

ASLA Leaders E-Express ...

March 22, 2006

Governance and Administration

- **Green roof update:** The pan stairs and the intermediate landing are being completed this week and work is beginning on the wave structures, parapet, and handrails. **Media interest** in the project is strong; see Public Relations section for details. **Trustees and Chapter Presidents Council (CPC) members will have the opportunity to tour the ASLA headquarter green roof at midyear. Reservations are required.** The sign-up form is included in the *E-Express* email or can be accessed on the [Chapter Operations Workbook \(COW\)](#).
- A group of **Kansas State University** students and faculty, including **Chip Winslow, FASLA**, and **Lorn Clement, ASLA**, visited ASLA last week. Staff briefed the visitors on ASLA programs, including National Landscape Architecture Month, government affairs issues, and the headquarters green roof.
- **Immediate Past President Patrick Miller, FASLA**, was an invited speaker at the 2006 Healthy People Conference held at Loma Linda University in Redlands, California, on March 9th. The title of his lecture was Designing Healthy Communities.
- EVP Somerville and staff met last week with Jim Lyons, Executive Director of the **Casey Trees Endowment** last week to discuss collaboration opportunities, including the Systems Integration Tool for Sustainable Sites (SITESS) initiative and research on the economic value of green space.

Government Affairs

- Licensure update: The **West Virginia** legislature has approved the licensure upgrade legislation to make West Virginia a practice act state. The bill now moves ahead for the Governor to sign. In **Colorado**, the effort to establish a practice act got off to a good start on March 8 when the House Business Affairs and Labor Committee unanimously voted to approve the bill and send it on to the House Appropriations Committee.
- ASLA has written a formal letter to Kathleen Clarke, Director of the **Bureau of Land Management (BLM)**, to urge her to expeditiously fill the position of a Chief Landscape Architect with a highly qualified candidate. **Brad Cownover, ASLA**, currently holds the position, but has recently accepted a new position with **Scenic America**. The BLM has jurisdiction over 264 million acres of public land across the western U.S.
- Last week, the U.S. House of Representatives voted 348 to 71 to approve a **supplemental funding bill** for operations in Iraq and Afghanistan and hurricane relief. Of the \$19 billion provided for **Gulf Coast recovery**, approximately \$1.5 billion is allocated to the U.S. Army Corps of Engineers to restore wetlands, armor levees, "flood-proof" pumping stations, and make improvements to numerous canals in New Orleans. The Senate is expected to consider similar legislation within the next few weeks.

Public Relations and Resource Development

- EVP Somerville and Public Relations staff met with the assistant photography editor from **USA Today** to discuss using ASLA's [green roof project](#) as an example of how green roofs are built and work, both in the print edition and on the newspaper's website. The photographer has begun collecting graphic and photo imagery for the article and possibly an ongoing series. **The Washington Post**, the **Associated Press**, and the **Wall Street Journal** have also expressed interest in the project.

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- **Cash contributions and pledges for the [green roof project](#) are at \$108,130**, with 22 professional chapters, one student chapter, 17 individual members of the Board of Trustees, and five staff members contributing. A new wave of fundraising “asks” will go out this week, touting the heavy interest from the media. Preparations are being finalized for the recognition plaques, so **if you have been considering making a pledge or contribution, please contact Public Relations and Resource Development Director [Ann Looper](#) now** in order to be included.
- The **press release announcing the selection of American Hydrotech** to provide products and consulting support for the ASLA green roof assembly was released over the wire and is available [online](#).
- The **2006 Professional Awards jury met March 10-12 to judge 519 submissions and selected 32 distinguished projects** to receive awards. The recipients have been notified and the list will be announced in *LAND Online* and through a wire service press release on April 17.
- Public Relations staff met with [the U.S. Green Building Council](#) and secured their **partnership for National Landscape Architecture Month**. They also discussed ways to work together on each organization’s annual meeting, cross promotion of events, and speaker engagements.
- **ASLA has signed on as a national partner for National Public Health Week 2006**. In exchange, the American Public Health Association is partnering with ASLA for [National Landscape Architecture Month](#).
- The [2006 NLAM Chapter Activities](#) list is now up on the NLAM web page, so please check to make sure your chapter events are listed. Public Relations Coordinator Erin Maguire worked with several chapters on how to distribute their press releases and better promote their NLAM activities. Maguire and Public Relations Manager Owens participated in the Chapter Presidents Council conference call last week to discuss plans for the month.
- Recent media placements include: **Dennis Carmichael, FASLA, Dennis Pieprz, Affiliate ASLA, and Tary Arterburn, ASLA**, were all interviewed by *Multi-Family Trends* magazine (CA) for the May/June issue. The cover story will discuss responsible urban development. **Kira Appelhans, Student ASLA, and Maura Rockcastle, Student ASLA**, 2005 ASLA Student Awards winners were interviewed by *a+t magazine of architecture + technology* (Spain) about their project smartPARK. *The Washington Times* interviewed **Sheila Brady, FASLA, Warren Byrd, FASLA, Rob Tilson, FASLA, and Michael Vergason, FASLA**, for an article on water gardens.
- ASLA now has an **online profile on [PR.com](#)**. This allows the media, potential customers, and the general public to access information about the Society, in addition to being an additional outlet for press release distribution. Try it out: Just type “landscape architecture” in the search bar. ASLA is also featured as a **resource on Real Simple TV’s [website](#)** and in its broadcast segment.
- Public Relations Director Looper met with **Urban Land Institute** staff today to discuss potential publishing, bookstore, and other collaborative opportunities.
- **The Dirt is a daddy!** Web Editor Dave Connell and his wife Tracy welcomed Oliver Nelson Connell last Thursday morning. He weighed in at eight pounds, five ounces.

Meetings and Special Programs

- The Fellows jury meets this weekend to finalize the Class of 2006. President Dennis Carmichael, FASLA, will personally notify all Fellows-elect early next week. The Council of Fellows executive committee members will also personally notify all unsuccessful nominees next week. As soon as all these calls are completed, the chapters will be sent the Class of 2006 list.

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- **Hotel reservation forms for the upcoming Midyear Meeting and Lobby Day events are due back to Lynnette Davis at ldavis@asla.org this Friday, March 24, 2006.** If you have not yet completed and returned your form, please do so by the above listed deadline. Forms received after this date will not be guaranteed a room at the reduced ASLA rate.

Member and Chapter Services

- The **University of Maryland** hosts **LABASH 2006 this weekend** in College Park, Maryland, just outside the beltway. **Membership VP Bill Eubanks, ASLA,** and **Trustee Susan Hatchell, FASLA,** will be conducting two leadership sessions on Saturday and *Landscape Architecture* Editor Bill Thompson, FASLA, will be participating in a forum on the future of LAM. President Carmichael, FASLA, EVP Nancy Somerville, Managing Director Mark Miles, Student Representative Rich Bensman, Student ASLA, and ASLA Government Affairs and Public Relations staff will also be participating in the conference.
- Students and faculty from **North Dakota State University** stopped in for a quick visit to headquarters on Monday during their annual trip to Washington.

Education and Academic Relations

- Education Director Ron Leighton attended the 30th Anniversary Celebration of the establishment of the landscape architecture program at **North Carolina A & T State University** on March 16-17. He moderated a panel of A & T graduates that spoke about their experiences in school and the profession.
- **AEC Daily** is the latest ASLA Continuing Professional Education Provider.

Information and Professional Practice

- ASLA and **American Forests** have established an agreement to offer **CITYgreen software** to ASLA members at a discounted rate via a link from the business tools section of the Professional Practice Headquarters page of the ASLA website. CITYgreen software is a GIS application for land-use planning and policy making. It is an extension of ESRI's ArcGIS.
- The **ASLA Professional Practice Library** has added 183 more books and 543 periodicals to the ASLA/Virginia Tech Alexandria campus WAAC inter-library program during March 2006.

Deadlines and Reminders

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