

ASLA Leaders E-Express ...

July 5, 2006

Governance and Administration

- The annual **call for committee volunteers** was included in last week's edition of *LAND* and emails have gone out to individuals currently serving on committees. Interested members are asked to contact Corporate Secretary Mary Hanson **by Monday, July 31, 2006**. Also included in *LAND* was a **request for nominations for national office**: 2008 President-Elect; 2008-09 Vice President, Communication; 2008-09 Vice President, Education; and 2008-09 Vice President, Government Affairs. Nominations are due to Hanson by July 31.
- EVP Nancy Somerville represented ASLA at a **green building program** hosted by the **Austrian Embassy** Institute of Science and Technology on July 22.
- ASLA hosted a meeting of the advisory panel and grant recipients of the **Chesapeake Bay Foundation's (CBF) green roof demonstration project** on July 27. The ASLA green roof is the first of the projects receiving grants from the CBF to be completed. Discussions included possible opportunities for collaborating on water quality monitoring.

Government Affairs

- ASLA has contracted with Capitol Advantage to create an **online grassroots tool** for our members, which will be used for Congressional advocacy and has the capability for chapters to use for state legislative work as well. Over the next few months, the focus will be on branding the tool and the rollout strategy. The target for this initial phase is to have it set up for unveiling at the annual meeting in Minneapolis.
- A reminder that the **2007 Licensure Grant** applications are **due August 15**. For guidelines and the application form for these matching grants, visit the [Chapter Operations Workbook](#).
- The **Vermont Chapter** has submitted a second "**sunrise**" **application for licensure**. The chapter submitted a similar document in 2003; however, the state recommended against regulation of landscape architecture at that time. The chapter revised the application to focus even more strongly on public health, safety and welfare. A decision is expected in November.
- The **Michigan Chapter's upgrade legislation has been introduced**, with legislative activity expected later this year. The chapter is in negotiation with the engineers on some of the language, but it appears – at least this week – that progress is being made toward an agreement.
- Staff joined the **Washington Chapter** for a strategy meeting on June 30 to review plans for upgrade legislation in 2007. The group established the groundwork for tasks needed to prepare for the legislation next year.

Member and Chapter Services

- Membership numbers as of June 30 are as follows:

Member Type	Number of Members
Associate	1599
Affiliate	625
Fellow	555
Honorary	59

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International	136
Full	9976
Corporate	183
Student	2940
Student Affiliate	474
Total	16547

Meetings and Special Programs

- In our continued efforts to raise the quality of the education program at the ASLA Annual Meeting, the call for ASLA Session Host volunteers for the education program in Minneapolis went out last week to the ASLA Board, the Chapter Presidents Council, the Committee Chairs, and the Professional Practice Network Chairs. The responsibilities of an ASLA Session Host are to:
 - Work with the session presenters to ensure that a high quality presentation with appropriate visuals is being produced;
 - Ensure that the session presenters have professional handouts;
 - Check in at the ASLA Speaker Ready Room in Minneapolis to pick up evaluation forms and any final directions for the session;
 - Call the session to order, introduce the topic, introduce the speakers, moderate the Q & A, and thank the presenters at the close of the session;
 - Ensure session evaluations are filled in and collected;
 - Turn evaluations back into the ASLA Speaker Ready Room.

To volunteer, **you must be [pre-registered for the 2006 Annual Meeting](#)** - remember that you save **\$100 before August 28, 2006**. You can only host two sessions. If you are willing to step forward, please review the [schedule and session descriptions](#) and let us know your first and second choices for hosting. Host badges will be scanned for continuing education credit. We will accommodate requests on a first come, first served basis. **Please send your requests by Friday, July 16, 2006 to ggarcia@asla.org.**

- The due date for CPC Chair letters of intent was July 1, 2006. Five volunteers have stepped forward with letters of intent to serve as CPC Chair 2007-2008.

Landscape Architecture Magazine

- **LAM has hired a new writer/editor.** She is **Linda McIntyre**, who comes to us from American Gardener magazine. Before entering the magazine field, Linda worked in policy analysis. Meanwhile, former *LAM* writer/editor Susan Hines has transitioned to freelance status in order to spend more time with her two children.
- The **Bradford Williams Award** recipients have been chosen by a committee led by Lynn Miller, FASLA. **The winners are Randy Hester, FASLA, and Susan Hines** for outstanding writing published in 2005. A **special award will be given to Grady Clay, Honorary ASLA**, for his continuing inspiration to the magazine and the profession.

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Public Relations and Resource Development

- **The Ohio State University Student ASLA Chapter contributed \$250 to the green roof project**, bringing the cash donations to \$156,800. A special mailing is being prepared to send to the more than 4,000 ASLA members who are firm managing principals.
- A total of **\$81,500 in sponsorships** has been raised for the 2006 Annual Meeting and EXPO to date.
- **The student award recipients** have been notified and the announcement will go out in September. *Landscape Architecture* magazine will cover the student awards in the October issue. At the recommendation of the Student Awards Jury, an education session has been added to the Monday, October 9, annual meeting schedule entitled *Winning Strategies: ASLA Student Awards*, featuring top award recipients, their advisors, and jury members.
- **[Southeast Asia Building magazine](#)** is featuring a story on the ASLA green roof in the upcoming issue. *The Baltimore Sun* is interviewing **Dennis Carmichael, FASLA**, on asymmetry in landscape architecture and Carmichael has written the foreword for Singapore's 2006 landscape resource book, *Landscape Today*. [Kiplinger.com](#) will feature projects by **Root Design Company** and **Richard Arentz, ASLA**, on its website, in addition to interview excerpts with **Jeffrey Carbo, FASLA**.
- Public Relations Manager Ashley Owens is working with CNN's [Money](#) magazine on a feature entitled, "Home: Before/After."
- PR staff are working to update the [media section of the COW](#), including updated media lists, tips for dealing with tricky media questions, and a revised toolbar.
- Beginning this month, non-members who post ads on [JobLink](#) will receive a one year membership in ASLA, including a subscription to *Landscape Architecture* magazine and ASLA Chapter dues. Based on last year's records, this should capture more than 70 new ASLA members in the next year.
- The August issue of **LAND Express** has been delivered to the printer and includes extensive coverage of the 2006 ASLA Annual Meeting and EXPO and IFLA 43rd World Congress. The issue also includes news of the election of Perry Howard, FASLA, as the 2007 president-elect, and the passage of New Hampshire's practice act.
- The next issue of [LAND Online](#) will be delivered Monday, July 10. It will include articles on the Potomac Chapter's appearance before the Washington, DC, zoning board to discuss land use issues pertaining to the new Washington Nationals stadium, the latest ethics column, and a profile on American Hydrotech, which provided the green roof assembly for the ASLA green roof, among other articles.
- As part of a series of **emails promoting the [Annual Meeting](#)**, an email about the *LAM* article on Minneapolis was sent to 19,199 members and prospects. The message contained a link to a PDF of the article that was posted online. The email was opened by 6,725 people. Over 1,000 clicked on one of the links to the ASLA website. The printed registration brochure will go to the printer this weekend and will be mailed around the middle of the month to more than 30,000 members and prospective attendees.
- Marketing staff members are working with consultants on design of a direct mail package to **promote LAM subscriptions**. The marketing message will be tailored for each specific group—such as engineers, landscape architects, and architects—targeted in the campaign.
- **A postcard to promote** advertising in the October show issue of *LAM* **will be mailed this week**.

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Information and Professional Practice

- As of June 30, 1,552 ASLA **national salary survey** questionnaires have been completed and submitted online.

Deadlines and Reminders

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