link to the full article. In the future, the clips will be posted online and a link will be provided in each *Leaders E-Express*.
- Snow, ice, and standing water on the roof has caused a several day delay in construction of the **green roof**. Forrester still hopes to reach substantial completion in time for dedication of the roof on Earth Day. Progress over the next week is critical and will be carefully monitored before the dedication day is confirmed and invitations go out.

## Government Affairs

- The president asked Congress to appropriate nearly \$20 billion in additional **aid to assist Katrina victims and rebuild critical infrastructure** in Louisiana and Mississippi. More than half of the funding would assist individuals, families, and small business owners through FEMA, SBA, Community Development Block Grants, and other programs. The request included an additional \$1.36 billion to strengthen hurricane defenses in the greater New Orleans area and **\$100 million for wetlands restoration**. In addition, the request also seeks nearly \$3 billion to repair damage to federal facilities, including Veterans hospitals and shipyards, and federal public lands, including National Parks and Wildlife Refuges. The press reported last week that leaders of the House and Senate Appropriations Committees are planning to act on these requests by early March.
- On February 15, the **New Hampshire House passed the proposed landscape architecture practice act unanimously** after the committee recommended its placement on the consent calendar. The committee praised the work of ASLA for the information that it presented in support of a licensure law, remarking that it was the best work of any profession that they had considered for licensure.

## Public Relations and Resource Development

- The **Auburn University Student ASLA Chapter has announced it will make a \$500 contribution to support the ASLA green roof project**. The chapter also challenged student chapters across the country to join them in support of the project, and was featured in yesterday's *LAND Online*. The **Kentucky and Wisconsin Chapters** also each pledged \$1,000 this week, putting the total cash contributions raised to date for the project over \$96,000. Public Relations and Resource Development Director Ann Looper is following up with large firm leaders and former ASLA leaders in the next round of fundraising efforts.
- February 10 was the deadline for entries to [2006 Professional Awards Program](#) and **554 entries were received**. The program brought in 18 new members this year. Professional submission

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packets are due back to ASLA by this Friday, February 24, and the jury will meet March 10-12. So far, 32 **student awards** entries have been received and the entry deadline is Friday, May 19. A promotional campaign for the students will launch in March.

- The deadline for nominations for the [ASLA Honors and Medals](#) program is March 3. Staff are working with the **Honors and Awards Advisory Committee** and chapters to encourage qualified nominations for each category. See additional information in the Governance and Administration section, above.
- Be sure to pick up the April issue of **Dwell magazine** from your newsstand, which **features a primer on landscape architecture as one of its main topics**. The Public Relations staff worked with the magazine last fall to provide background information and put them in touch with key members to interview.
- The **syndicated release**, "[Plan Now for Your Spring Planting](#)," has generated 24 newspaper articles in 5 different states (IN, NY, OK, AR, and SD), reaching a combined circulation of over 2.8 million readers.
- The **press release announcing [National Landscape Architecture Month](#)** went out last week and received extensive coverage in *Land+Living*, *ArchNewsNow*, *Yahoo News*, *Landscape Online*, and [Archinect](#). Public Relations Coordinator Erin Maguire has started to compile the **chapter events** to be promoted for [National Landscape Architecture Month](#) and has been in contact with chapter leaders to get all scheduled events and chapter coordinator contact information.
- Public Relations Coordinator Maguire interviewed **Howard Cohen, ASLA**, of landscape architecture firm Surrounds to discuss his long-term involvement in the Washington Home and Garden Show for an article in *LAND Online*. They spoke about the costs and benefits of doing local home and garden shows and how area members can get involved.
- ASLA is co-sponsoring the **National Building Museum's** third *Building in the Aftermath* panel discussion tomorrow, "The Gulf Coast: Restoring the Landscape" featuring **Joe Brown, FASLA, Paul Rookwood, ASLA, Jim Sipes, ASLA, and Kevin Shanley, ASLA**. Public Relations Manager Ashley Owens is lining up media interviews for the panelists.
- Public Relations is working with Membership on the new "**ASLA Designation Awareness**" **campaign** for members. Letters and pins will be sent to members encouraging them to use their ASLA suffix in a variety of ways. Using feedback from the membership survey and focus groups, this campaign will be targeted by membership category to focus on reasons to use the designation that will resonate with members at various stages of their careers.
- The [Residential Consumer Information page](#) **has been redesigned and updated**. Web Designer Hackett is now working on updating the design of *The Dirt* and collaborating with Meetings and Special Programs on a new design for the 2006 ASLA Annual Meeting and Expo website. The new version of *The Dirt* will be launched this week.
- The Public Relations and Membership departments are working with ASLA's direct email consultant to increase effectiveness of email communications to members, including **automated messages to members when their membership is about to lapse**.
- **JobLink's functionality will be upgraded in March** to allow better search capabilities as well as posting and re-posting options. A series of three new ads is being created to promote JobLink and the ads will appear in *LAM* on an ongoing basis.

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- 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.
- **Look in your March issue of *Landscape Architecture* magazine for the debut of *LAND Express*,** news for ASLA members. This special insert will appear every month in *LAM* and feature news briefs on what ASLA is doing for its members. This is one of the recommendations resulting from last fall's membership survey and focus groups.

## Meetings and Special Programs

- The call for **Fellows nominations** closed on Friday, February 17. In addition to the two nominations made by the Executive Committee, 21 chapters have submitted a total of 63 nominations in the following categories: 4-Administration, 9-Knowledge, 14-Service, 36-Works. The breakdown by chapter is:
  - Arkansas- 1
  - Boston- 5
  - California Sierra- 1
  - Colorado- 4
  - Connecticut- 1
  - Florida- 6
  - Georgia- 1
  - Idaho-Montana- 1
  - Illinois- 1
  - Indiana- 2
  - Iowa- 1
  - Maryland-4
  - Michigan- 1
  - Mississippi-1
  - New York Upstate- 2
  - Northern California- 3
  - New York- 1
  - Ohio- 3
  - PA/DE- 2
  - Potomac- 1
  - Prairie Gateway- 3
  - San Diego- 2
  - South Carolina- 3
  - Southern California- 3
  - St. Louis- 1
  - Texas- 2
  - Vermont- 2
  - Virginia- 2
  - Washington- 2
  - Wisconsin- 1
- The next **Chapter Presidents Council** quarterly conference call is scheduled for Thursday, March 9, at 4:00 p.m. EST. The topics for review will be: the chapter rebate report process; National Landscape Architecture Month; and membership chairs.

## Landscape Architecture Magazine

- The March issue of ***Landscape Architecture*** is just off the press. A few articles are particularly worth highlighting:

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- A **new department, entitled Workspace**, focuses on landscape architects' own studios and landscapes around them. Suggestion to members and readers: If you know of a landscape firm with a unique or extraordinary workspace, let the editors know about it.
- A **technical piece on PVC for irrigation pipe** and other uses continues LAM's practice of useful, practical information for readers and members.
- A Firm Focus piece looks at the interdisciplinary firm **WRT** of Philadelphia.
- In Shared Wisdom, Ed Mazria discusses how designers can help ease the threat of global warming.

## **Deadlines and Reminders**

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