

# ASLA Leaders E-Express ...

---

February 21, 2007

## Governance and Administration

- The ASLA **Executive Committee** met on Friday, February 9. A summary of discussion and action will be emailed to the Board later this week.
- The Presidents' Council's **joint task force on continuing education** met by conference call on Wednesday, February 14. Representatives of ASLA, the **Council of Landscape Architectural Registration Boards (CLARB)**, the **Council of Educators in Landscape Architecture**, the **Landscape Architectural Accreditation Board**, and the **Canadian Society of Landscape Architects** participated in the call and shared their organizations' current efforts and concerns regarding continuing education. The first call also included review of other professions' continuing education programs. The next call, which is scheduled for March 13, will focus on standards for continuing education programs and providers, including the definition of health, safety, and welfare. EVP Nancy Somerville will be attending a CLARB continuing education committee meeting on February 23.
- **Keith Swann** is filling the position of **Special Assistant** to EVP Somerville. Swann, who has a strong background in research, project management, and communications, will be helping to manage the green roof tours and programs as well as executive office communications.
- The **search for a new CLARB Executive Director** is underway. Requested qualifications include: 7-10 years of demonstrated leadership experience, financial management skills, strong technological capabilities, ability to work in a collaborative manner, and strong communications skills. See the full [advertisement](#) for additional information. The deadline for applications is March 30.
- April is quickly approaching and 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. If you have not done so, **please send Public Relations Coordinator Erin Maguire your completed chapter activity form (attached) as soon as possible. Your event will be posted online** and Erin will help with the planning promotion and media outreach.

## Public Relations and Resource Development

- Nearly 560 professional entries were received for the [2007 Professional Awards Program](#), the second largest number in ASLA history. The deadline for submissions is Friday, February 23, and the jury will meet March 9-11 in Washington, DC, to select recipients.
- **Sponsorships for the 2007 Annual Meeting and EXPO total \$102,500 to date**, already ahead of the budget and fundraising has just begun in earnest.
- Public Relations has invited 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 from *The San Francisco Chronicle*, *Metropolis*, *Architectural Record*, *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.
- **Recent Media Coverage:** The *Los Angeles Times* is working on a feature story about residential trends and is interviewing **R. Michael Schneider, ASLA, Mia Lehrer, ASLA, and Pamela Burton, FASLA**. **Charles Birnbaum, FASLA**, was interviewed for a story on the legacy of Frederick Law

# ASLA Leaders E-Express ...

---

Olmsted's park systems for *Urban Land* (ULI) magazine. **Steve Martino, FASLA**, and **Michael Schneider, ASLA**, were interviewed for an HGTV segment about outdoor living spaces, entitled "Fire and Water." The *Wall Street Journal* is interviewing **Tim Adams, ASLA**, and **Thomas Klope, ASLA**, for an article on contemporary art collectors and architecture. The [Home & Garden Television website](#), the number one visited HGTV site on the web, is featuring ASLA members' photos of landscape and hardscaping design in upcoming features.

- **April is National Landscape Architecture Month (NLAM):** The theme is "Discover Careers in Landscape Architecture." The [American Horticultural Society](#), the [ACE Mentor Program](#), the [National Building Museum](#), the [International Federation of Landscape Architects](#), and the [Urban Land Institute](#) are the latest organizations to sign on as partners for NLAM. To date, 12 chapters have submitted their [chapter events](#) for posting on the web site and 20 chapters have submitted requests for complimentary *Landscape Architecture* magazines to hand out during April. [Planetizen](#) is planning a series of feature stories on landscape architecture during April, including an article by **Rodney Swink, FASLA**. [Home Improvement Magazine](#) is covering NLAM in upcoming issues in four markets (Long Beach, Clearwater, Raleigh-Durham, and Cincinnati). The public relations staff is working with the Chevy Chase branch of the DC Public Library to schedule a panel discussion with ASLA members about green building solutions for the District to be featured during April.
- The **American Airlines Sky Radio piece** promoting NLAM 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.
- To date the ["Sustainable Living Made Simpler"](#) matte release (syndicated) has generated 196 newspaper articles in 8 different states with a readership of 12,451,696.
- Nearly 4,000 ASLA firm key contacts were sent an email this week encouraging them to take full advantage of all the **business management resources ASLA offers to members**, including the [2006 Salary and Business Indicators Surveys](#), [JobLink](#), [Firm Finder](#), and the [Professional Practice Networks \(PPNs\)](#). To date, the message has been opened by 1,109 recipients.
- **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 as well as enhanced. Reminder emails have been sent and PPN groups targeted in particular to make the database more serviceable for consumers.
- The latest issue of [LAND Online](#) was delivered to 14,588 recipients (with less than 2% of the newsletter bounced as undeliverable) on Tuesday, February 13. Popular articles in the issue included the [ASLA officer election slate](#), [People](#), and an [update on the Chapter Initiative Program \(CIP\) deadline](#). The next issue of *LAND* will appear and be sent out Tuesday, February 27.
- [The Dirt](#) continues with new posts appearing several times a week. Recent post topics include [an accessible playground in Virginia](#), the [Bush Administration's 2008 budget](#), and ASLA members selected as [finalists in the Toronto Lower Don Lands revitalization project](#). Interestingly, a post from early December on [South Africa's first black landscape architect](#) has attracted recent views and comments. Since the piece has long since cycled off the *Dirt* homepage, visitors must be finding the piece through internet search. Using Google, the world's most popular search engine, the search terms [African landscape architect](#) returns *LAND Online* and *The Dirt* as the first and second results. This kind of high ranking placement is crucial to driving traffic to the ASLA site as a sizable portion of our monthly traffic comes directly from search and not through our homepage. Drew Saunders, the

# ASLA Leaders E-Express ...

---

manager of web strategy, will be working on making sure the ASLA site is search engine friendly using Search Engine Optimization (SEO) methods. Contact him at [dsaunders@asla.org](mailto:dsaunders@asla.org) for more information.

## Meetings and Special Programs

- The **Fellows nomination submission deadline for the Class of 2007 closed** Friday, February 16. A total of 70 nominations were received compared to 65 last year. There are seven nominations under Administrative, seven nominations under Knowledge, 18 nominations under Service, and 38 nominations under Works representing 33 chapters. The Council of Fellows executive committee nominated two members—one from the Texas chapter and one from Japan, which is the only international nominee this year.

## Information and Professional Practice

- The **Sustainable Sites Initiative** has launched its first two technical subcommittees, which will focus on **soils** and **waste/materials management**. Preliminary reports from the committees will be released in the fall for review and comment.
- Over 65 members of the **Landscape/Land Use Planning PPN** so far have responded to a questionnaire that was sent to all members of that PPN earlier this month. Staff will use information gathered through the responses to work more closely with the PPN to best serve the interests and work of this specialty practice area.
- ASLA, a sponsor of the recent **New Partners for Smart Growth** meetings in Los Angeles, was represented at this three-day event by Professional Practice Coordinator Rachel Shaw and Professional Practice and Government Affairs Coordinator Heather Morris. Attendees came from a wide range of disciplines and interests, including urban planning, landscape architecture, architecture, public health, and environmental advocacy. An article on the event will be written for *LAND Online*, describing some of the education sessions and highlighting a tour of one of the new Los Angeles metro lines.

## Government Affairs

- **Stand Up and Be Heard!** Members are strongly encouraged to participate in the **National Park Service (NPS) National Mall public input period before the March 16 deadline**. Government Affairs Coordinator Heather Morris, Associate ASLA, will collect comments and suggestions from members and submit them on March 16. She has contacted members of the Public Practice PPN and the Sustainable Design PPN as well as chapter presidents from the Virginia, Maryland, and Potomac Chapters. To date, very little feedback has been received. **This is a prime opportunity for landscape architects to lend experience and expertise to the development of a management plan for America's most visited national park.** For more information, visit <http://www.asla.org/land/2007/0213/nps.html>.
- ASLA's inaugural **In-District Lobby Day** will be held on March 5. At press time, more than **70 meetings** are expected. Staff is currently preparing meeting packets that will be sent out to participants on February 26. Background information on the issues, including talking points and the state-specific HALS fact sheets, is now available online at [http://www.asla.org/members/publicaffairs/in\\_district\\_2007.htm](http://www.asla.org/members/publicaffairs/in_district_2007.htm). The webpage is only accessible through this link in order to ensure that it is only used internally.
- **Colorado** legislation to **establish licensure for landscape architects** has cleared its first hurdle and now moves on to the Senate Appropriations Committee. At press time, **licensure legislation has also been introduced in New Jersey, Illinois, and Washington State**, with several more states still

# *ASLA Leaders E-Express ...*

---

expected to consider bills. Other states are considering changes to their licensure law, including New Mexico, Texas, and Missouri.

## **Deadlines and Reminders**

- **Hotel reservations must be booked no later than March 23 for the 2007 ASLA midyear meeting** to get the ASLA rates of \$229 single/\$249 double plus tax. After that date, room reservations will be based on hotel standard rates and availability. All reservations will be handled online this year. The Hyatt Regency on Capital Hill has set up an exclusive webpage for ASLA leadership allowing you to check availability, to reserve, and to confirm hotel reservations. [Reserve hotel now.](#)
- **March 2 is the deadline for submitting nominations for [ASLA Honors](#)**, including the ASLA Medal; the ASLA Design Medal; the Jot D. Carpenter Teaching Medal; the LaGasse Medals; the Landscape Architecture Medal of Excellence; the Olmsted Medal; the Landscape Architecture Firm Award; and the Community Service Award. [Instructions are available online.](#) If you have questions, please contact Honors and Awards Coordinator Carolyn Mitchell at 202-216-2331 or [cmitchell@asla.org](mailto:cmitchell@asla.org).
- The [Leadership Calendar](#) can be accessed on the web.