

ASLA Leaders E-Express ...

November 29, 2006

Governance and Administration

- Many ASLA members in **New York State** are **concerned about that state's recently enacted continuing education requirement**. Regulations established by the New York State Board of Education for all licensed professions require courses and providers to be approved through a system/organization recognized by the board. ASLA's existing provider program does not qualify. ASLA has proposed a joint continuing education system to the other member organizations of the Presidents Council—Council of Landscape Architecture Registration Boards, Landscape Architecture Accrediting Board, Council of Educators in Landscape Architecture, Landscape Architecture Foundation, and Canadian Society of Landscape Architects. The proposed system, once fully implemented, would qualify for recognition under the New York State regulations. **In the interim, in order to support members licensed in New York, ASLA is in the process of becoming an approved provider of continuing education under the AIA Continuing Education System, which is recognized by New York.** An article on the status of continuing education requirements, the New York requirement, and ASLA's continuing education program will be included in the next *LAND*.
- On November 17, ASLA hosted **green roof tours** as part of a two-day green roof seminar sponsored by the **University of Maryland Cooperative Extension, the Maryland Nursery Association and Brookside Gardens**. Other recent visitors to the green roof include Chuck Friedrich, ASLA, from Statite Permatill; the company contributed part of the growing media to the green roof project.

Government Affairs

- Government Affairs Director Julia Lent joined 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.
- Director Lent will be attending the **National Conference of State Legislatures Fall Forum** next week in San Antonio. Among the panels, ASLA is sponsoring a session on the implementation of the **Safe Routes to School** programs.
- **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 their personal profile, providing their home address allowing the Network to match each one with his or her legislators. **Please encourage your chapter members to go online today and update their profile.** A newsletter template and other resources are available in the Chapter Operations Workbook (see "Hot Forms").
- ASLA wrote this week to incoming **Senate Rules Committee Chairman Dianne Feinstein concerning selection of a new Architect of the Capitol**. This continues ASLA's efforts to be engaged in the process and to encourage members of Congress to actively consider landscape architects for this increasingly diversified position.

Meetings and Special Programs

- The 2007 ASLA Annual Meeting theme for San Francisco is: ***Designing with Nature: the Art of Balance***. The [call for education session proposals](#) is open through January 10, 2007. **President Pat Caughey, FASLA**, Meetings and Special Programs Director Gloria Garcia, and Senior Meeting Planner JoAnn Brown are in San Francisco this week to finalize the meeting logistics and to meet

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with the **Northern California Chapter**, next year's meeting host. The 2007 ASLA Annual Meeting will run October 6-9, 2007, at the key meeting sites:

Headquarters Hotel
[Hilton San Francisco & Towers](#)
333 O'Farrell Street
San Francisco, CA 94102

Convention Center
[Moscone Center North and South](#)
747 Howard Street
San Francisco, CA 94103

Landscape Architecture Magazine

- **LAM** appeared on **WXYZ, the ABC affiliate in Detroit** (channel 7) on November 18. During a story about lighting the Christmas tree in downtown Detroit, at Campus Martius (the park that was featured in the November *LAM*), WXYZ showed the cover of the issue and the opening pages of the article.

Public Relations and Resource Development

- [WorldChanging](#), a leading web site on the environment, has listed ASLA as one of its **recommended resources**, saying, "While a professional organization with broad interests, the ASLA has increasingly moved to the forefront of the discussion about the role of landscape design and construction in building more sustainable communities. Indeed, hitting their website or listening to some of their leading members, you might well imagine them to be an environmental group. If you're thinking about incorporating bright green landscaping into your professional life in any way, you need to be paying attention to these folks. But even if your interest in landscaping stops at your back fence, their website offers some valuable resources for learning more." This was an unsolicited endorsement for the Society.
- **The theme for National Landscape Architecture Month 2007 will be "Discover Careers in Landscape Architecture."** The web resources are being updated and a special bulletin for chapter leaders will go out this week with background information, ideas for chapter events, talking points, and other public relations materials. An ad will appear in *Landscape Architecture* magazine from January through April 2007.
- The **Call for Nominations for ASLA Honors** will be featured in *LAND Online* on Monday. ASLA professional members and chapters are encouraged to nominate deserving candidates for the Society's highest honors: the **ASLA Medal; the ASLA Design Medal; the Jot D. Carpenter Teaching Medal; the LaGasse Medals (Landscape Architect and Non-Landscape Architect); the Landscape Architecture Medal of Excellence; the Olmsted Medal; the Landscape Architecture Firm Award; and the Community Service Award**. Nominations may be submitted by an individual professional ASLA member or an ASLA chapter. **The deadline for submitting nomination packages is March 2, 2007.** Nominations are very simple and [instructions are available online](#). If you have questions, please contact Honors and Awards Coordinator Carolyn Mitchell at 202-216-2331 or cmitchell@asla.org.
- **Green roof cash contributions and pledges** are up to \$198,314 and we are at **86.7 percent of the \$350,000 goal** for cash, product donations, and grants. A follow up to firm principals will go out via email on Monday, soliciting end-of-year contributions from firms.
- ASLA public relations and information and professional practice staff members attended the **U.S. Green Building Council's Greenbuild** in Denver, Colorado, last week. They staffed an ASLA booth and attended sessions on sustainability. One hundred complimentary EXPO passes were sent to local ASLA members, many of whom stopped by the booth to meet staff.
- The [2007 Awards Call for Entries press release](#) was distributed on the national wire and to ASLA's media database. It was featured in the **ArchNewsNow** newsletter and on several other allied

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organization websites. An email promoting the professional and student awards call for entries was sent on Wednesday to 17,960 members and prospective members. Of those, 10,268 opened the message and 1,220 clicked on the links to the online information. **Entries are already arriving more heavily than in previous years.**

- **Potomac Chapter** leaders were on hand to meet attendees at the National Building Museum's Greenovation program November 18. The ASLA booth was among the most popular destinations for the more than 2,000 local home and business owners and state, local, and federal officials who participated. Members of the public relations staff are working with the **Colorado Chapter** to develop a **public relations plan** for 2007 and with the **Virginia** and **Minnesota Chapters** on press releases that will appear in the upcoming issue of [LAND Online](#).
- **President Patrick Caughey, FASLA**, is writing a feature story for *Recreation Management* magazine. **President-elect Perry Howard, FASLA**, is writing the foreword for the *International Landscape Design Annual* book (China). ASLA's 2006 Design Medal recipient **Steve Martino, FASLA**, will be featured in a cover story in *Easy Care Landscaping* (Harris Publications). **Harvard Graduate School of Design** is featuring 2006 Student Awards winners in an upcoming publication. *Vista*, the Landscape Institute's newspaper (England), is covering the 2007 Call for Entries for the ASLA awards in the next issue. **CNN Spain** and **Quatro TV** are filming the green roof and interviewing Executive Vice President Nancy Somerville for an upcoming special on green roofs tomorrow.
- A follow-up **LAM subscription mailing** was sent to individuals who did not respond to the first mailing. To date, the campaign has resulted in 186 new subscribers.
- Web Designer Tedra Hackett is designing an **ASLA holiday e-card** this year as an alternative to the printed card ASLA usually sends every year. This will use fewer natural resources and demonstrate ASLA's commitment to sustainability. The funds saved from the costs of a printed card will be donated to the green roof. It will feature Flash animation, educating recipients about the green roof and will include links to the green roof website.
- The **next issue of [LAND Online](#) will be delivered Tuesday, December 5**, and will include articles on the ASLA honors, the National Building Museum's Greenovation program, the Council of Fellows Scholarship, National Landscape Architecture Month, among other topics.

Information and Professional Practice

- The latest **LATIS** (Landscape Architecture Technical Information Series) draft, titled "**Wayfinding: Principles and Practices**," is being reviewed by proofreaders. The paper will be finalized and released in December 2006.
- The next release of *LAND Online* will run an article about the recent "**Working Forum on Nature Education for Young Children**." **Robin Moore, ASLA; Susan Goltsman, ASLA; Linda Corkery, ASLA; and Jim Wike, ASLA**, attended, presented, and/or facilitated sessions and contributed to the *LAND* article.
- **José Almiñana, ASLA**, and **Jim Sipes, ASLA**, will present the session "Sustainable Infrastructure and Land Development" at the conference Federal Ecobuild on December 7 in Washington, DC. Almiñana will present on ASLA's Sustainable Sites Initiative.

Deadlines and Reminders

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