

ASLA Leaders E-Express ...

March 9, 2006

Governance and Administration

- **Green roof** construction update: The new roof membrane is in place. The initial flood test identified a leak along a seam, which is being repaired. A second flood test will be done next week. Demolition of the ceiling over the stairwell is being completed and the new stairs to the roof will be in place shortly. [Current progress photos](#) will be available online tomorrow. **Construction will be completed in time for dedication on Earth Day, Saturday, April 22.**
- The **National Building Museum's (NBM) Construction Watch tour of the green roof** was postponed to April 8 when the new stairs will be in place and the project will be closer to completion. The NBM tour **sold out in three hours**. A preview tour for media will take place prior to the April 22nd dedication and additional tours/events are planned for the following week. Calls from individuals and groups inquiring about tours have already begun. Fact sheets and additional graphics are being prepared as handout/briefing materials on the roof. Current plans call for the roof to be open for tours/visits by members and by other groups/organizations by appointment beginning May 15. Several opportunities for visiting the roof are being built into the midyear meeting schedule for trustees and chapter presidents. Staff are working on an application for a **National Endowment for the Arts** grant to support an expanded exhibit and written materials on the green roof as well as development of a related tour/educational workshop for 10-14 year-olds.
- Last Friday, EDAW staffer **Kirsten Melberg, Associate ASLA**, gave staff and the SITESS working group (see Professional Practice) a presentation on the **disaster recovery work** she's been doing for FEMA in Louisiana, which has included planning the rehabilitation of schools in the Orleans parish. Monday's *LAND Online* featured a [story on Melberg](#) and her work.
- EVP Somerville served as a juror for the **Green Roofs for Healthy Cities (GRHC)** awards program this year. ASLA is a cosponsor of GRHC's Fourth Annual International Greening Rooftops for Sustainable Communities Conference, which will be held in Boston on May 11-12.

Government Affairs

- **Good news on the licensure front** this week. On March 1, the **West Virginia** House approved the practice act upgrade. This week, the Senate committee approved the bill, sending the proposal to the Senate floor. Last year, the Senate committee was the sticking point for the bill. **Virginia** scored a victory last week when the legislature approved a bill to change a provision that stated that local and state authorities *may* accept the stamp of a landscape architect so that it reads that such entities *must* accept a landscape architect's stamp. The bill now goes to the governor for his signature. Yesterday, Colorado's practice act legislation was approved unanimously by the House Business Affairs and Labor Committee; the next step for the bill will be appropriations.
- Last month, more than 1,460 ASLA members completed a **grassroots advocacy survey** designed to provide a baseline assessment of the extent to which members engage with elected officials on issues important to the profession and the information, tools, and other resources they would need to become more effective advocates. This high level of response is extremely encouraging and offers a solid foundation on which to build. In general, the survey found: (1) large majorities of members rarely or never contact state and federal officials; (2) when asked why, more than half said they do not have sufficient background information while 40 percent indicated they had never been asked to engage; and (3) about 90 percent of members indicated that having background information is the most important resource they need to become more actively engaged followed by the need for talking points and local examples to illustrate issues. **With information from the survey, ASLA staff will begin to research options for developing an on-line action center.** A more detailed summary of the survey results is available this week in [LAND Online](#).

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- **Lobby Day** is less than two months away. In order to be prepared to begin requesting meetings early next month, ASLA staff is requesting that those attending the leadership meetings **return attendance forms by March 17**. ASLA is pursuing this aggressive time frame so that staff can identify key Congressional districts without ASLA representation so additional steps can be taken to recruit participants from these areas. **If you have not yet returned your attendance form, please email it to Federal Government Affairs Manager Scott Kovarovics at skovarovics@asla.org.**
- Securing **Congressional funding for HALS** remains one of ASLA's top federal legislative priorities. In the past, this has been a significant focus during Lobby Day. However, the appropriations process is well under way by early May (especially in the House of Representatives), which requires us to reach out to members of Congress on this issue well in advance of Lobby Day. Working with the nationwide network of HALS liaisons, we have begun an aggressive effort to demonstrate widespread support for funding and to reach out to Representatives and Senators leading key Appropriations subcommittees. **By later this month, our goal is to engage ASLA members across the country as advocates with their Representative and Senators.** Based on the status of appropriations bills in early May, ASLA will maintain the flexibility to address HALS on Lobby Day.

Public Relations and Resource Development

- **Twenty professional chapters and one student chapter have contributed to the [ASLA Green Roof](#)**, raising the total cash contributions to \$102,630. Calls are continuing to medium and large firm principals and past leaders of the profession.
- The **[2006 Professional Awards Jury](#)** will be meeting here this weekend to judge the 518 awards submissions—the fourth year entries have surpassed 500, making ASLA's awards program among the most competitive in the design and construction industry. Award recipients will be announced in the April 17 issue of *LAND Online*.
- **The ASLA/National Building Museum *Building in the Aftermath* session, “The Gulf Coast: Restoring the Landscape” drew a standing-room-only crowd** on February 23. Joseph E. Brown, FASLA, Paul Rookwood, ASLA, Kevin Shanley, ASLA, and James L. Sipes, ASLA, discussed how natural resources were affected and steps that need to be taken to help mitigate future damage from storms and hurricanes. Web Editor Dave Connell posted the audio of the program as a [podcast](#) on the ASLA web site and covered [the story in LAND Online](#). Rookwood, and Sipes were interviewed by [Lawn & Landscape](#) magazine and the Associated Builders and Contractors (ABC) [Construction Executive](#) regarding disaster preparedness.
- Public Relations Manager Ashley Owens and Marketing Manager Julie Ziegler are coordinating materials for the **“Use Your ASLA Designation” campaign** which will include a mailing with a pin, follow-up emails, and *LAND* coverage to encourage members to use their membership designation, as well as when and how to use them.
- The [American Institute of Architects](#), the [American Public Health Association](#) (National Public Health Week), the [Cultural Landscape Foundation](#), [GreenDC Week](#), and [PLANET](#) have signed on as **partners for National Landscape Architecture Month** in addition to the existing partners, American Horticultural Society, the American Nursery & Landscape Association, and the Urban Land Institute.
- To date, **18 chapters have submitted their [National Landscape Architecture Month event listings](#)** to Public Relations Coordinator Erin Maguire. A list of the **“Top Five”** public outreach activities chapters can do to gain media attention during NLAM was featured in Monday's *LAND*. The **Indiana Chapter** has already begun covering NLAM and their many chapter events in their quarterly issue of their magazine, *INsite*. Public Relations staff will participate in the Chapter Presidents

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Council conference call this week to discuss NLAM resources and how they can support chapter activities. An ad promoting NLAM will run in the April issue of *Landscape Architecture*.

- **Susan Jacobson, FASLA, wrote an article for [SchoolFacilities.com's](#) March 8 issue. Bob Esselburn, ASLA, and Bob Brooks, ASLA, contributed to this issue as well, commenting on the topic of ground maintenance for school facilities.**
- [Newsday](#) is interviewing a number of members in the New York area on major development in Long Island.
- PR staff met with [The American Institute of Architects](#) on Monday to discuss ways to work together in 2006 and beyond, including NLAM, trading mailing lists, exchanging practice information, and cross promotion of the AIA Convention and the ASLA annual meeting.
- **Ben Dozier, ASLA, and John H. Nicolaus, ASLA, were interviewed by *Lowe's Home Improvement Newsletter* about how landscape architects represent themselves graphically to generate more business and increase name recognition.**
- **Elizabeth Brabec, ASLA, Dean Hill, ASLA, and W. Gary Smith, ASLA, were referred to [Downtown Idea Exchange](#) (New York) for an article on planting and maintaining trees in downtown areas.**
- **Terry Warriner-Ryan, FASLA, was featured in [Lowe's For Pros newsletter](#) in an article on company newsletters.**
- **Dennis Carmichael, FASLA, and Sunny Scully, FASLA, were interviewed by the Associated Builders and Contractors (ABC) [Construction Executive](#) magazine on trends and growth in the landscape architecture industry.**
- Check out all the great coverage of members in this week's [Landscape Architecture in the News](#) on disaster assistance, garden design, and a variety of local planning and design issues.
- **Monday's *LAND Online* was sent to 13,949 members, and delivered to 13,687 members.** Working with our email distribution service ASLA has identified 2,295 invalid email addresses in the ASLA membership database. These addresses have been forwarded to the Membership Department who will work to get valid email addresses for the corresponding members.
- **A new design for [The Dirt](#) debuted last week.** The functionality and look resemble the new [LAND Online](#) and other new sub-site designs. **Chapters are encouraged to link to *The Dirt* from their web sites.**
- **A postcard promoting the annual meeting** will be mailed to coincide with the opening of online registration, which is set for April 3. In addition, an ad will run in the April issue of *Landscape Architecture* magazine.
- **Confirmation cards are starting to come in from recipients of complimentary LAM subscriptions.** To date, we have received 89 cards. These confirmation cards will enable us to count those individuals as qualified non-paid subscribers in the next LAM audit.

Meetings and Special Programs

- The next **CPC Quarterly conference call is scheduled for today, Thursday, March 9, 2006, at 4:00 pm eastern.** The [agenda](#) can be found on the Chapter Operations Workbook (COW).

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- Yesterday, detailed instructions and the ASLA hotel reservation form and ASLA reimbursement forms were emailed to the Board and the Chapter Presidents Council in preparation for the 2006 midyear meetings and Lobby Day. **The hotel reservation forms are due back to Lynnette Davis at ldavis@asla.org on or before March 24, 2006** to ensure the ASLA reduced rate at the headquarters hotel, the Hyatt Regency Washington on Capitol Hill.

Landscape Architecture Magazine (LAM)

- The Carolina Newswire has a great mention of the **Water Garden article** from the February issue of LAM.
<http://carolinanewswire.com/news/News.cgi?database=headlines.db&command=viewone&id=8298&op=t>
- Look for the following **highlights in the upcoming April issue of LAM**: Tanner Springs Park in Portland, Oregon, the city's new "stormwater park"; a landscape architect's own garden in Atlanta; African Americans in the conservation movement; Firm Focus, a traditional practice in Charlottesville, Virginia; and *practical* articles on how landscape architects can aid disaster planning on the Gulf Coast and how to compost tea for healthier plants.

Education and Academic Relations

- The **Landscape Architectural Accreditation Board** met on March 3-4. The Board reviewed five programs that were undertaking the accreditation renewal process and one program applying for candidacy status. Results of the meeting will be available after the programs reviewed have been notified.
- The **2006 Graduating Student Survey is being prepared**. The survey will once again be an online survey and data collection will begin in April with survey results available in the fall.
- ASLA is working with the **U.S. Department of Labor** to provide information for the Occupational Information Network (O*NET). O*NET is an automated database that replaces the Dictionary of Occupational Titles.

Information and Professional Practice

- ASLA hosted a working meeting on Friday, March 3, and Saturday, March 4, for strategic planning of the **SITESS** initiative. SITESS stands for "**Systems Integration Tool for Environmentally Sustainable Sites**," and aims to develop metrics for site performance and means to evaluate and recognize overall site sustainability. Participants included **President Dennis Carmichael, FASLA, Information and Professional Practice VP Rob Tilson, FASLA, Sustainable Design and Development PPN Chair April Philips, ASLA, and PPN Officers Patrick Curran, ASLA, Deb Guenther, ASLA, Keven Graham, ASLA, Jana McKenzie, ASLA, and Linda Moery, ASLA. Heather Venhaus, ASLA**, represented ASLA's project partner, the **Ladybird Johnson Wildflower Center**. The focus of the meeting was identifying the resources needed to meet project goals and planning to secure and optimize those resources.

Deadlines and Reminders

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