

# ASLA Leaders E-Express ...

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May 24, 2006

## Governance and Administration

- The **ASLA green roof** and the publicity it has received was the talk of the **Green Roofs for Healthy Cities conference** held in Boston on May 10-12. EVP Nancy Somerville and staff members from several departments participated in the conference and staffed an ASLA booth in the exhibit hall. ASLA supported the conference as a Gold Sponsor and Somerville served as Master of Ceremonies for the luncheon awards presentation, which she helped jury.
- The green roof is now open for public tours by appointment. Recent "tourists" have included landscape architecture students from the **University of Kentucky; Harrison Fraker, FAIA**, Dean of the School of Environmental Design at **Berkeley**; staff from the **National Association of Housing and Redevelopment Officials**, ASLA's Chinatown neighbor; and the **D.C. Water and Sewer Advisory Committee**. Available tour times are 10 a.m. and 2 p.m. on Tuesdays and Thursdays. As previously mentioned, ASLA members may stop by for a tour at any time.
- EVP Somerville was an invited participant in a **meeting on health and the built environment** hosted by the **National Association of City and County Health Officials (NACCHO)** yesterday. The meeting brought together representatives from a number of public health organizations, ASLA, APA, the Conference of Mayors, the U.S. Environmental Protection Agency, and the National Governors Association, to begin an ongoing dialogue and partnership on community design. As a first step, the organizations will exchange information on current initiatives and programs. ASLA has offered to host a subsequent meeting.

## Government Affairs

- ASLA is once again sponsoring the **Licensure Grant Program** for fiscal year 2007. This year, ASLA has **increased the pool of grant monies to \$40,000**, to be issued in January 2007. Program guidelines and the application details for these matching grants are available on the [Chapter Operations Workbook](#). The deadline for applications is August 15, 2006. For more details, contact Government Affairs Director Julia Lent.
- The **2006 ASLA Licensure Summit** is fast approaching, with 55 landscape architects representing 45 states and the District of Columbia. The agenda will feature **mandatory continuing education, negotiation techniques, and making the case for licensure for the public good**.
- Although Lobby Day is over, the follow-up is just beginning. If your Representative or Senator asked for more information about local issues or for local examples of the issues highlighted, please **follow-up on the Lobby Day requests** as soon as possible. These are **critical opportunities** on which ASLA must capitalize to build relationships. Unfortunately, ASLA may not be able to take advantage of the enthusiasm Congressman Jim Moran of Virginia expressed about security design. He asked for **pictures of effective and ineffective security measures** from across the country because he recognized how powerful they can be in helping his colleagues understand the problem. **Despite announcements at the debriefing session and the Board of Trustees Meeting, staff has not received any images** outside of Washington, DC, three weeks after Lobby Day. Advancing any agenda in Congress requires champions for our issues. These champions need information that connects those issues to the districts and states represented by their colleagues. **There is still time to capitalize on this opportunity: Please send the good, bad and ugly examples of perimeter security** from your community to Scott Kovarovics ([skovarovics@asla.org](mailto:skovarovics@asla.org)) so ASLA can build upon this relationship.

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## Meetings and Special Programs

- **Early bird online registration for the Minneapolis Annual Meeting has officially launched** this week with the feature article in [LAND Online](#). **Register before August 28, 2006, and save \$100.**
- **Chapter Initiative Program proposals** are due on June 2, 2006. The [guidelines and application](#) can be found on the [Chapter Operations Workbook \(COW\)](#).
- Evaluations for the 2006 CPC midyear meeting are still outstanding. Please go to the [COW](#), download the [evaluation](#), and please return it to [ldavis@asla.org](mailto:ldavis@asla.org).
- **President-Elect Pat Caughey, FASLA**, attended the **ASLA Central States** Spring Conference (Iowa, Prairie Gateway, St. Louis, and Oklahoma), May 18-19, in Des Moines, Iowa.

## Membership and Chapter Services

- **Membership VP Bill Eubanks, ASLA, Past President Tom Dunbar, FASLA, and Past Trustee Lisa Geer, ASLA**, conducted two leadership sessions, **Leadership 101 and Public Speaking/Spokesperson Training**, at the Central States Spring Conference last Friday. These sessions were videotaped to aid in the instruction of new trainers. The goal is to have a geographically diverse group of seasoned trainers to cut the travel costs born by the chapters who offer these sessions to their membership.
- **A new membership milestone has been reached. For the first time ever, associate membership exceeds 1,500.** This is largely due to the Emerging Professionals Committee's focus on encouraging and easing the transition from student to associate member—a time when, historically, many student members drop off the radar.

## Public Relations and Resource Development

- Friday, June 19 was the deadline for entry forms for the **ASLA Student Awards program**, which has **set new records this year, in both quantity and number of programs participating**. A total of 421 entries have been received—including entries from Israel and Iran—representing 66 schools. Only two accredited U.S. landscape architecture programs are not represented. Fifteen programs are participating for the first time ever.
- **JobLink has been enhanced to include several ways to search the job postings**, allowing users to find just the right job for them. Firms posting jobs also have new services to help manage their listings. Congratulations to Design Studio Boca—the first firm to use the Enhanced JobLink! A new JobLink ad is being created to encourage job seekers to use JobLink to search for jobs and post resumes. The goal is to increase traffic on the job listings page, which will increase its value to advertisers. The ad will run in the July issue of *LAM*.
- The **2006 Professional Awards recipients** continue to gain coverage, including [ArchNewsNow](#), [Residential Architect Online](#), [D Home](#), and [the Portland Tribune](#). [Sonoran Living Live](#), a TV show on the ABC affiliate in Phoenix, plans to interview Award of Excellence in Residential Design winner **Steve Martino, FASLA**, on May 24 from 9-10 am, MDT.
- The *Career Shopping? Check Out This Hot Option* syndicated matte release has reached a circulation of more than 193,000 to date.

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- **Press coverage of ASLA members has been active.** *Pool & Spa News* interviewed **Barry Landry, ASLA, Ben Dozier, Affiliate ASLA, and Dean Hill, ASLA**, on how to use color in backyards. *New York Home Magazine* will interview **Ed Hollander, ASLA**, for an article on his award-winning project, [Brille Residence](#) and a DC-area production company is working on a series of shows for HGTV featuring DC metro area landscape architects – ASLA members, of course! - and their work. *Professional Builder Magazine* interviewed Dean Hill, ASLA, on decks and hardscapes. *Atlanta Home Improvement* magazine interviewed **Dale Jaeger, FASLA, Steve Martino, FASLA, and Rob Tilson, FASLA**, on making a backyard into an oasis; this article could potentially run in home improvement magazines nationally. *Elle Girl* magazine will be interviewing **Kirsten Melberg, Associate ASLA, Hui Ward, ASLA, Joanna Bush, ASLA, Kristin Booker, ASLA, Kate Kennen, Associate ASLA, and Shannon Nichol, ASLA**, for an article on women in design. *California Landscaping* magazine is interviewing **Timothy Gilbert, ASLA**, and 2006 award winner, Dirt Works, PC, on accessibility issues and universal design. Finally, **President Carmichael** and EVP Somerville will be interviewed by the *Washington Times* on trends in landscape architecture and how landscape architecture can increase residential value.
- Public Relations Coordinator Maguire worked with the Iowa Chapter to help develop media materials for the [Central States ASLA Spring Conference](#). Maguire is currently working with the Florida chapter to help promote its awards program.
- A [press release](#) announcing Rain Bird's selection for the ASLA green roof was released on Friday, May 19 and the [press release](#) announcing the 2006 honorary members was released on Monday, May 22.
- Dennis Carmichael, FASLA, and Dean Hill, ASLA, were interviewed for the book, [Careers in Focus: Architecture & Building](#), which details careers in architecture (such as landscape architects) and features interviews with professionals working in the field. The audience for the book is high school students interested in learning more about careers in architecture and the building industry.
- The most recent issue of **LAND Online** was sent out on Monday, April 22, to 14,299 subscribers. The issue included [an announcement of ASLA's Honorary Members](#), as well as [an announcement of the enhanced JobLink tool](#). **LAND** included articles on [The Cultural Landscape Foundation's Landslide list](#), a review of [the Green Roofs for Healthy Cities meeting](#) in Boston, and a review of a review of [ASLA's partnership with the ULI bookstore](#). Please note that announcement of medal recipients, the Landscape Architecture Firm Award, and the Community Service Award has been rescheduled for the June 5 delivery of **LAND**.
- **Updates and redesign of ASLA Online** continues. Web Designer Tedra Hackett has completed the press release for the honorary members, is working on a release announcing the ASLA Medals, and is also working on redesign ideas for the ASLA site, as well as daily maintenance of the ASLA website. Hackett is completing four days of training on Flash animation and CSS web design, which will help ASLA bring more multimedia to the website, and will aid in the redesign of the website. In addition, Web Editor Connell completed a day of training on the graphic representation of data, to better inform website enhancements and create better graphics for **LAND Online**.
- The **annual meeting postcards have been mailed to members and prospects**. An article about the annual meeting appears in the current issue of **LAND Online** to promote the opening of online registration.

## Education and Academic Relations

- As of May 23, nine landscape architects have submitted exams to earn continuing education credit from the "Research Design Connections" article in the May issue of **Landscape Architecture**

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magazine. Fifty LATIS exams have been submitted this year and ESRI sales for the year are \$56,836.

- The International Pool and Spa Expo will be an ASLA Single Event Continuing Professional Education Provider again in 2006. The Expo will be in Las Vegas, Nevada on November 28 – December 1, 2006.
- The **Landscape Architecture Accrediting Board (LAAB)** has completed 13 visits to landscape architecture programs applying for renewal of accreditation. One candidacy review has also been completed. On June 18, LAAB will hold a training/orientation session at the Council of Educators meeting in Vancouver, British Columbia.

## Information and Professional Practice

- Professional practice coordinator Rachel Shaw attended several plenary sessions at EPA's **Science Forum: Your Health, Your Environment, Your Future**, held at the Ronald Reagan Building in Washington D.C. May 16-18. The sessions included **EPA's Smart Growth Effort** by Tim Torma, Deputy Director of EPA's Smart Growth office; **Human Health and the Built Environment** by Dr. Howard Frumkin of CDC; and a preview of an exhibit opening on May 20 at the **National Building Museum**, entitled **The Green House: New Directions in Sustainable Architecture and Design**, presented by the museum's Senior Vice President for Special Projects, Martin Moeller. In the poster sessions that followed the plenary sessions, Shaw spoke with EPA Region 8's Shayne Brady about the green roof the agency is constructing at its new Denver office, and provided information on ASLA's green roof.
- Professional Practice Manager Jennifer Strassfeld represented ASLA at a meeting of the **Advisory Council to the Building Security Council (BSC)**. ASLA has been asked to participate in the group, which brings together organizations representing public sector building owners, private sector building owners, professional/trade organizations, financial, insurance and other building security related organizations and will provide guidance to the BSC.
- The **National Recreation and Park Association** held the **Urban Park and Recreation Summit** in Chicago on May 17 and 18. **Mark Focht, ASLA**, Director of Fairmount Park Commission and Chair of ASLA's Public Practice Advisory Committee; **James Speck, ASLA**, Director of Toledo Metroparks and Chair of ASLA's Parks and Recreation PPN; and **Keven Graham, ASLA** and **Jana McKenzie, ASLA**, private practitioners and leaders of ASLA's Sustainable Design and Development PPN; and Manager Strassfeld attended. The Summit centered on a "[Call to Action](#)" (PDF) to restore and increase funding and other support for creating and maintaining parks and recreation programs in urban areas. The event also featured education sessions addressing design, public health, green infrastructure, safety, public administration, community revitalization, and provided a forum for increasing support and enthusiasm for SITESS.

## Deadlines and Reminders

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