

ASLA Leaders E-Express ...

August 30, 2006

Governance and Administration

- Preparations for the Minneapolis governance meetings are continuing. The **agenda and backup materials for the Board of Trustees meeting will be posted on the web early next week.**
- Two **Board conference calls to discuss investment policy** have been scheduled for Wednesday, September 13, and Thursday, September 14, at 1 p.m. EDT. Details were emailed to Board members yesterday; contact [Chief Financial Officer Gerry Beaulieu](#) for additional information.
- The **Constitution and Bylaws Committee** convened via conference call yesterday to review documents pertaining to establishment of an ASLA **Audit Committee**, including the related bylaws amendments and corporate/administrative policies that will be presented for BOT consideration in Minneapolis. The corporate/administrative policies include statements on antitrust and restraint of trade, confidentiality, conflict of interest, document retention, standards of conduct, and whistleblowers.
- New Zealand landscape architect **Diane Menzies** has been elected President of the **International Federation of Landscape Architects (IFLA)** and ASLA **Past President Darwina Neal, FASLA**, has been elected IFLA Western Region Vice President. Menzies and Neal will take office at the close of the Minneapolis meeting. Current IFLA President **Martha Fajardo** will preside for IFLA at the Minneapolis meeting.
- "Russian Rendezvous," the annual **Landscape Architecture Foundation benefit dinner** will be held on October 6 in Minneapolis. Visit the [LAF website](#) for more information and to purchase tickets.
- Three staff members received **ASLA Service Excellence Awards** this week: *Landscape Architecture* Production Coordinator Marceia Cork; Web Editor Dave Connell; and Meetings Coordinator Lynnette Davis. The annual awards, which are selected by a staff jury from nominations submitted by staff, recognize individuals who go above and beyond to serve ASLA and support their coworkers.
- EVP Nancy Somerville met with **American Society of Interior Designers** Executive Director Michael Alin last week to discuss organizational priorities, including sustainability initiatives, and possible opportunities for collaboration. Alin reported that 10 of his 11 national board members work closely with landscape architects on many of their commercial and residential projects.

Government Affairs

- The deadline for applications for the **2007 Licensure Grants** was August 21. Fifteen chapters applied for 14 state grants, with a total for the grant requests exceeding \$110,000, an increase of almost 400 percent from last year's five applicants. In anticipation of a strong year for the 50 by 2010 Licensure Program, the budget for the grants has been doubled from 2006, with a \$50,000 pool. The review committee consists of the chairs of the Chapter Presidents Council, the Finance Committee, and the Licensure Committee, plus two at-large members from the Licensure Committee. A reviewer must recuse himself or herself from consideration of a home state application. The committee plans to finish its deliberations before the annual meeting, with awards distributed at the start of the 2007 fiscal year in January.
- Staff has written to the Department of Labor's **Occupational Safety and Health Administration (OSHA)**, seeking clarification about the agency's dual use of the Standard Industrial Classification (SIC) system and the North American Industry Classification System (NAICS). The extent to which

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the agency may be using the older SIC system in collecting and publishing illness and injury data may be having an adverse effect on health insurance premiums for landscape architecture firms.

Meetings and Special Programs

- **Early bird registration** for the 2006 [ASLA Annual Meeting and EXPO and 43rd IFLA Congress](#) ended on Monday, August 28, at midnight. **As of today, registration for the meeting stands at 2,018 and counting.** Thirty-three percent of the attendees have never attended an ASLA annual meeting before. To date, over 180 students are registered, 40 countries are represented, and 6 tours are sold out.
- **Chapter election results are due to ASLA national 30 days before the start of the Annual Meeting or September 7, 2006.** Election results should be sent to ggarcia@asla.org. Please make sure when submitting your new chapter officer rosters that each officer listed is a current member of ASLA.
- 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 for the CPC meeting – a chapter president or chapter president-elect (current or just elected).** Expense Reimbursement Form can be found on the [Chapter Operations Workbook \(COW\)](#) under Hot Dates/Hot Forms.
- **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](#). The preliminary agenda for the 2006 CPC Annual Meeting can be found on the [Chapter Operations Workbook \(COW\)](#) under Hot Dates/Hot Forms.

Public Relations and Resource Development

- A **\$50 contribution to the green roof** was received from the **University of Oklahoma Student ASLA Chapter.**
- Staff is working with [The Cultural Landscape Foundation](#) to promote the Patronage and Landscape Symposium **to be held at Cranbrook** in the fall. ASLA receives co-sponsorship for this in-kind promotion. Plans are also underway to work with the [National Building Museum](#) on its “Greenovation Home Expo” to be held November 17.
- To date, **thirteen firms have signed up to participate in JobLink LIVE** during the annual meeting. Forty-three interviews have already been scheduled with the participating firms. Participating firms will also receive tabletop exhibit space to promote their projects and open positions.
- **CNN shot footage of the ASLA green roof and interviewed Dennis Carmichael, FASLA,** for a weekend segment on green building and sustainable design that ran Sunday, August 20, on its regular full feature channel. The segment has also run on WUSA-TV (CBS affiliate, Washington, DC) and WTTG-TV (FOX affiliate, Washington, DC).
- The **American Planning Association** has drafted an **op-ed that addresses the first anniversary of Katrina** and **co-signors will include ASLA, AIA, APA, National Trust for Historic Preservation, and ASCE.** The op-ed will be offered to *The Washington Post* first for publication.

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- **Land Development Today** magazine is featuring an article on licensing for landscape architects and will cite ASLA as a resource.
- ASLA members have been getting great press recently. You can find “Landscape Architecture in the News” in the latest edition of [LAND Online](#).
- Two **emails promoting the annual meeting** were recently sent. The first, sent last Friday, contained a reminder that the Early Bird deadline was approaching. In addition, calls have been placed to members who have never attended the annual meeting to encourage them to register.
- Work is underway on two **Landscape Architecture magazine subscription brochures**, one targeted to landscape architects, planners, and related professionals and one targeted to architects and engineers. The brochures are scheduled to mail following the Labor Day holiday.
- The Latest issue of **LAND Online** was distributed on Monday, August, 21, and included coverage of the [2006 ASLA Annual Meeting & EXPO and 43rd IFLA World Congress](#), [the call for Council of Fellows Nominations](#), and a [call for projects from Home and Garden Television](#). The next issue of **LAND** will be distributed on Monday, September 11 (skipping the Labor Day holiday week), and will feature announcement of the 2006 ASLA Student Awards.
- The **October issue of LAND Express** was sent to the printer last week. It is a special issue of the publication, providing members with a day-by-day “must-see” checklist of Annual Meeting highlights.

Information and Professional Practice

- ASLA has signed a Memorandum of Understanding with the **American Society of Civil Engineers** to participate in ASCE’s **Performance, Education, and Research for Sustainable Infrastructure** (PERSI) Initiative. PERSI will complement **ASLA’s Sustainable Sites Initiative**. A PERSI planning meeting scheduled for September 18 will include three landscape architects: James Patchett, ASLA, Jane Kulik, ASLA, and Deb Guenther, ASLA.

Deadlines and Reminders

- The [Leadership Calendar](#) can be accessed on the web.
- The **Board of Trustees conference calls on ASLA investment policy** will be held on Wednesday, September 13, and Thursday, September 14, at 1 p.m. EDT.