

# *ASLA Leaders E-Express ...*

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March 21, 2007

## **Governance and Administration**

- The Presidents' Council's **joint task force on continuing education** met by conference call on March 13 to discuss standards for continuing education programs and providers and how to define topics related to **health, safety, and welfare**. These issues will be discussed further in a conference call scheduled for next week. All six of the Presidents' Council organizations (ASLA, Council of Landscape Architectural Registration Boards, Council of Educators in Landscape Architecture, Landscape Architectural Accreditation Board, Landscape Architecture Foundation, and Canadian Society of Landscape Architects) now have representatives participating on the task force.
- Preparations for the **midyear meetings** are well underway. The **Board of Trustees agenda** and background information will be posted online on Wednesday, March 28.
- **Just in time for Lobby Day:** We are delighted to welcome **Roxanne Blackwell** to the ASLA staff as **federal affairs manager**. Blackwell is an attorney with 10 years of experience on the Hill, including serving as chief of staff for a member of Congress. Her Hill background includes work on the farm bill, surface transportation, and energy and environment legislation. She can be reached at [rblackwell@asla.org](mailto:rblackwell@asla.org) or 202-216-2334.
- EVP Nancy Somerville and Government Affairs Director Lent met yesterday with representatives of a start-up **coalition on urban and peri-urban agriculture**, including the executive director of the **American Community Gardening Association**, to discuss ASLA involvement in the coalition and opportunities for information sharing with landscape architects interested in urban agriculture and community garden projects.

## **Government Affairs**

- All Chapter Presidents, Student Chapter Presidents, Trustees and the Executive Committee should have received an email this week to confirm **RSVPs for ASLA Lobby Day** on April 26. Scheduling will begin next week and staff is busy confirming attendance and home addresses.
- On March 20, the **Colorado Senate approved legislation** to establish licensure for landscape architects. The bill now moves to the House for consideration. On March 16, **Montana Governor Brian Schweitzer signed ASLA-supported legislation** to merge the state's landscape architects board with the state's architects board. This move was necessary as the stand-alone board had become financially insolvent when the state changed its method for computing overhead charges for each board. There will be two landscape architects on the six-member board.
- Immediate **Past President Dennis Carmichael, FASLA**, participated in an open house on March 8 to discuss the **National Mall management plan** with the National Park Service. ASLA has also submitted written comments.

## **Meetings and Special Programs**

- **President-Elect Perry Howard, FASLA** attended the **Georgia Chapter's 2007 Spring Conference** on March 10.
- **President Patrick W. Caughey, FASLA** attended the **Wisconsin Chapter's 2007 Annual Conference** held March 15 and 16.
- The **Fellows jury** kicked off its **30-day review period and is hard at work reviewing the 70 nominations**. The jury will arrive in D.C. on March 30 to finalize the Class of 2007.

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- A **Chapter Hot Topics email is scheduled for this week**, which will announce the online survey which will be **used to help gauge the expectations for the 2007 CPC Midyear Meeting**. The survey's goal is to reassess the level of organization, status of incorporation, and staffing across all chapters currently.
- The **CPC Best Practices Subcommittee held a conference call on Tuesday, March 13** and finalized the agenda for the 2007 midyear meeting which has been posted to the [Chapter Operations Workbook \(COW\)](#). 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) if you plan to attend this year's midyear meeting if you have not done so already.
- Following is a listing of the 29 chapter's that have responded to the RSVP request as of 11:00 am today:

Alaska, Arizona, Arkansas, Boston, California Northern, California San Diego, California Sierra, California Southern, Colorado, Connecticut, Florida, Georgia, Hawaii, Indiana, Iowa, Louisiana, Michigan, Mississippi, Nevada, New Jersey, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania/Delaware, Prairie Gateway, Rhode Island, South Carolina, St. Louis, Utah, Vermont, Washington, and Wisconsin.

## Public Relations and Resource Development

- ASLA received 560 entries to its Professional Awards program, surpassing goals established in the Annual Operating Plan and budget by 10. This marks the fifth year ASLA has received over 500 entries for the program, placing it among the most competitive and distinguished in the industry. **The Professional Awards jury met March 9-11 to consider 515 submissions in six categories and selected 38 award recipients.** The recipients have been notified and will be announced to the membership and media April 9 in *LAND Online* and via an international wire release.
- **Sponsorships for the 2007 Annual Meeting have risen to an all-time record high of \$132,500**, surpassing the AOP and budget goal of \$100,000 and the 2006 total of \$89,000.
- Public Relations staff has been very busy this month providing information and interviews for a number of key media outlets: *The Wall Street Journal* is covering the "2007 trends" release, focusing on sustainable landscape design. ASLA spokespersons for this piece include: **Steve Martino, FASLA, Pat Caughey, FASLA, Richard Arentz, ASLA, Raymond Jungles, FASLA, Doug Hoerr, ASLA, Gary Hilderbrand, FASLA, and Ed Hollander, ASLA.** *Garten+Landschaft* magazine (Germany), *The Washington Times*, and *HOGAR* (Spanish language) are also covering the 2007 trends release. *The Hartford Courant* (Conn.) is covering the trends release with a focus on trends in outdoor water features and is interviewing **Chris Ferrero, ASLA.** **Paul Harris, ASLA**, is being interviewed by *Popular Mechanics* magazine for an article on incorporating horseshoe and bocce courts into overall landscape design. *Madison Magazine* (Wisconsin), *The American Gardener*, and *Landscape Architecture Journal of China* are covering National Landscape Architecture Month. **Grace Fielder, ASLA, and Valorie LaCour, ASLA**, were interviewed by *American School & University* magazine for a feature on playgrounds for the April issue. **Rosheen M. Styczinski, FASLA**, was interviewed by *LUXE* magazine for an outdoor living feature. **Rob Tislon, FASLA**, was interviewed by *Lowe's for Pros* for an article on designing to help reduce allergies. ASLA and its members are gaining more exposure in the media. You can check out the latest batch of clips in [LAND Online](#).
- **A record 35 chapters have provided information on activities planned for National Landscape Architecture Month.** The [2007 Chapter Activities page](#) has been updated and the [American Architectural Foundation](#) has signed on as the latest partner.

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- Public Relations worked with magazine production staff to develop a **special cover for printing 7,000 copies of the April issue of *Landscape Architecture* that will read “April is National Landscape Architecture Month!”** The special copies will be sent to 21 chapters for their NLAM events and distributed at the following trade shows: [American Planning Association](#), [Green Roofs for Healthy Cities](#), and the [EPA Sustainable Design EXPO](#). In addition, 3,000 copies will be sent to high school guidance counselors, along with the Career Discovery brochure in English and Spanish. A cover letter will be included, asking the guidance counselors to share the information with students who may be interested. Each chapter will be sent the list of guidance counselors receiving this information so they may follow up for presentations or informational interviews.
- The **Utah Chapter** will be using ASLA’s spare exhibit booth to participate in the Utah Flower and Landscaping Show in May. To borrow the booth for a chapter event, please contact Erin Maguire at [emaguire@asla.org](mailto:emaguire@asla.org).
- So far this year, [JobLink](#) employment postings have met the Annual Operating Plan and budget **growth goal of 6 percent** or 153 average postings per month. There are 167 listings posted today. JobLink continues to be the most visited page on the ASLA web site. Two emails promoting postings were sent last week—one to firm key contacts and one to non-members. The email to firm key contacts was delivered to 3,763 contacts and to date has been opened by 1,433. The message to non-members went to 5,735 former members and subscribers and so far has been opened by 1,733. JobLink manager Carolyn Mitchell reports an uptick in interest from firms since the emails were sent.
- The **membership reinstatement telemarketing campaign** is continuing to call 3,631 former members who have lapsed in the past five years. To date, it has resulted in 267 pledged reinstatements.
- [LAND Online](#) has experienced a 3.86 percent growth in subscribers so far this year, due in large part to a renewed diligence to capture and correct member email addresses. The latest issue was delivered to 16,612 recipients on Tuesday, March 13. Popular articles included “[Landscape Architecture and the Scientific Approach to Ecological Restoration and Reconstruction](#)” and “[People](#).” The next issue of *LAND* will be delivered March 27 and will feature articles on National Landscape Architecture Month, Council of Fellows Scholarship applications, ESRI, and several awards opportunities.
- [The Dirt](#) continues in its popularity with members, non-members, and allied professionals. “*Dirt Alert*” subscribers have grown by 8.3 percent since the first of the year, with 1,225 total subscribers.
- **The number of visitors to the ASLA web site has grown by 2.9 percent since the beginning of the year**, with 991,276 so far in 2007. The web strategy staff is working to ensure the ASLA site is search engine friendly using Search Engine Optimization (SEO) methods and keywords.

## **Landscape Architect Magazine**

- The April issue of *Landscape Architecture* will contain much to interest ASLA members and other professionals. **International coverage will include an ASLA Award-winning flood control project in China. LAM’s “Firm Focus” series**, which focuses on the business side of the profession, will look at the firm headed by **Doug Hoerr, ASLA**, in Chicago. This month’s **campus profile will cover the University of Georgia**. Chip Sullivan’s popular cartoon series will look at the landscape painters of the plain air tradition. An in-depth report on the state of the National Mall in Washington, D.C., will examine the Mall’s deterioration together with opportunities to get involve in restoring it. Finally, an article on state government affairs will show practitioners how to protect the right to practice the full range of landscape architecture skills on their home turf. Look for these and other articles in the April *LAM*.

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## **Information and Professional Practice**

- **Ron Pearson, ASLA**, from the Alexandria office of EDAW represented ASLA April 16 at a meeting of the **U.S. Access Board**. The goal of the meeting was to gather input from design professionals on **dimensional tolerances for surfaces** on which there are currently no applicable industry standards.
- ASLA and the Lady Bird Johnson Wildflower Center are **preparing a briefing on the Sustainable Sites Initiative for the U.S. Green Building Council's Executive Committee and LEED Steering Committee**, which will meet in early April and late March, respectively.
- ASLA has received all **peer reviews for the draft of a forthcoming LATIS on green roofs**. The final paper's release is anticipated in late spring.
- [ASLA's Sustainable Design and Development PPN](#) has released the spring 2007 newsletter. Its content provides updates on the Sustainable Sites Initiative and the SDD Pan's activities and information on upcoming opportunities for members to become involved.

## **Deadlines and Reminders**

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