

ASLA Leaders E-Express ...

April 20, 2006

Governance and Administration

- **Headquarters green roof update:** Check out the final stages of the roof construction and planting via the **new roof [webcam](#)**. **Acting Secretary of the Interior Lynn Scarlett** and **D.C. Council Chair Linda Cropp** will both be on hand to participate in the opening celebration on Wednesday, April 26. The program, which will begin at 3:00 pm EDT, will be carried live over the webcam. See details in Public Relations section, below.
- ASLA hosted **Jack Sullivan, ASLA**, and his **landscape architecture students** from the **University of Maryland** yesterday for a presentation on and tour of the green roof. Students and faculty from **Iowa State** visited ASLA headquarters on April 7. The Iowa delegation was treated to a presentation on the roof given by **Chris Counts, ASLA**, from **Michael Van Valkenburgh Associates, Inc.**, who was in town for a site. Student representative **Rich Bensman, Associate ASLA**, also came by on April 7 to hear Counts's presentation. Bensman, who is now a local, has generously offered to help give tours of the ASLA green roof.
- EVP Nancy Somerville met with new **AIA EVP Christine McEntee** last week. Action items from the discussion include an exchange of information on education trends, diversity issues, and demographics in the professions, as well as continued communications on government affairs and other issues. **AIA President-Elect R. K. Stewart, FAIA**, will address the Board of Trustees at the midyear meeting.
- Somerville also met with **APA Executive Director Paul Farmer** last week. Discussion topics included disaster response initiatives and a possible joint Lobby Day in the future. A follow-up meeting with additional program staff to discuss sustainability initiatives is planned for May.

Government Affairs

- Reminder: Chapters have been asked to select a representative from each state within its borders for the **ASLA Licensure Summit** (June 2-4 in Burlington, Vermont). RSVPs were due April 7, but **there is still time to reserve your spot** at the event. The summit provides information on licensure and advocacy for states at every point in the spectrum – those without a law, those in danger of sunset, and those that are practice acts without an immediate need for legislation. For more information, contact Government Affairs Director Julia Lent.
- The **Colorado Chapter continues to move legislation** to enact a licensing law. On April 18, the Senate Business, Labor and Technology Committee heard testimony on the bill and approved it by a 5-2 vote. The next stop for the legislation is the Senate Appropriations Committee, which is chaired by the bill's Senate sponsor, Senator Abel Tapia, who is also a civil engineer. The bill has already passed the House.
- ASLA is currently working to **secure meetings with Members of Congress** for those of you coming to Washington for Lobby Day on May 4. **Now is the time to do your homework:** background on your Representative and Senator; local examples of good (and bad) security design; how does landscape architecture help prepare for or mitigate natural disasters where you live? For more information, visit the **2006 Lobby Day website:** http://www.asla.org/discussions/lobby_day_06.html

Public Relations and Resource Development

- **The [ASLA Green Roof web cam](#) is up and running.** The camera is currently refreshing on three-second intervals, making it look a bit jerky, but not requiring as much bandwidth as streaming video.

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It will be switched to full streaming video and audio for the dedication on April 26 and when ASLA hosts events on the roof.

- **Cash contributions for the [green roof project](#) have risen to over \$130,000.** To date, 25 professional chapters and two student chapters have contributed. Emails were sent to past presidents and BOT members last week, generating a few contributions, one notably from past president **Theodore Osmundson, FASLA**, who helped launch the roof garden concept, for \$1,000. Follow up calls to firm principals are continuing.
- ASLA Corporate Member **Rain Bird and Outside Unlimited** have joined forces to contribute an **irrigation system and installation for the green roof**, for a fair market value of nearly \$10,000. A [press release](#) announcing **Ohio Gratings'** contribution to the green roof was released last week.
- Web Editor Dave Connell and Web Designer Tedra Hackett have completed web pages for each of the **2006 professional awards recipients**, which will be featured in Monday's *LAND Online*. Letters and jury comments are being sent today to unsuccessful entrants in order to arrive before the announcement of the winners. Please direct any questions to Honors and Awards Coordinator Carolyn Mitchell at cmitchell@asla.org or 202-216-2331.
- **JobLink** exceeded **230 job listings last week**. Coordinator Mitchell is testing the new upgrade and is working with Marketing Manager Julie Ziegler on an advertising campaign featuring the new functionality, including search capabilities by job titles, city, or state; discounts for multiple months postings; more management and editing capabilities for job posters; and an archive of previously posted positions.
- Invitations were sent last week to all members of the BOT, the Chapter Presidents Council, other midyear meeting attendees, and special guests for the **ASLA Honorary Members Dinner** on Thursday, May 4, 2005, at the Hyatt Regency Washington Hotel. The reception will be at 6:30 pm and the dinner will be at 7:30 pm. Tickets are available for \$60.00 a person and \$600 for a table of 10. Contact Carolyn Mitchell (cmitchell@asla.org) for more information.
- Seventy-four entries have been received to date for the [ASLA 2006 Student Awards Program](#). The entry deadline is Friday, May 19.
- National Landscape Architecture Month was featured on **ENR's** online [calendar of events](#).
- EVP Somerville was interviewed by the **Boston Business Journal** on general industry trends and issues.
- A **matte release on careers in landscape architecture** was distributed nationally last week through a wire service. The release will be posted online next month.
- PR Coordinator Erin Maguire continues to work with chapters on promoting regional [National Landscape Architecture Month events](#). A [press release](#) was released statewide announcing the award winners from the **Minnesota Chapter's 37th Annual Awards Dinner** and a media advisory and press list was developed for the **Potomac Chapter's NLAM event, [The Confluence of Water and Design](#)** on the Mall.
- **The South Carolina Chapter is working hard to generate press on the chapter's NLAM events.** The chapter has already approached the **Charleston Business Journal** and **The Greenville News** to cover chapter events in the lowcountry and the upstate.
- **Ramiro Villavazo, ASLA, represented the Society in radio interviews this week focusing on careers in landscape architecture.** Stations included: Red River Radio Network (Shreveport, LA);

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CNN en Español Radio Network (international); KNUV-AM (Phoenix, AZ); and Clear Channel consortium (WRNQ-FM, WBPM-FM, WKIP-AM, WGHQ-AM, WPKF-FM, WRWD-FM & AM, WBWZ-FM, WFKP-FM, Upstate New York).

- **Steve Martino, FASLA**, was interviewed by [Constance Ramos](#) of "Extreme Home Makeover" for the radio show, [Living Large](#). The show is featuring "Outdoor Spaces" and will air on Sunday, April 30 at 1pm CST. Listen via live feed on their [website](#).
- A press release entitled "[Making Your Home More 'Green'](#)" was released over the feature newswire and as a matte release this week.
- **Ken Smith, ASLA**, and **Pat Caughey, FASLA**, were interviewed by [Copley News Service](#) on the Orange County Great Park Project.
- **ASLA has signed a contract with a new company to host the main public portions of the website.** This will allow the Society to move forward with a comprehensive site redesign and include more multimedia functionality (video, podcasts, etc.) on the website in the future. Meanwhile, Public Relations and Membership staff will meet this week with the company that hosts the portion of the web site that touches the member database (member directories, online purchases and subscriptions, join/reinstate online, JobLink, Firm Finder, etc.) to discuss upgrades and customization to improve functionality and user experience. Members of the **Online Committee** discussed these issues on their conference call last week.
- A writer for the **Associated Press** toured the ASLA green roof project yesterday and interviewed EVP Somerville. **USA Today will feature the ASLA green roof project on its web site on Monday, April 24**, in a Q&A format including interactive graphics for readers to explore. Invitations to media went out this morning for an pre-dedication press briefing and tour on Tuesday, April 25. Already, representatives from **The Washington Post, Governing magazine, AP, and Hanley-Wood** publications have responded.
- By now, ASLA full, associate, and student members should have received a letter **encouraging the use of their ASLA designation along with an ASLA pin.** The goal of this mailing is to encourage members to use their ASLA designation and thereby increase recognition of ASLA and the profession. A follow up email and coverage in *LAND Online* will help reinforce the "[Show Your ASLA Pride](#)" campaign. Letters and emails from members have been overwhelmingly enthusiastic about this campaign.

Meetings and Special Programs

- **Early bird [online registration for the 2006 Annual Meeting](#) and 43rd IFLA World Congress is now live.** And, as an added enhancement to the registration process, attendees can [reserve hotel rooms](#) online for the ASLA annual meeting at any of the three official ASLA hotel properties: Hilton Minneapolis Hotel, Hyatt Regency Minneapolis, and Doubletree Guest Suites Minneapolis.
- An updated hotel reservation list for the 2006 ASLA midyear meeting with confirmation numbers will be distributed this coming Friday by Senior Meeting Planner JoAnn Brown. Please contact her directly with any revisions at jbrown@asla.org or phone 202-216-2333.

Deadlines and Reminders

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