

ASLA Leaders E-Express ...

September 13, 2006

Governance and Administration

- **President Dennis Carmichael, FASLA**, and EVP Nancy Somerville represented ASLA at the **Council of Landscape Architectural Registration Boards (CLARB)** meeting in San Antonio on September 8-9. Much of the conversation at the meeting focused around continuing education requirements for licensure and a CLARB initiative to develop an approval process for courses. ASLA has proposed that CLARB and the other member organizations of the Presidents Council work together to develop guidelines and standards for continuing education programs and to put in place a system whereby each of the organizations could approve course content following those guidelines. ASLA already has a continuing education provider program and works directly with state boards as needed to obtain approval for annual meeting education sessions and LATIS reports.
- Last week, **President Elect-Designate Perry Howard, FASLA**, participated in the inaugural **National Dialogue on Children and Nature: a Connection for the Health and Well-Being of our Children** as ASLA's representative. The event was sponsored by The Conservation Fund.
- **Green roof guests** last week included staff of the **multidisciplinary firm Ayers/Saint/Gross** who were very impressed with the innovative use of grating over sedum to increase pervious surface without compromising amenity space. This week ASLA hosted a meeting of the **Greater Washington Board of Trade** Committee on Transportation and the Environment for a presentation on and tour of the green roof.
- Staff from **Michael Van Valkenburgh Associates, Inc., (MVVA)** were at ASLA headquarters on Thursday, September 7, to [install additional plants on the green roof](#). A number of the specified plants were not installed in the spring because of availability, including about 500 intended for the south "wave." Those were planted last week along with new plants that represent an additional donation from **Emory Knoll Farms**. MVVA has been monitoring plant growth over the first season. Light meters were placed in different areas and a number of individual plants were tagged so that data on plant growth and growing conditions could be collected. The report from MVVA will form the baseline for ongoing research conducted during each growing season. MVVA has also prepared an illustrated guide to the plants included in the roof project; the guide will be used for tours and will be posted on the web in the near future. Other aspects of the project being monitored are temperature, water quality, and stormwater runoff. The Chesapeake Bay Foundation is providing funding to assist with the water quality testing.
- Staff are working with the **Lady Bird Johnson Wildflower Center** on changes in the **Sustainable Sites Initiative** budget, preparations for an upcoming Sites development committee meeting, and fundraising. A grant from the **USDA Forest Service** is underwriting a Sites development committee meeting scheduled for September 18.
- The agenda and backup materials for the Minneapolis **Board of Trustees** meeting were posted online on September 6. **Board conference calls to discuss proposed investment policy changes** are being held today and tomorrow.

Government Affairs

- Today, the Michigan Chapter is hosting a **state lobby day** to reach out to legislators in Lansing for support of their bills to upgrade their title act to a practice act. The chapter has produced a [brochure](#) in support of the effort that highlights aspects of landscape architecture that impact the public health, safety and welfare.

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- The licensure [fact sheet](#) has been updated to reflect the new practice acts (New Hampshire and West Virginia) and to repackage the arguments in favor of licensure for landscape architects. The postcard version has also been updated. Printed versions of both are now available to chapters upon request.
- Thank you to all of the chapters who submitted grant applications for the **2007 Licensure Grants**. The review committee will be meeting during the week of September 25 and plans to finish its deliberations before the annual meeting. Chapters will be notified of award decisions after the committee is finished, although awards will not be distributed until the start of the 2007 fiscal year in January.
- ASLA has written to members of a special congressional commission that will recommend candidates for the **next Architect of the Capitol** to encourage them to consider landscape architects for this position. In August, the current Architect announced that he would not seek reappointment when his term expires early next year. By law, a special commission of House and Senate leaders will evaluate candidates and recommend as many as three to the President, who is charged with nominating one for the position. The letter highlighted how landscape architects are highly qualified to perform the increasingly diverse duties of this office, including those dealing with perimeter security, contract management, and public engagement.

Meetings and Special Programs

- **Chapter election results were 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.
- **The 2006 CIP Jury has allocated \$8,500 to four proposals out of the \$26,380 requested from the total of eight submitted.** The Florida, New Jersey, St. Louis, and Oregon chapters were awarded either full or partial funding. The jury requested additional information from four chapters, Georgia, Indiana, North Carolina, and Wisconsin, on their respective proposals, which was received. The jury is currently reviewing the additional information.

Member and Chapter Services

- Membership numbers as of August 31 are as follows:

August 31 Membership Counts	
Associate	1,692
Full	10,089

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Fellows	556
International	136
Student	3,305
Affiliate	631
Corporate	187
Honorary	59
Total	16,655

- The **Leadership Development Committee** along with **Membership Vice President Bill Eubanks, ASLA**, and **Membership Vice President-elect Susan Hatchell, FASLA**, met at ASLA headquarters this weekend to develop goals and objectives for a three-year plan for the committee. Topics of discussion included: keeping the existing modules fresh and relevant, identifying new audiences and possible new modules, developing a regional trainers network, and selecting the most efficient way to train new trainers. The composition of the committee was also discussed so that representation from all core audiences would be represented. It was a very productive meeting and discussions will continue in future conference calls and at the face-to-face meeting in Minneapolis.

Public Relations and Resource Development

- The [ASLA 2006 Student Awards](#) were announced this week in *LAND Online* and via a national press release. This year's program was the most competitive in ASLA history in terms of number of entries and schools represented. The 25 awards will be presented to the winning students and advisors at the ASLA Awards Ceremony on Monday, October 9, at the annual meeting.
- To date, **21 media representatives have requested press credentials to cover the annual meeting** and more are expected. This is more than any year on record. [Planetizen](#) will be interviewing 2006 Annual Meeting speaker Kongjian Yu, International ASLA, award winner, Michael Van Valkenburgh, FASLA, and Mark Rios, ASLA.
- A mailing went out on Tuesday to the nearly 4,000 ASLA members who are managing principals of firms that have not yet contributed to the **ASLA green roof project**. The letter proposes a contribution of \$1,000 per firm to close the funding gap. Contributors to the ASLA green roof will be sporting special green ribbons on their name badges at the Annual Meeting & EXPO. The ASLA Commons will feature an area for attendees to obtain more information on the green roof and making a contribution. A full size poster about the project will be distributed as well. Cash contributions currently stand at \$160,850.
- The **CNN green roof segment** continues to air and the **FOX segment on hot careers** featuring landscape architecture aired on Sunday, September 3.
- **Landscape architecture and ASLA members continue to be featured widely in the media.** Steve Martino, FASLA, Charles Anderson, ASLA, Stephen Stimson, FASLA, Ed Hollander, ASLA, Mia Lehrer, ASLA, Andrea Cochran, ASLA, Pamela Burton, ASLA, and Sunny Scully, FASLA, were interviewed for two different stories on residential design for **Custom Home Outdoors magazine**. Len Hopper, FASLA, and EVP Somerville were interviewed for an article on crime prevention through environmental design (CPTED) for the **American Society for Industrial Security (ASIS)**. Meanwhile, Russell Chung, FASLA, and Jana Dewey McKenzie, ASLA, were interviewed for **HSMIA Marketing Review**, a highly regarded hospitality trade journal. Jack Carman, FASLA, and Annie Kirk, ASLA, were interviewed by **McNight Long Term Care News** for an article on therapeutic landscapes. **Check out the latest press clips here:**
<http://www.asla.org/land/2006/0911/lain.html>.
- Public relations staff has been planning ASLA's participation in the **U.S. Green Building Council's (USGBC) Greenbuild**, its annual meeting and EXPO, in Denver in mid-November. ASLA received

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50 complimentary passes to the EXPO and offered them to members of the **Colorado Chapter**. The response was so overwhelming that ASLA had to request more passes from USGBC, boding well for landscape architecture representation at Greenbuild.

- In other chapter public relations activity, staff worked with the **Minnesota Chapter** on a press release announcing **ASLA member David Motzenbecker's** election as president of the Minneapolis Planning Commission, and with the **Connecticut Chapter** on developing press releases for their design awards. Public Relations and Meetings and Special Programs staff met with **Potomac Chapter** leaders last week to discuss the National Building Museum's "Greenovation" EXPO and program for homeowners on November 18 and other upcoming chapter events.
- To date, **18 firms and 72 job candidates have signed up to participate in [JobLink LIVE](#)** during the Annual Meeting. Participating firms will display tabletop exhibits to promote their projects and open positions.
- The latest round of **membership reinstatement telemarketing** has been completed, with a total of 311 pledged reinstatements. In addition, the campaign resulted in seven new *LAM* subscriptions. A letter from Immediate Past President **Patrick Miller, FASLA**, was sent last week to **non-member educators**, encouraging them to join ASLA. Also, a new ASLA membership brochure is being designed for availability in late fall. Different versions will target full member, emerging professional, and affiliate member prospects with the membership benefits identified as most meaningful to those audiences through the surveys and focus groups.
- Two ***LAM* subscription promotion mailings will be sent this month to a total of 25,000 prospects**: one is targeted to non-member landscape architects and related industry professionals and the other is targeted to architects and engineers. The mail package consists of a letter, brochure, response form, and business reply envelope, and features images of the ASLA green roof and award winning projects.

Education and Academic Relations

- **Landscape Architectural Accreditation Board** member **Tony Barnes, FASLA**, and Education and Academic Relations Director Ron Leighton, Hon. ASLA, also attended the CLARB meeting in San Antonio and made a presentation to an audience of 10 on accreditation. The goal of the session was to help inform CLARB member boards about the accreditation process and for LAAB to seek additional volunteers for the **Roster of Visiting Evaluators**.
- All programs reviewed by LAAB at its summer meeting have been notified of LAAB's decision regarding their accreditation status. LAAB made the following decisions:
 - **Granted accreditation for six years** (due to expire on June 30, 2012) to:
 - Ball State University – course of study leading to the first professional BLA degree
 - University of California at Berkeley – course of study leading to the first professional MLA degree
 - University of California at Davis – course of study leading to the first professional BSLA degree
 - University of Connecticut – course of study leading to the first professional BSLA degree
 - Florida International University – course of study leading to the first professional MLA degree
 - University of Maryland – course of study leading to the first professional BLA degree
 - Michigan State University – course of study leading to the first professional BLA degree
 - University of Minnesota – course of study leading to the first professional MLA degree
 - Rutgers – The State University of New Jersey – course of study leading to the first professional BSLA degree
 - State University of New York at Syracuse – course of study leading to the first professional BLA degree

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State University of New York at Syracuse – course of study leading to the first professional MLA degree

Texas Tech University – course of study leading to the first professional BLA degree

- **Granted provisional accreditation for two years** (due to expire on June 30, 2008) to:
University of Nevada, Las Vegas: course of study leading to the first professional BLA degree

- **Granted candidacy status** to:

 - Philadelphia University – course of study leading to the first professional BLA degree

 - City College of New York – course of study leading the first professional MLA degree

- LAAB Chair **Joe Crystal, FASLA**, attended a professional development session held by the Association of Specialized and Professional Accreditors on September 11.
- The results of the **2006 ASLA Graduating Student Survey** have been received and will be posted on the ASLA website shortly.

Information and Professional Practice

- ASLA staff met with Virginia Tech WAAC librarian Kelly Jeon in Alexandria, VA to discuss the ongoing **ASLA / WAAC Inter-Library Program**. ASLA contributed 214 books, 153 magazines, 1 CD and 1 video to the VA Tech WAAC landscape architecture library collection on August 23. The fall 2006 semester schedule for library access by ASLA members and staff will be Monday -Wednesday 9:30am-9:00pm, Thursday 9:30am-5:30pm, and Friday 9:00-5:00pm. Please contact Kelly Jeon at kjeon@vt.edu if you would like to visit the library.

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.