

ASLA Leaders E-Express ...

February 7, 2007

Governance and Administration

- The ASLA **Executive Committee's winter meeting** will be held this Friday, February 7, in the D.C. Metro area. Agenda items include review of the FY06 financial audit, a federal issues briefing, discussion of a Council of Education survey of landscape architecture program capacity, and the annual EVP performance review, among others. The committee will be participating in spokesperson/media training on February 8. **President Pat Caughey, FASLA, and President-elect Perry Howard, FASLA,** are arriving early for meetings with the **National Park Service and General Services Administration.**
- ASLA played host to a group of civil and environmental engineering students from **Johns Hopkins University** on February 2 for a **green roof tour and presentation.** The students are working on a green roof project as part of their curriculum. Even the faculty were observed taking copious notes during the presentation.
- EVP Nancy Somerville met with Jim Skiera, Executive Director of the **International Society of Arboriculture,** on January 25 to discuss organizational initiatives, joint work on the **Sustainable Urban Forests Coalition,** legislative opportunities, and technical/professional resources.
- With April quickly approaching, chapter leaders are busy planning [National Landscape Architecture Month activities](#). The theme is "Discover Careers in Landscape Architecture" and the goal is for every chapter to host at least one public outreach activity during April. **Please send Public Relations Coordinator Erin Maguire your completed chapter activity form (attached) as soon as possible** so she can post your event online and help with planning promotion and media outreach.
- **Indiana Chapter Trustee Ron Taylor, ASLA,** and his wife Lori are the proud parents of a **new baby daughter. Aiden Elizabeth Taylor** conveniently arrived before kick-off time on Super Bowl Sunday.
- The celebration has gone global: Following ASLA's lead, the **International Federation of Landscape Architects has named April as International Landscape Architecture Month.**

Education and Academic Relations

- The [LARE Review section of ASLA Online](#) has been updated to list spring LARE review sessions sponsored by ASLA chapters and schools.

Landscape Architecture Magazine

- *Landscape Architecture* is continuing its series of campus profiles in the March issue with a **profile of the Conway School of Landscape Design in Massachusetts.** Tomorrow, staff writer Linda McIntyre will be interviewing architect, writer, and University of Pennsylvania Professor **Witold Rybczynski, Hon. ASLA,** for an upcoming Shared Wisdom article. Rybczynski has written quite a few books, including a biography of Fredrick Law Olmsted and a recent book, with **Laurie Olin, FASLA,** about the Vizcaya estate in Miami.

Public Relations and Resource Development

- Over 375 professional and 39 student entries have been received for the [2007 Awards Program.](#) **The deadline for professional award entry forms is Friday, February 9** and submissions are due by Friday, February 23. Reminder emails are going out this week to all members and prospects.

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- Media coverage remains high: **San Diego magazine** is featuring the ASLA green roof in an upcoming issue. The [2007 Trends press release](#) triggered coverage by **Smart Money** magazine, the **Los Angeles Times**, and **From House to HOME** magazine (circulation one million). An article by ASLA President Caughey was featured in this month's [Recreation Management magazine](#). [Lawn & Landscape](#), [The American Gardener](#), and [China Landscape Architect](#) covered the National Landscape Architecture Month press release. **Urban Land** magazine (ULI) interviewed **Tom Tavella, ASLA**, for an article on Light Imprint New Urbanism (LINU) and **Charles Birnbaum, FASLA**, for an article on the legacy of Frederick Law Olmsted's park systems. **Steve Martino, FASLA**, and **Michael Schneider, ASLA**, were interviewed for an HGTV segment about outdoor living spaces, entitled "Fire and Water."
- Public Relations is working on inviting key media representatives to participate in **a series of Media Roundtables at the 2007 Annual Meeting**. The five roundtables will be organized by audience/subject: Industry, Green, Consumer, National Newspapers, and Blogs. To date, representatives of *Metropolis*, *Planning*, *Garden Design*, *Cooking Light*, *House & Garden*, *The Los Angeles Times*, *Multi-Family Housing Trends* (ULI), *ArchNewsNow*, and *Archinect* have confirmed they will participate, with more confirming each day.
- Public Relations is also working with allied organizations on inviting speakers for **four "Client Roundtables" at the 2007 Annual Meeting**, representing the four largest client groups for private sector landscape architects: Developers (in conjunction with ULI); Municipalities (in conjunction with the Mayors Institute on City Design); Architects (in conjunction with AIA); and Homebuilders (in conjunction with National Association of Home Builders).
- **Media spokespersons are needed:** Chapter leaders were sent a request last week for completing the **CPC Checklist** to identify issues about which they are comfortable performing as local media spokespersons for ASLA. The form also includes space for identifying other chapter members who might be experts in various issues. For questions, please contact public relations coordinator Erin Maguire at 202-216-2363 or emaguire@asla.org.
- **Cash contributions and pledges to the green roof** are up to \$204,656, with \$5,192 transferred from savings accrued from sending an electronic holiday card this year rather than printing and mailing it. The total for cash contributions, pledges, grants, and donations to date is \$309,656 or **88 percent of goal**.
- Requesting a tour of the green roof just got easier! There is now [a green roof tour request form](#) posted on the green roof webpage. Tours are available on Tuesdays, Wednesdays, and Thursdays between 10:00 am and 2:00 pm.
- The [residential consumer information section](#) of the website is now updated with more recent statistics and the [Design Intelligence](#) article authored by **President Caughey** is now available online.
- The [American Horticultural Society](#), the [ACE Mentor Program](#), the [Urban Land Institute](#), and the **International Federation of Landscape Architects** have signed on as partners for [National Landscape Architecture Month](#).
- The **American Airlines Sky Radio piece** for National Landscape Architecture Month featuring Executive VP/CEO Somerville is now available online on the [National Landscape Architecture Month Resources](#) page, the [Career Discovery](#) page, and the [Green Roof Press Coverage](#) page.
- The ACE Mentor Program of Tennessee (Nashville) is featuring **Eddie George, ASLA**, as its keynote speaker at their annual scholarship and presentation event on April 12th.

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- ASLA is exhibiting at this week's **National Association of Home Builders International Builders trade show** in Orlando in booth S12557. Postcards were sent to pre-registered attendees inviting them to stop by to pick up a free copy of *Landscape Architecture* magazine. The *Garden Design/LAM* joint issue featuring the 2006 Residential Design Awards recipients will also be distributed and *Firm Finder* will be demonstrated as a way to find landscape architects for projects.
- **Work is advancing on populating all [Firm Finder](#) profiles with areas of specialty** so they may be searchable, a new member benefit offered this year for basic listings. Reminder emails have been sent and PPN groups targeted in particular to make the database more serviceable for consumers.
- The **English and Spanish versions of the ASLA Career Discovery brochure** have been updated and printed for use during National Landscape Architecture Month. PDFs of the updated brochures are available [online](#) for members and chapters to download as needed.
- **The next issue of [LAND Online](#) will be delivered Tuesday, February 12**, and will include articles on the National Vice Presidential officer slate, National Landscape Architecture Month, and others. The current issue of *LAND Online* was delivered to 14,491 subscribers on Tuesday, January 30. The most popular article was "[Behind the Design in Breaking and Entering](#)" with over 20 percent of subscribers clicking through to read the full piece. Other popular articles included a [piece on Seattle's Olympic Sculpture Park](#) and the "[People](#)" column.
- **Drew Saunders, ASLA's new manager of web strategy, took over writing duties on the ASLA blog, [The Dirt](#), last week**, and has posted approximately a dozen blog posts on a variety of topics, including an update on work by an ASLA member on a Frederick Law Olmsted park in Georgia, the Bush Administration's 2008 budget, green roof construction in New York City, and others.
- By popular request, ASLA has retained the services of a **web design consultant to assist chapters in keeping their web sites up to date**. Mark Oviatt of Oviatt Media works frequently for ASLA national and is available for web services at all scales, from simple updating on an hourly basis to complete redesigns—so now is the perfect time to get those contacts, award winners, and other chapter news updated before April and National Landscape Architecture Month. Chapters may contact him at 718.230.4970 or mark@oviattmedia.com.

Meetings and Special Programs

- The **2007 Annual Meeting Steering Committee** met on Friday, January 26. The group completed a grueling day of reviewing 191 proposals and discussion of the significant gaps in the program.
- In its conference call on January 9, the **Chapter Initiatives Program (CIP) task force** outlined a list of options based on Chapter Presidents Council (CPC) feedback. These options were then reviewed by the **CPC action item sub committee** on its call the following day. **The short-term recommendation for the CIP is to CHANGE the deadline for submissions to October 26, 2007 from June 1, 2007.** This change will only affect the allocation of funds by two months, December 2007 versus September 2007, for use by the chapters for 2008 programs. This change in deadline will afford the task force and staff the time needed to provide the guidance and other support to the chapters to improve the number and quality of funding requests.
- **President Caughey attended the New Jersey Chapter Annual Meeting**, January 28-30, 2007. He participated in a very well-attended emerging professional CEO roundtable on Sunday and was the featured speaker at the chapter's closing awards dinner on Monday night.

Information and Professional Practice

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- ASLA's **Reclamation and Restoration Professional Practice Network** (PPN) has produced an information-packed newsletter, to be posted online next week. In addition to articles provided by PPN members, the newsletter features results of the **work of the group's student intern**, including a review of topics and themes in the current conservation and restoration literature, a summary of an article published in the journal *Restoration Ecology*, and a request for members to contribute guidance for his continued research. The **Campus Planning and Design** PPN has submitted content for its next newsletter, and production is underway.

Government Affairs

- The **New Jersey** chapter used the opportunity of its annual meeting to launch an action alert on the **ASLA Advocacy Network**. The chapter is currently supporting a bill to upgrade that state's title act to a practice act, with the first hearing expected in early March. At the close of the meeting, a follow-up message was sent to all New Jersey members urging them to take action. The alert has generated 359 messages from 109 individuals. Several members have used the "Tell-a-Friend" feature to urge non-landscape architects to act, too. The alert will continue to be active until February 9.
- This week, staff began working with ASLA members in 14 states to request meetings with members of Congress for **In-District Lobby Day** on March 5. ASLA began with a nationwide list of targeted members of Congress based on committee assignments and all freshmen in the House and Senate. ASLA members will directly request and schedule meetings while Government Affairs staff will provide all background information and other support.
- With a heavy heart, we must announce that Federal Government Affairs Manager **Scott Kovarovics will be leaving ASLA** for a new opportunity at the National Recreation and Park Association, effective February 9. ASLA is now actively recruiting a new manager to lead this important program. Please join us in thanking Scott for all he has accomplished to build momentum for the ASLA's federal government affairs program.

Deadlines and Reminders

- The **Fellows nomination submission deadline for the Class of 2007 is Friday, February 16**, at the close of business. The jury convenes on March 30-31, 2007.
- **The deadline for submitting nomination packages for the [ASLA Honors](#)** (ASLA Medal; Design Medal; Jot D. Carpenter Teaching Medal; Landscape Architect and Non-Landscape Architect LaGasse Medals; Landscape Architecture Medal of Excellence; Olmsted Medal; Landscape Architecture Firm Award; and Community Service Award) **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.
- The [Leadership Calendar](#) can be accessed on the web.