

ASLA Leaders E-Express ...

December 13, 2006

Governance and Administration

- **Great news: The ASLA Fund has received a \$22,000 grant from the National Endowment for the Arts (NEA) for green roof outreach and education.** The project includes an exhibit, student workbook, and discovery program related to the ASLA roof, and will further the goal of promoting the environmental benefits of green roofs.
- On December 6, **President Pat Caughey, FASLA, President-elect Perry Howard, FASLA,** and EVP Nancy Somerville attended the **Natural Resources Conservation Association (NRCA)** annual awards dinner. The NRCA, of which ASLA is a member, is an umbrella group for organizations concerned with conservation. Caughey and Howard were in D.C. for a **planning meeting with staff.** The two-day session included a presentation by Caughey to the staff on his firm and work, and presentation of length-of-service awards to ASLA staff. Education Director **Ron Leighton, Hon. ASLA,** was recognized for 20 years of service; Information and Professional Practice Managing Director **Susan Cahill-Aylward** for 10 years. Five-year service awards went to Meetings and Special Programs Coordinator **Lynnette Davis,** Government Affairs Director **Julia Lent,** and Membership Services Representative **Otisa Dozier.**
- On Friday, December 8, President Caughey, President-elect Howard, and Somerville attended the inaugural dinner for R.K. Stewart, FAIA, incoming president of the **American Institute of Architects (AIA).** **Caughey addressed the AIA Board of Directors** at its meeting on December 9.
- EVP Somerville and Federal Affairs Manager Scott Kovarovics attended a symposium hosted by the **National Capital Planning Commission** on "The Shape of Things to Come: The Nation's Capital in 2030." **Laurie Olin, FASLA,** was a featured speaker and spoke eloquently on the subject of **security design** and civic values.

Government Affairs

- The **Michigan Senate approved legislation on December 7 to upgrade that state's title act for landscape architecture to a practice act.** The Senate Committee on Economic Development, Small Business and Regulatory Reform had acted earlier in the day to unanimously approve the bill. The bill now goes to the House for consideration by the Regulatory Reform Committee. At press time, it appears that that committee will not meet before the legislature adjourns at year's end, but the chapter is optimistic that the bill will receive action when it is reintroduced in the new legislative session in January.
- Speaking of Michigan, **save the date: The 2007 Licensure Summit will be held June 22-24 in Grand Rapids.** This is the sixth year that ASLA has sponsored the summit, which **invites each state to send one delegate for a dialogue on licensure and advocacy,** focusing on how to attain, maintain, and defend a practice act. ASLA National reimburses the airfare and hotel cost for each of these state delegates. In coming weeks, more information will be sent directly to the chapters and included on the Chapter Operations Workbook (COW). If there are any topics that you would like to see covered at the summit, or if you have any questions, please contact Government Affairs Director Julia Lent.
- Federal Government Affairs Manager Scott Kovarovics and LAM Staff Writer Linda McIntyre joined National Park Service staff on December 11 for a **tour of the Mall,** including many of the sites that will receive particular focus as the **NPS works to develop a long-range management plan** for this historic landscape. The tour included some of the most heavily used and damaged areas of the central lawn panels between the U.S. Capitol and Washington Monument, the Tidal Basin, and Constitution Gardens, which lies between the World War II Memorial and the Vietnam

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Veterans Memorial. The tour highlighted soil compacted to the hardness of concrete, decaying infrastructure, trees crippled by asphalt paths, well-worn "social" trails, and a ring of debris that high tides regularly deposit around the Jefferson Memorial. **The Park Service continues to solicit public comment about the most important issues to address during this process.**

To comment, visit <http://www.nps.gov/nationalmallplan/>.

- ASLA joined the **National Trust for Historic Preservation**, the **American Recreation Coalition**, and other organizations in **sponsoring a symposium and reception on December 11 to celebrate the 15th anniversary of the creation of the national Scenic Byways program** within the U.S. Department of Transportation. The federal program was modeled on successful state and local efforts and was enacted into law in December 1991 when President George H. W. Bush signed the Intermodal Surface Transportation Efficiency Act (ISTEA). Although the day's events focused on celebrating past achievements and some of the individuals most responsible for expanding byways across the country, participants also discussed key steps that must be taken to strengthen, modernize, and grow the program for the next 15 years. Federal Government Affairs Manager Kovarovics represented ASLA.
- The **Illinois Chapter** has been actively involved in promoting a **legislative fix to preserve qualifications-based selection** after a court ruling weakened the existing law. The legislation has passed both the House and Senate and is now before Governor Rod Blagojevich (D). The **ASLA Advocacy Network** has been activated to urge Governor Blagojevich to sign it.
- **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").

Meetings and Special Programs

- The **2007 Annual Meeting** draft schedule for San Francisco includes an **education program offering 19.5 professional development hours**, versus 17.0 hours offered in Minneapolis, and extended EXPO hours on both Saturday and Sunday. The additional EXPO hours include several two-hour non-compete slots on both EXPO days in response to both the attendee and the exhibitor surveys.
- The fourth quarter **Fellows Business Update** under **Council of Fellows Chair Kathleen Fox, FASLA**, was emailed Thursday, December 7. The update includes information on the 2006 Fellows Investiture Dinner, 2006 Fellows Business Lunch, Fellows Database Project, ASLA Council of Fellows Scholarship Endowment, 2007 Class of Fellows Nominations, and 2007 Fellows Committee Nominations.
- The **Fellows Jury** will meet on March 30-31, 2007.
- An **Orientation Conference Call for the Chapter Presidents-elect and Chapter Treasurers** is scheduled for **Thursday, December 14, at 4:00pm eastern**. The call will cover an overview of chapter resources and chapter leadership reports (rebates and deposits).

Public Relations and Resource Development

- It is with sadness that we share the news that **Web Editor Dave Connell** will be leaving our staff on December 21 to accept a position with The Nature Conservancy as a web producer. Dave can be immensely proud of his many accomplishments during his two years with ASLA, from expanding

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LAND and increasing readership, to reinvigorating *The Dirt*, to the myriad web management improvements he has wrought. He has contributed greatly to ASLA's emergence as a thought leader on land use and sustainability and The Nature Conservancy (darn it!) is very wise indeed to have recruited him. We congratulate him on this new opportunity and wish him all the best.

- **Paul Burkhardt**, a writer for the Associated Press who has also written for *Metropolis* and other design magazines, has agreed to be the guest editor for *The Dirt* and *LAND* until a permanent web manager is on board.
- **ASLA professional members and chapters are encouraged to nominate deserving candidates for the [ASLA 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. **The deadline for submitting nomination packages is March 2, 2007.** [Instructions are available online](#). If you have questions, please contact Honors and Awards Coordinator Carolyn Mitchell at 202-216-2331 or cmitchell@asla.org.
- A [press release](#) announcing the **call for education session proposals for the 2007 Annual Meeting and EXPO** was distributed to national trade publications and allied associations.
- **Media news**: CNN Spain and [Cuatro TV](#) filmed the green roof for a news segment on green roofs that will air in the coming weeks on CNN in Spain and Latin America, and later, [CNN en Español](#). [U.S. News & World Report](#) interviewed Laurie Olin, FASLA, for an article on the 25 top careers, which will feature landscape architecture. Kaplan Publishing is working on a book featuring career options for students and will be interviewing **Shannon Nichol, ASLA, Dennis Carmichael, FASLA, Bill Eubanks, ASLA, and Len Hopper, FASLA. Rosheen Styczinski, ASLA**, was interviewed by [Lowe'sForPros.com](#) on how landscape architects can forge partnerships with home builders. **Dennis Carmichael, FASLA, and Kevin Foster, ASLA**, were interviewed for an article on the design of equestrian centers and commercial design for [Stable Management](#) magazine. American Nurseryman magazine is covering the new ASLA officers in an upcoming issue. **W. Gary Smith, ASLA**, was interviewed on biodiversity for an article in the Lady Bird Johnson Wildflower Center's national publication, *Wildflower*. Projects by **Root Design Company** are being featured in an upcoming article on "Big Design in a Small Space" in *Signature Pools & Outdoors* and **Barry Landry, ASLA**, is being interviewed by the publication for an article on season appropriate landscape design.
- Public Relations and Marketing staff have been working on **upgrading the ASLA booth** that will be used at **more than 14 trade shows during 2007**. The new booth will focus on brand recognition and feature multi-media presentations of the awards video and television clips and a live, high-speed internet connection for visitors to use Firm Finder and view our web offerings. The new booth will debut at the [National Association of Home Builders' International Builders Show](#) in Orlando, February 7-10. This is the largest show in which ASLA participates, with more than 100,000 attendees. ASLA will be in booth S-12557. ASLA Professional Practice and Government Affairs staff will participate in the [New Partners for Smart Growth](#) conference, February 8-10, in Los Angeles.
- Be sure to check out the latest clippings of ASLA and members in "[Landscape Architecture in the News](#)" in the latest edition of *LAND Online*.
- An **email holiday card** was sent to members, media contacts, advertisers, and related organizations, with the goal of spreading the word about our green roof and demonstrating ASLA's commitment to sustainability. The animated card allows recipients to "build our green roof" and forward it to a friend or colleague. It also contains a link to our green roof page for more information.

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- An email promoting the [2007 Awards Call for Entries](#) was sent to 17,960 members and prospective members. Of those, 10,268 have opened the message and 1,220 have clicked on the links to the online information.
- The **latest issue of [LAND Online](#) was delivered to 14,842 members** on Tuesday, December 5. The issue included articles on the [call for nominations for ASLA honors](#), [the initial stormwater runoff testing of the ASLA green roof](#), [and a report on New York State's new mandatory continuing education requirements](#). The issue also included the debut of the new [LAND Online podcast page](#). The next issue of *LAND Online*, and the last issue for 2006, will be delivered Tuesday, December 19, and will include articles on trends for 2007, a new LATIS, and the Chapter Initiatives Program.

Deadlines and Reminders

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