

ASLA Leaders E-Express ...

July 19, 2006

Governance and Administration

- The ASLA **Executive Committee** met this week in Chautauqua, NY, in conjunction with the **Chautauqua Institution's landscape architecture week**. Executive Committee agenda items included: discussion of legislative priorities, review of chapter support programs, and review of a survey on the public perception of landscape architecture. Theme speakers at Chautauqua include : **President Dennis Carmichael, FASLA; Sheila Brady, ASLA; Charles Birnbaum, FASLA; and Ace Torre, FASLA**. ASLA members from local chapters were on hand to consult with attendees on questions about community and residential design. Participating members included **Upstate New York Trustee Richard Powell, ASLA, and Ohio Trustee Craig Cawrse, FASLA**.
- ASLA hosted a meeting of the advisory panel and grant recipients of the **Chesapeake Bay Foundation's (CBF) green roof demonstration project** on Tuesday. 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.
- In case you missed it in *The Dirt*, ASLA's was one of three **green roofs** referenced in a recent article in the [Christian Science Monitor](#). Other green roof media coverage is reported in the Public Relations section, below. Recent green roof "tourists" have included the **Landscape Architecture Foundation** Executive Committee, architecture firm **BBG-BBGM**, and **Bob Callans, FASLA**. EVP Nancy Somerville and CFO Gerry Beaulieu are working with a local water quality consultant to discuss **water quality testing** needs for the ASLA roof. **Stormwater retention monitoring** is now in place for the roof; **temperature sensors** on the ASLA roof and an adjacent "control" roof are scheduled for installation later this month.
- Work is underway to review existing **ASLA administrative policies** and develop additional policies on issues including records retention and conflict of interest. Completion of first drafts of new and revised policies is targeted for early August. The Constitution and Bylaws Committee will review the policies prior to consideration by the Executive Committee and the Board of Trustees.
- EVP Somerville joined the **Maryland Chapter** and **Trustee David Locke, FASLA**, at the chapter's summer social event held at Ruppert Nurseries in Laytonsville, MD.
- Staff met with **McGraw-Hill Construction** (MHC) last week to review plans for the 2006 **Landscape Architecture Directory**, coordinate content for the landscape architecture community on MHC's new online product directory, and discuss possible collaboration opportunities between ASLA's planned ProjectLink and the Dodge construction database.

Government Affairs

- The **Virginia Chapter** has organized a state licensure summit on July 20. Staff will attend along with chapter leaders and two state legislators, including **Delegate Glenn Oder, ASLA**, and Senator John Watkins, a nurseryman by trade. The group will discuss strategy for proposing legislation to upgrade the state licensing law to a practice act.
- The **Licensure Grant Program applications are due August 15**. This year, the pool of grant monies is \$40,000, which will be distributed as matching grants to chapters for state licensing advocacy activity. Grants can also be used to satisfy existing debt from past licensing campaigns, as long as all other criteria are met. For more information, see the [Chapter Operations Workbook](#).

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Meetings and Special Programs

- The **Chapter Presidents Council annual meeting** is scheduled for **Thursday, October 5, 2006**, in Minneapolis at the Hilton Hotel.
- Remember [to register](#) for the [2006 ASLA Annual Meeting and EXPO and 43rd IFLA World Congress](#) before **August 28, 2006**, and save \$100.

Landscape Architecture Magazine

- The upcoming August issue of *Landscape Architecture* magazine will feature a Shared Wisdom article on **Kevin Shanley, ASLA**, and his work **restoring Houston bayous**, for which he won the 2005 ASLA Community Service Award.
- Also in the August issue: Landscape architects working in **wetland mitigation, golf course design in California, and artist/landscape architect Brad Goldberg**. Check it out!

Public Relations and Resource Development

- Cash **contributions to the ASLA green roof are up to \$158,300** with a \$1,500 contribution from Stephenson & Good last week.
- **Sponsorship commitments for the annual meeting total \$89,000 to date**, already 25 percent ahead of last year's final sponsorship total.
- **Nominations for [honorary membership in ASLA](#) are due by August 4**. This is one of the highest honors ASLA may bestow upon a non-landscape architect whose contributions to the profession have had a national or international impact. **Nominations are very simple, but they must be made by a member of the Board of Trustees** (although chapter leaders and members are welcome to assist). For more information, please contact Carolyn Mitchell, honors and awards coordinator, at 202-216-2331 or cmitchell@asla.org.
- For the first time ever, *Engineering News Record* (ENR) has published its annual "Top 500 Design Firms" issue **with a category for landscape architecture firms. EDAW, VOA, Belt Collins, and Glattig Jackson Kercher Anglin are all listed in the top 500** with landscape architecture as a main focus of practice. Public Relations staff will continue to work with ENR to increase the number of landscape architecture firms participating in the annual business survey.
- The ASLA green roof continues to draw media attention. [Architectural Record](#) is featuring coverage of the ASLA green roof project. **Planet Vox is filming the green roof on Friday** for a **Natural Resources Defense Council** video project featuring green solutions to major environmental challenges.
- Public Relations worked with [Kiplinger's Personal Finance](#) on a feature story and slide show highlighting the work of several members and linking to Firm Finder. The story and slide will run on **Yahoo! Finance** this weekend and on **AOL** next weekend.
- Lots of members are making the news: **Rob Tilson, FASLA**, and **Dean Hill, ASLA**, were interviewed for an article on hardscapes for *Home Improvement*, a new national magazine. **Tilson and Richard Arentz, ASLA**, were interviewed for an article on pool design for *The Washington Post*. **EDSA and Belt Collins** will be submitting projects to *Landscape Today*, a Southeast Asia publication. *The New York Times* is interviewing **Adrian Smith, ASLA, David Kamp, ASLA, Ed Hollander, ASLA**, and

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Leonard Ditomaso, ASLA, for a cover story in the Real Estate section on landscapes and their impact on home values. *Water Gardens* magazine is interviewing **John Cusick, ASLA**, **David Driapsa, ASLA**, **Rob Tilson, FASLA**, and **Michael Vergason, FASLA**, for an article on water features.

- **Landscape Design** magazine (Dalian, China) will feature three ASLA 2006 Professional Awards winners in their next issue: the University of California, Berkeley: Units 1&2 Dormitories Urban Landscape (The Bowtie) by **GLS (Gary L. Strang) Landscape/Architecture**, Small is Beautiful, by **Michael Van Valkenburgh Associates Inc.**, and The Elizabeth & Nona Evans Restorative Garden by **Dirtworks, PC**.
- PR Coordinator Erin Maguire is currently working with the **San Diego Chapter** to help them develop a media advisory and targeted local press list for their Annual Golf Tournament. Proceeds will benefit their 2007 ASLA Community Grant.
- **An email was sent out on Tuesday to promote annual meeting registration.** The message was delivered to 19,367 people and opened by 4,968 to date. Of those, 719 have clicked on one of the links to the annual meeting website. An ad promoting the meeting appears in the current issue of **Topos**, the international landscape architecture magazine, to professionals in other countries, particularly European landscape architects. An article about annual meeting education programs focusing on sustainability will appear in next week's issue of *LAND Online*.
- Watch your mail. **The annual meeting registration brochure is being printed and mailed this week** to 25,000 members, *LAM* subscribers, former members, and prospects. It is nearly 20 pages smaller than last year's brochure, saving significantly on production and postage costs, and is again printed on sustainable paper with soy inks.
- The latest edition of [LAND Online](#) was distributed on Monday, July 10, to 14,805 members and delivered to 14,473, with 332 bounces. This issue features the second in the series of annual meeting articles featuring programming to appeal to different market sectors and practice types.

Information and Professional Practice

- The work to complete the **ASLA Fellows Database project** continues. University of Maryland Landscape Architecture program students are working onsite at ASLA headquarters this summer with staff and project coordinator **Jack Sullivan, FASLA**, to finish the database entries through 2005 using information and documents from the ASLA Fellows archives files.

Deadlines and Reminders

- The deadline for responding to the annual **call for committee volunteers** and the request for **nominations for national office** is Monday, July 31. Send expressions of interest for committee service and nominations to Corporate Secretary Mary Hanson at mhanson@asla.org.
- **Nominations for [honorary membership in ASLA](#) are due by August 4.** See Public Relations section, above, for additional details.
- **Licensure Grant Program applications are due August 15.** See Government Affairs section, above, for details.
- The [Leadership Calendar](#) can be accessed on the web.