

ASLA Leaders E-Express ...

August 2, 2006

Governance and Administration

- **President-elect Pat Caughey, FASLA**, visited headquarters yesterday to work on **committee appointments**. The annual call for volunteers brought in a very good response both from long-time and first-time volunteers. Notifications to committee members will go out in late August.
- EVP Nancy Somerville represented ASLA as a panelist at an **American Institute of Architects'** event on sustainability on August 24. The event was focused around a **screening of "Deeper Shades of Green,"** one of the episodes of the DESIGN:e² (The Economics of Being Environmentally Conscious) television series.
- EVP Somerville and Federal Affairs Manager Scott Kovarovics represented ASLA at a forum on the **National Capital Planning Commission's** developing **National Capital Framework Plan** on July 25.
- A group of high school students, spending their summer interning for the **Casey Trees Endowment**, stopped by ASLA headquarters last week for a **green roof tour**.
- Left out of the last Express: **President Dennis Carmichael, FASLA**, addressed the Board of Directors of the **National Society of Professional Engineers** on July 8. Carmichael shared information on ASLA's current priorities, including the green roof and SITES projects.

Government Affairs

- Members from the Boston Chapter's Granite State section participated in the ceremonial **signing of the New Hampshire practice act** for landscape architects with Governor John Lynch (D) on July 24. The chapter anticipates that the new board will be appointed shortly to begin the implementation process of the 48th state licensing law.
- Reminder: The **Licensure Grant applications are due August 15**. For more information on the matching grants, visit the [Chapter Operations Workbook](#) or contact Government Affairs Director Julia Lent.
- The **Disaster Response Task Force** continues to evaluate how ASLA and its members can most effectively support and contribute to long-term community recovery following major natural disasters. The task force is developing a detailed outline addressing organizational, budgetary, policy and other issues that will inform next steps in this effort.
- On July 20, the **Virginia Chapter hosted a summit** to discuss strategy for an upcoming effort to upgrade the state's title act to a practice act. The summit included landscape architect and Virginia **Delegate Glenn Oder, ASLA**, along with his colleague Senator John Watkins, a nurseryman who has sponsored legislation in past years in support of landscape architects. The **Potomac Chapter** was also represented at the summit.
- Staff is preparing to head to **Nashville, Tennessee**, for the annual conference of the **National Conference of State Legislatures**, August 16-18. ASLA will be represented in the Exhibit Hall, which serves as a good opportunity to promote the profession and licensure to over 1,500 state legislators from around the country.

Meetings and Special Programs

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- Due to savings in other program areas, **funding is being made available for chapter officer travel to the 2006 CPC Annual Meeting in Minneapolis**. Reimbursement will be provided following the formula used for the midyear CPC meeting (only travel, i.e., air, train, mileage, and ground, less \$200). Chapters can submit for reimbursement for two chapter leaders to travel to Minneapolis.
- **The 2006 CPC Annual Meeting will occur on Thursday, October 5, 2006**, with the BOT/CPC welcome reception the night before, Wednesday, October 4, 2006 from 6:00-8:00 pm. The welcome reception and the CPC meeting will be held in the Hilton, the headquarters hotel for the [2006 Annual Meeting and 43rd IFLA World Congress](#).
- For those chapters holding **elections, results are due to ASLA national 30 days before the start of the Annual Meeting or September 7, 2006**. Please make sure when submitting your new chapter officer rosters that each officer listed is a current member of ASLA.
- The **call for ASLA/IFLA Session Hosts for the Minneapolis education program** has had an overwhelming response with 88 out of 98 sessions covered by ASLA and IFLA leadership and Minnesota Chapter volunteers. If anyone is still interested in hosting a session, please email Meetings and Special Programs Director Gloria Garcia at ggarcia@asla.org.

Public Relations and Resource Development

- **Nominations for [honorary membership in ASLA](#) are due by this Friday, 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.
- **Cash contributions for the green roof project** are up to \$160,800 with new commitments from the **ASLA Maryland Chapter** (\$1,000) and **Clinton & Associates** (\$1,500). A [press release](#) was distributed to local media markets, trade press, and via US Newswire announcing Outdoor Illumination's selection to provide lighting for the ASLA green roof. [Planet Vox shot footage of the ASLA green roof for a project for the \[Natural Resources Defense Council\]\(#\)](#) for a video on new green solutions and technology.
- Lots of landscape architects making news recently:
 - [The New York Times](#) featured interviews with **David Kamp, ASLA, Ed Hollander, ASLA, and EVP Somerville**, for a cover story in the Real Estate section on landscapes and their impact on home values;
 - [USA Today](#) featured **EVP Somerville** and **Mark Rios, ASLA**, for an article on security design;
 - **Rob Tilson, FASLA, and Dean Hill, ASLA**, were interviewed for an article on hardscapes for *Home Improvement*, a new national magazine;
 - **EDSA and Belt Collins** submitted projects to *Landscape Today*, a Southeast Asia publication;
 - *Landscape Design* magazine (Dalian, China) will feature ASLA 2006 Professional Awards winners in their next issue;
 - *Water Gardens* magazine is interviewing **John Cusick, ASLA, David Driapsa, ASLA, Rob Tilson, FASLA, and Michael Vergason, FASLA**, for an article on water features;
 - [Salon.com](#) is interviewing Past President **Len Hopper, FASLA**, for a story on post-9/11 security requirements;
 - The *Lubbock Avalanche-Journal* is interviewing **Ann McGinnes, ASLA, Barry Landry, ASLA, Ben Dozier, ASLA, and Pat Caughey, FASLA**, for an article on the drought in the Southwest areas and its effect on landscape architecture practice;

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- **Tary Arterburn, ASLA**, and **Mark Rios, ASLA**, were interviewed by *Recreation Management* magazine for a story on park design;
 - **Shawn T. Kelly, ASLA**, **Daniel J. Williams, ASLA**, and **Dennis Carmichael, FASLA**, were interviewed by the *Milwaukee Journal Sentinel* for an article on stormwater laws and how it's changed residential subdivisions; and
 - *American Nurseryman* magazine is covering ASLA Fellow **Perry Howard's** election to president-elect.
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- The [Kiplinger's Personal Finance](#) feature story and slide show highlighting the work of several members and linking to Firm Finder ran on **Yahoo! Finance** and on **AOL**.
 - PR Coordinator Erin Maguire worked with the **San Diego Chapter** to help promote the chapter's annual golf tournament. Proceeds will benefit their 2007 ASLA Community Grant. She is also working with the **Florida Chapter** to develop a press release for that chapter's annual design awards. The release will be sent out this week to press around the state of Florida.
 - Promotional emails were sent to firm principals and prospective advertisers about the upcoming **Landscape Architecture/Garden Design Residential Awards Issue**, which will premier at the annual meeting and will be mailed to more than 277,000 *Garden Design* and *LAM* subscribers.
 - **Annual meeting marketing** is in full swing. The registration brochure will mail this week. In addition, an article about sustainability sessions at the meeting appears in the current issue of *LAND Online*. A follow-up email was sent on Tuesday to direct prospective attendees to the article. An annual meeting ad appears in the current issue of *LAM*, which was encircled with a bellyband promoting the meeting and early registration. The September issue of *LAM* will include a special edition of the *LAND Express* that focuses exclusively on the annual meeting. An email promoting exhibiting in the EXPO at the annual meeting was sent yesterday to 5,403 prospects.
 - **The latest issue of [LAND Online](#) was distributed to 14,768 members on Monday, July 24.** It was delivered to 14,561 members with only 207 bounces. The next issue of *LAND Online* will be distributed on Monday, August 7.
 - **The September issue of *LAND Express*** has been completed and sent to the printer for inclusion in *LAM*. It will highlight and promote events surrounding the 2006 ASLA Annual Meeting & EXPO and 43rd IFLA World Congress.
 - The **Online Committee** met via conference call on Thursday, July 27. Web Editor Dave Connell briefed the committee on the successful transition to the new ASLA web host and the ongoing improvements to the JobLink database. Connell and Web Designer Tedra Hackett also discussed the plans for a comprehensive redesign of the ASLA website.
 - Subscriptions to [The Dirt](#) "Alert" email service have risen to 1,007.

Education and Academic Relations

- The **Landscape Architectural Accreditation Board** met on July 28-29 and reviewed 13 programs applying for renewal of accreditation as well as 2 programs applying for candidacy status. Official action letters will go to the programs by the end of August. The LAAB also discussed annual reports and continued with the standards review process. LAAB is preparing surveys to gather information to assist with the standards review.
- Twelve **LATIS exams** have been submitted since July 6. Two orders for **ESRI software** were submitted in July.

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- On July 25, an application package was submitted to Florida to apply approval for continuing education credit for 26 sessions at the Minneapolis annual meeting.

Information and Professional Practice

- ASLA has released and posted online a new [Landscape Architecture Technical Information Series \(LATIS\)](#) report. ***Security Design in a New Cultural and Legal Landscape: Context, Concepts and Approaches***, by Sean E. Michael, PhD, presents an account of both the rise of security as a design objective and the growth of tools for integrating security into the design. Landscape architects can learn about new responsibilities, expectations, and resources for providing security as an element of designed space. LATIS reports are published in PDF format and are available via ASLA Online as a member benefit and for sale to nonmembers.
- **ASLA will be conducting the next national business indicators survey during August 2006.** All ASLA key contact members with landscape architecture firms, multi-discipline, architecture, engineering, and design/build firms will receive an email invitation to participate including the link to the online survey. The purpose of the survey is to collect, analyze, and disseminate business indicator data on the profession for information and research purposes. Private sector market and business indicators will be covered in the survey and the results will include analysis of market sectors, project types, client types, billing rates, contract types, design competition participation, marketing, spending and construction cost ratios, and profit margins. The survey data results are continually in demand by private practitioners, economic analysts, and researchers. The information will be collected in a database and available to search online by subscription.

Deadlines and Reminders

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