

# ASLA Leaders E-Express ...

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March 7, 2007

## Governance and Administration

- Busy days on the **green roof** front. Work has begun on updating and expanding the **green roof section of the ASLA website** and on developing the additional green roof exhibit and outreach materials for which ASLA has received a grant from the **National Endowment for the Arts**. **Requests for green roof tours** are coming in steadily and additional staff tour guides are being recruited and trained. Green roof visitors this week included **President-Elect Perry Howard, FASLA**, and students from the **North Carolina A&T State University** landscape architecture program, as well as a group of **D.C. officials** and administrators who are overseeing efforts to “green” the city’s building program.
- **Barbara Drobins** will join the ASLA staff on April 2 as **Membership Director**. Drobins has nine years association, program, membership marketing, and committee management experience. She is currently senior manager for the National Association of Home Builders’ Remodelers Council. Former department director Mark Miles resigned his position to relocate to Seattle, where his family is based. Also in process, staffing on the **database side of the Membership Department has been reorganized** to better meet ASLA’s evolving database needs.

## Membership Services

- **President Pat Caughey, FASLA**, addressed the students at **LAbash**, hosted by Louisiana State University in Baton Rouge on February 22-24. Also participating in the program were **Membership VP Susan Hatchell, FASLA**, and **Leadership Development Committee** members **Bill Eubanks, ASLA**, and **Tom Dunbar, ASLA**. ASLA staff from the membership and government affairs departments staffed the ASLA booth. Almost 700 students from programs across the country and Canada came to listen to presentations and lectures by professionals including **Peter Walker, FASLA**, **Past President Leonard Hopper, FASLA**, and futurist David Zach. Staff handed out fact sheets, green roof playing cards, and other ASLA goodies, and answered questions about membership and licensure.

## Public Relations and Resource Development

- **Sponsorships for the 2007 Annual Meeting already total \$127,500**. An email was sent to firm key contacts to offer members the opportunity to sponsor the Client and Media Roundtables before they sell out.
- **Cash contributions and pledges to the ASLA green roof are up to \$204,906**, or at 88 percent of the goal.
- The [2007 Professional Awards Jury](#) will convene this Friday to judge 515 awards submissions in six categories. Award recipients will be notified next week and announced in the April 9 issue of *LAND Online*. The awards will be presented at a special champagne reception during the ASLA Annual Meeting on Monday, October 8, in San Francisco. This marks the fifth year in a row ASLA has drawn more than 500 submissions, placing it among the most competitive awards programs in the design and construction industry.
- **A total of 22 nominations were received for ASLA Honors**, which include the medals, the Landscape Architecture Firm Award, and the Community Service Award. The Executive Committee will recommend up to two nominees in each of the nine categories to forward to the Board of Trustees for selection at the midyear meeting in late April.

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- The **National Landscape Architecture Month (NLAM) [2007 Chapter Activities page](#)** now features events for more than 20 chapters and 2 student chapters. *LAND Online* will feature NLAM as its lead story on March 13, so a special note was sent to all chapter leaders this week requesting [event/activity reports](#) by this Friday, **March 9**, in order to include them in this opportunity.
- As part of NLAM activities, **a mailing will be sent in early April to nearly 2,600 secondary school guidance counselors who are members of the National Association for College Admission Counseling.** The mailing will include a cover letter asking them to promote landscape architecture as a career path, copies of ASLA's "Career Discovery" brochures in Spanish and English, and a copy of the April issue of *Landscape Architecture* magazine with a special NLAM cover. Chapter leaders will be sent the list of the guidance counselors in their areas to whom the mailing will be sent so they may contact them to coordinate outreach.
- Lots of good media coverage: **Downtown Idea Exchange** is covering the [2007 trends release](#) and is interviewing **Scott Siefker, ASLA**, on urban areas and commercial projects. **Nels Peterson, Associate ASLA**, is being interviewed by *Good Housekeeping* magazine on outdoor lighting. The *San Antonio Express News* interviewed **Steve Martino, FASLA**, and **Barry Landry, ASLA**, on the 2007 trends release and outdoor rooms. **Rob Tilson, FASLA**, was interviewed by *LIFE* magazine on designing landscapes for health and by *Consumer Reports* magazine on drainage systems in residential landscape design. Ron Leighton, Hon. ASLA, and **James Corner, ASLA**, were interviewed by *Reader's Digest* on brownfields. **Doug Hoerr, ASLA**, and **Clare Ashby, ASLA**, are being interviewed by *Money* magazine. *Hearth and Home* magazine is covering the 2007 trends release. The **Boston Society of Architects** is covering National Landscape Architecture Month in its BSA Chapter Letter. [Planetizen](#) is compiling profiles of 20 ASLA members and student members for its website.
- The 10' x 10' **ASLA booth formerly used at trade shows is now available for chapters to borrow for regional events.** The **Utah Chapter** has arranged to borrow it for the Utah Flower and Landscape Show in late March. Contact Public Relations Coordinator Erin Maguire at [emaguire@asla.org](mailto:emaguire@asla.org) for more information on borrowing the booth.
- ASLA is now using a **new clipping service** that is able to pull articles from a much larger pool of outlets, including both national and international print and online media. The enhanced clips will debut in the March 13 *LAND Online* under "[Landscape Architecture in the News.](#)"
- A **membership reinstatement telemarketing campaign began last Monday** to call 3,631 former members who have lapsed in the past five years. To date, it has resulted in 171 pledged reinstatements. Calling will continue for a couple more weeks.
- An email was sent to 3,538 ASLA members who are their **firm's key contacts**, encouraging them to take advantage of **ASLA's business resources**, including the [2006 Salary and Business Indicators Surveys](#), [JobLink](#), [Firm Finder](#), and the [PPNs](#). To date, the message has been opened by 1,312 recipients. Of those, 213 clicked on the link to the *Salary and Business Indicators Surveys*, 47 clicked on JobLink, 45 clicked on Firm Finder, and 18 clicked on the link to the PPNS.
- The **next issue of [LAND Online](#) will be delivered Tuesday, March 13**, and will include articles on the chapter activities around National Landscape Architecture Month, a wrap up of the Annual Meeting Steering Committee meeting, and more. The current issue of *LAND Online* was delivered to 14,942 subscribers on Tuesday, February 27. The most popular article was "[AAF/AIA Put the Accent on Architecture](#)," followed by "[People](#)" and "[JobLink](#)."
- The ASLA blog, [The Dirt](#), has seen an uptick in both views and comments on posts in the recent weeks. This week, a blog post titled "[A Blog Fight on Global Warming at AIA](#)" has the most comments, and a [post on Laurie Olin's Atlantic Yards project](#) has had the most views.

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- At the suggestion of ASLA Online Advisory Committee Chair **Liz Birkholz, ASLA**, Web Designer Tedra Hackett has designed a **favicon for the ASLA site**. A favicon is short for "favorites icon" associated with a particular website or webpage. Browsers that support favicons may display them in the browser's URL bar, next to the site's name in lists of bookmarks, and next to the page's title in a tabbed document interface. The ASLA favicon matches the ASLA logo and will help with branding. Favicons will be implemented to work with all web browsers shortly, but for now some web browsers do not support them or support them inconsistently, so the ASLA favicon may not show up yet in all cases.

## Meetings and Special Programs

- The draft **Chapter Presidents Council (CPC) agenda** for the 2007 midyear meeting has been posted to the [Chapter Operations Workbook \(COW\)](#). The CPC reimbursement form has also been posted. Please RSVP to Meetings Coordinator Lynnette Davis at [ldavis@asla.org](mailto:ldavis@asla.org) or Director Gloria Garcia at [ggarcia@asla.org](mailto:ggarcia@asla.org) as to your chapter's participation at the midyear CPC meeting.
- Senior Planner JoAnn Brown attended education sessions on **green meetings** at the Destination Management Showcase Conference & EXPO in D.C. last week. Topics covered included choosing a green meeting city; working with convention centers, hotels, caterers and other vendors to make your meeting green; and how to communicate with attendees and exhibitors about waste prevention efforts.

## Finance and Business Operations

- **Four mortgage proposals have been received to permit the refinancing of the building.** The existing mortgage balloons at the end of June. The Finance and Investment Committee discussed the proposals in a conference call today. The current building loan has an interest rate of 8.09 percent; the new loan will probably be fixed at the rate of 6.4 percent. The total loan amount will be around \$2.5M, which includes a fund of approximately \$250,000 for building renovations as recommended by the Finance Committee. Terms of the loan and the proposed building renovation fund will be discussed by the Board of Trustees at its midyear meeting.

## Landscape Architect Magazine

- **Immediate Past President Dennis Carmichael, FASLA**, will participate in a brainstorming session planned by the **Washington Smart Growth Alliance** on March 13. Dennis was invited by LAM Editor Bill Thompson, a member of the committee. The goal of the alliance is to provide political support and heighten public awareness for regional conservation needs.

## Government Affairs

- Thank you to all who stepped forward to make the first **In-District Lobby Day** a success. Nearly 100 meetings were scheduled, most of them on the target date of March 5. Please send in the **feedback form from each meeting**. Feedback forms already submitted show that there is a great deal of Congressional interest in both Historic American Landscape Survey (HALS) funding and the Small Community Visioning Initiative draft legislation. It also seems clear from the reports that the local HALS examples had particular effect in supporting the issue. Staff will be following up with members of Congress based upon the information reported back from the meetings. On March 6, an **action alert** was sent to all ASLA members with the same message points and in the first day more than 400 messages were sent to Congress.
- **Traditional Lobby Day is April 26**—just around the corner! We expect that ASLA will be able to build on the positive feedback from the recent visits to continue promoting the Small Community

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Visioning Initiative. Staff will be working to secure a sponsor prior to April 26. Although it is hard to imagine the green roof as "green" with [snow falling this afternoon](#), the roof is expected to provide another core message to Congress. Soon, staff will be following up with the chapters to develop a **complete list of attendees for Lobby Day** because the scheduling process will begin shortly.

- **Immediate Past President Carmichael** will represent ASLA at a public input meeting on March 8 held by the National Park Service (NPS) to collect suggestions for the **National Mall management plan**. Staff are collecting comments and suggestions from ASLA members to submit as part of the input process.

## **Information and Professional Practice**

- ASLA's **Sustainable Design and Development Professional Practice Network (PPN)** will release its latest newsletter next week. ASLA has asked the officers of the Sustainable Design and Development PPN for brief case studies illustrating sustainable design elements. Following this "pilot," the request for case studies will be distributed to all Sustainable Design and Development PPN members, as will edited responses.
- ASLA's **Landscape/Land Use Planning** PPN chair, **Margaret Bryant, PhD ASLA**, will be compiling feedback from 118 members who completed a questionnaire in February to determine the interests of this PPN's membership. Information compiled from the survey will be shared with all Landscape/Land Use Planning PPN members later this month.
- Over 100 people have responded to a **questionnaire sent to all PPN members** requesting information about their interests and recent accomplishments. PPN members have one more week to complete their responses. Responses will be compiled and shared with other PPN members, as was done last year.

## **Deadlines and Reminders**

- **Daylight Savings Time Begins Early This Year: Starting Sunday, March 11**, please set your clocks ahead by one hour before going to bed on Saturday night as Daylight Savings Time begins three weeks earlier this year!
- **Reservations for the 2007 ASLA midyear meeting should be booked no later than March 23, 2007**. The Hyatt Regency on Capital Hill has set up an exclusive webpage for online reservations, which allows you to check availability, to reserve, and to confirm hotel reservations. The ASLA rates are \$229 single/\$249 double, plus tax. [Reserve hotel now](#).
- The [Leadership Calendar](#) can be accessed on the web.