

ASLA Leaders E-Express ...

November 15, 2006

Governance and Administration

- This past weekend, **President Pat Caughey, FASLA**, participated in the **Arizona Chapter's 2006 Professional and Student Awards Gala** in Phoenix. The week before, Caughey joined the **Colorado Chapter** for its Professional Design Awards Banquet.
- **Past President Barry Starke, FASLA**, ASLA's representative to **the Renewable Natural Resources Foundation (RNRF)**, has been elected RNRF chairman for the coming year.
- **Recent green roof visitors** included faculty and students from **West Virginia University**.
- EVP Nancy Somerville gave a presentation on the environmental benefits of green roofs and the ASLA green roof to the **Engineers Forum on Sustainability** at the National Academy of Engineering last Friday. The presentation will be podcast and summarized in the Forum newsletter.
- Please note: Unfortunately, **a survey intended for members who have not attended an annual meeting in the past five years was inadvertently sent this morning to many members who have attended annual meetings on a regular basis**. Membership is working to determine the cause of the problem and to apologize and respond to those members who have alerted us to the mistake.

Government Affairs

- With the recent **Democratic gains in the House, Senate, and in many state houses** across the country, Government Affairs staff are busy determining how the changes will affect public policy priorities. As of Friday, Democrats had gained 28 seats in the House, six seats in the Senate, six gubernatorial seats, and close to 320 state legislative seats across the country. See the latest edition of *LAND Online* for more information about Congress, state legislatures, and ballot initiatives decided on November 7.
- Government Affairs Director Julia Lent is joining members of the **Idaho/Montana Chapter for a legislative strategy meeting** in Bozeman on November 18. The Montana landscape architects are gearing up for what is expected to be a busy legislative year defending licensure. The viability of the licensure program has been under attack for two years, primarily because of a recalculation of agency overhead costs assigned to the board.
- **Action Needed:** The **ASLA Advocacy Network** offers a powerful new tool to maximize engagement by landscape architects at the state and federal level. To gain the full capability of the Network, each landscape architect must complete a personal profile and provide a home address to allow the Network to match each one with his or her legislators. **Please encourage your chapter members to go online today and update their profiles**. A newsletter template and other resources are available in the Chapter Operations Workbook (see "Hot Forms").
- Federal Government Affairs Manager Scott Kovarovics has been meeting with the National Park Service concerning its recently launched effort **to develop a 50-year management plan for the National Mall in Washington, DC**. Today, Kovarovics represented ASLA at a symposium designed to inform the public about management challenges and to begin exploring alternatives for better protecting this important civic space while allowing the American people to enjoy and actively use it.

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Meetings and Special Programs

- As follow up to the [2006 CPC Annual Meeting minutes](#) posted on the [COW](#) and circulated by CPC Chair Siefker two weeks ago, we will be holding two CPC conference calls in December:
 1. An **Orientation Conference Call on December 14, 2006 at 4:00 pm eastern** with the Chapter Presidents-elect, the Chapter Treasurers, and the Chapter Managers and Executive Directors to review the tools and resources available online as well as to review the chapter rebate reports and schedule.
 2. The regular **Quarterly CPC Conference Call on December 19, 2006, at 4:00 pm EST** for the entire CPC, which will include a review of the key dates in the first half of 2007, a National Landscape Architecture Month planning kick-off, and a review of the CIP program – the current Task Force status, additional discussion, and planning for submissions for 2007.
- The [call for education sessions for the 2007 ASLA Annual Meeting](#) in San Francisco launched in Monday's [LAND Online](#). The closing date for submissions is January 10, 2007.

Landscape Architecture Magazine

- **In the upcoming issue of *Landscape Architecture*:**
 - **NEW!** An “**Education**” series that reviews schools of landscape architecture—their specializations, their relative strengths. First installment: North Carolina A&T University. Department head, *Perry Howard, FASLA*.
 - **ASLA Award Winners:** The Livingood Residence, Court Square Park, and Shenyang University campus.
 - Two articles on **landfill-to-park conversions**.
 - **Plants articles:** New blight-resistant American chesnuts and uncommon hedges...and much, much more. Look for it at the end of November!

Member and Chapter Services

- As reported in the last E-Express, membership continues to grow. The breakdown of counts as of October 31 is as follows:

October 31 Membership Counts	
Associate	1,726
Full	10,137
Fellows	589
International	124
Student	3,648
Affiliate	682
Corporate	191
Honorary	59
Total	17,156

Public Relations and Resource Development

- Cash contributions and pledges to the **ASLA green roof project** are at \$198,014, with new contributions from several firms in the past two weeks. Up Country Gardens is donating furniture by Fermob, including a dining/serving table, four chairs, and two cocktail tables for use on the roof.

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- Public Relations Coordinator Erin Maguire arranged for New York Chapter president-elect **Jennifer Cooper, ASLA, to attend Bette Midler's annual "Hulaween" fundraiser for the New York Restoration Project (NYRP)**. Jennifer worked the room, meeting Drew Becher, the new head of NYRP, inviting him to the chapter's president's dinner.
- ASLA public relations and information and professional practice staff members are attending the **U.S. Green Building Council's Greenbuild** in Denver, Colorado, this week. They are staffing the ASLA booth (#1807) and attending sessions on sustainability. One hundred complimentary EXPO passes also have been sent to local ASLA members.
- ASLA's 2006 Design Medal recipient **Steve Martino, FASLA**, will be featured in a cover story in *Easy Care Landscaping* (Harris Publications). The *Washington Business Journal* is interviewing Executive Vice President Nancy Somerville about the ASLA green roof and **Michael Van Valkenburgh, FASLA, Chris Counts, ASLA**, and **Diana Balmori, ASLA**, about green roof technology. *Town and Country* magazine is featuring **Steve Martino, FASLA, Pamela Burton, FASLA, Tom Oslund, FASLA, Gary Hilderbrand, FASLA, Doug Reed, FASLA**, and **Ed Hollander, ASLA**, in their April 2007 "green" issue.
- The [2007 Call for Entries press release](#) was mailed to all members as well as former and prospective members and was featured in [LAND Online](#). Special posters, calls for entry, and DVD-ROMs of the 2006 awards video have been mailed to all professional and student chapter presidents and education program chairs. Chapters are encouraged to show the video (run time is approximately 30 minutes) at membership meetings and other events. An **email promoting the professional and student awards call for entries** was sent on Wednesday to 17,960 members and prospective members. Of those, 12,057 opened the message and 1,381 clicked on the links to the online information. Entries are already arriving more heavily than in previous years.
- In anticipation of inbound media calls that ASLA receives each December, Public Relations is conducting an informal survey to identify **trends that will be popular in 2007** in residential and commercial landscape design. The survey is being sent to recent award recipients and appropriate committee and PPN members. Results of the survey will appear in *LAND Online*.
- The **professional and student awards video and PowerPoint presentation is posted on the Web site on the [Annual Meeting coverage page](#)** and the Awards page for free downloading and viewing. To allow for projection for larger group presentations, DVDs of the professional and student awards video, copies of the 2007 Call for Entries brochures, and posters promoting the awards program were mailed last week to all professional and student chapters, education program chairs, and award recipients.
- Since July 2006, **53 new members have joined** through JobLink. JobLink now offers any non-member posting for the first time a one-year membership in ASLA, including a subscription to *Landscape Architecture* magazine and chapter dues.
- **Monday's [LAND Online](#) was sent to 15,015 members and delivered to 14,734 members**, with 287 bounces for a delivery rate of 98 percent. ASLA currently has valid email addresses for approximately 88 percent of its membership. ASLA continues to have an average open rate for *LAND Online* of 40 percent—a high number compared to the average open rate of 10-15 percent for most professional association e-newsletters.
- The December 4 issue of *LAND Online* will launch **a new podcast web page**, which will include all current and future podcasts, including those from the Annual Meeting.

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Education and Academic Relations

- **Annual meeting attendance records for landscape architects licensed in Florida have been submitted to the state.** Attendance confirmation letters are being sent to annual meeting attendees this week thanks to the ASLA Member Services Department.
- The **Landscape Architectural Accreditation Board** held a conference last week and a follow-up call this week to prepare a survey on accreditation to help the LAAB in its review of the accreditation standards and process.
- Since October 1, ASLA has received 8 orders for \$15,200 worth of ESRI software. Sales of the software fund the Dangermond Fellowships.

Information and Professional Practice

- Professional Practice Manager Jennifer Strassfeld is attending **USGBC's Greenbuild conference** in Denver this week. Officers of the Sustainable Design and Development PPN and staff from the Lady Bird Johnson Wildflower Center will be presenting an **update on the Sustainable Sites Initiative.**
- ASLA has begun discussion with potential authors for two new **LATIS** papers on **designing landscapes in areas prone to wildfires** and **designing for the cultural needs of urban trees to maximize tree health and longevity in urban areas.** A LATIS paper on **wayfinding** will be released by the year's end. Two more LATIS papers, on **green roof design** and **security design,** respectively, will be sent to peer review later this month.
- Professional Practice Coordinator Shaw is interviewing ASLA participants in the recent **Working Forum on Nature Education for Young Children,** for an article in *LAND Online.* ASLA was a sponsor of the Forum, held at Arbor Day Farm in Nebraska City on October 16-19.
- The **ASLA Professional Practice Library** donated 194 books and 300 magazines this week to the **Virginia Tech WAAC library** as part of the ongoing ASLA / Virginia Tech Alexandria, VA campus Inter-Library Program.

Deadlines and Reminders

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