

# ASLA Leaders E-Express ...

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May 2, 2007

## Governance and Administration

- The ASLA **Executive Committee** and **Board of Trustees** met in Washington last week. The Executive Committee agenda included status reports and discussion on the Sustainable Sites Initiative and development of standard form contract documents. Board actions included: selection of 2007 honors and medals; adoption of procedural amendments to the Ethics Code; discussion of strategies for growing the profession; and approval of the 2008-09 operating and capital expense budgets. The Board also elected three Vice Presidents whose terms will begin in the fall: **Vice President of Communications Thomas R. Tavella, ASLA**; **Vice President of Government Affairs Jonathan Mueller, ASLA**; and **Vice President of Education Terry L. Clements, ASLA**.
- Another midyear meeting highlight was BOT and CPC **presentations by president-elect candidates Angela D. Dye, ASLA, and Gary B. Kesler, FASLA**. The text of their remarks as well as their responses to two additional member forum questions will be included in next Tuesday's issue of **LAND Online**. **Voting for 2007-08 president-elect opened on Monday, April 30**, and will close at midnight PDT on Wednesday, May 30. Eligible voters include Full/Fellow, Associate, and International Members. An email election announcement was sent on Monday with a link to the online ballot site (<https://www.directvote.net/ASLA2007/>) and login information (ASLA member number and personal e-signature (passcode)). A ballot package was also sent on Monday to all eligible voters via regular mail that included the candidates' election statements, a paper ballot, and return envelope, as well as instructions for voting online.
- ASLA hosted a meeting of a **D.C. green roofs advocacy task force** at headquarters on April 26. The **D.C. Planning Department** is using the ASLA roof as a model of sustainable practices and will feature the roof in an upcoming D.C. *Guide to Green*. The D.C. Convention and Visitors' Bureau is also using the ASLA green roof as an example of the city's commitment to sustainability.
- EVP Nancy Somerville and **Chris Counts, ASLA**, Associate at **Michael Van Valkenburgh Associates**, made a presentation on the ASLA roof as part of the **Green Roofs for Healthy Cities** conference held in Minneapolis earlier this week. ASLA had an exhibit booth at the conference and Somerville also served as master of ceremonies for the GRHC awards luncheon. A number of ASLA members' firms received awards for their green roof projects, including: **Wallace Roberts & Todd**; **Blasen Landscape Architecture**; **Human Nature, Inc.**; **Walker/Macy Landscape Architects**; and **Christy Webber Landscapes**.

## Government Affairs

- **Congratulations to Colorado**, after the **legislation to establish licensure passed the House** with strong bipartisan support on April 26. The bill is awaiting transmittal to Governor Bill Ritter (D). Last year, the bill also passed the legislature only to be vetoed by then-Governor Bill Owens (R). Once transmitted to Governor Ritter, he has 10 days to act.
- Thank you to all of you who carried ASLA's message to Capitol Hill on April 26. ASLA members visited **205 Congressional offices** for scheduled meetings, plus visited an **additional 30+ offices to drop off packets**, and in some cases sit down with staff for an impromptu discussion. ASLA members met with representatives and senators from **46 states** and **115 House districts**—the largest number of meetings yet at an ASLA Lobby Day. The work continues, with several Congressional offices already reaching out proactively to Government Affairs staff with interest in the small community bill or a visit to the ASLA green roof. Today, **Kevin Barnes, ASLA**, and Federal Government Affairs Manager Roxanne Blackwell are **meeting with Agriculture Committee staff** on the small community legislation.

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- **Lobby Day Follow-up:** The Lobby Day work is never done. The next step is to **thank your members of Congress** for taking the time to visit with you on April 26. **Templates are available** on the [Lobby Day Website](#). As ASLA staff receive info from Congressional offices, you may be contacted for more personalized messages to your members of Congress.
- **2007 Licensure Summit RSVPs are due May 4.** The summit will be held June 22-24 in **Grand Rapids, Michigan**. An invitation with further details was sent to Chapter Presidents on April 17. Each state is allotted one representative, for which ASLA pays hotel and airfare costs, and chapters may apply to fund an additional representative if space is available. For more information, contact Government Affairs Director [Julia Lent](#).

## Public Relations and Resource Development

- The [2007 Professional Awards](#) were released Monday, April 9, via national wire distribution and directly to national and international design and construction media and landscape architecture professional associations in Germany, England, France, Spain, Italy, Portugal, and Lebanon. They were featured in *LAND* and *The Dirt* that week as well. Staff is following up with regional media. Coverage to date includes the *Seattle Daily Journal of Commerce*, *Landscape Management*, *ArchNewsNow*, *Landscape Architecture China* and *Landscape Architecture Journal of China*.
- The [new members being inducted to the Council of Fellows](#) were released on Thursday, April 24, via national wire distribution and directly to national and international design and construction media. Staff is following up with the regional media, particularly business media. Coverage to date includes *US Politics Today* and *Building Minnesota*.
- A release on the [new ASLA Honorary Members](#) was distributed on Tuesday, May 1, via national wire distribution and directly to national and international design and construction media and allied organizations. Members of the BOT, the Chapter Presidents Council, other midyear meeting attendees, and special guests attended the **ASLA Honorary Members Reception** on Thursday, April 26, at the Hyatt Regency Washington Hotel. The 2007 Honorary Members will be featured in [LAND Online](#) on May 8.
- The [2007 Medals, Firm Award, and the Community Service Award recipients](#) will be announced on Tuesday, June 5, in [LAND Online](#) and over the newswire.
- **Media notes:** ASLA Public Relations staff assisted with an article in the *Wall Street Journal* about rainwater harvesting and other sustainable techniques that are beginning to catch on with homeowners. Staff is working with *The Washington Post* on a new regular feature for the Sunday Business section on how landscape architecture increases the resale value of homes. Each week will feature a different home and Washington area landscape architect to give advice and prepare a sketch of how to improve the home's curb appeal. [Sandra Clinton, ASLA](#), was the first landscape architect to participate and the print version featured a full color photo of the home and a rendering of Sandy's suggestions. Staff worked with **WDCW-TV** aired a show on sustainability on Earth Day featuring the green roof and EVP Somerville. *The New York Times*' "Home Away" column is writing an article on trends in outdoor living spaces and will feature a link to ASLA's FirmFinder. **R. Michael Schneider, ASLA, Steve Martino, FASLA, and Ed Hollander, ASLA**, are being interviewed by *Country Living* magazine for an article on firepits.
- **National Landscape Architecture Month Update:** Forty chapters out of 48 produced National Landscape Architecture Month activities this year and 12 were recognized for their strong public outreach efforts surrounding the theme of "Discover Careers in Landscape Architecture": **Arkansas; San Diego; Southern California; Hawaii; Idaho/Montana; Illinois; Indiana; Iowa; Minnesota; Nevada; North Carolina; and Washington**. The May 22 issue of *LAND Online* will feature several

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articles on National Landscape Architecture Month as well as information on planning activities for 2008. The theme, "Discover Careers in Landscape Architecture", will be repeated next year.

- **President Pat Caughey, FASLA**, participated in several national radio media tours during April and was interviewed by **Martha Stewart Radio, USA Radio Network**, and **KRLD-AM** (Dallas) among others. He also recorded an [audio news release](#), which is being scheduled to air on several radio networks in the coming months. **Ramiro Villalvazo, ASLA**, participated in Spanish-language radio interviews with **CNN en Español Radio Network** and **KQLO-AM 1590** (Reno, Nev.). A matte release on careers has been distributed nationally and is available [online](#) on the Careers section.
- Local ASLA members and national staff participated in the **National Building Museum's Girl Scout Day** on Sunday, April 29, where more than 150 Brownies, Juniors, and troop leaders learned about becoming a landscape architect and built miniature green roofs to take home and grow.
- **Better Homes & Gardens** has signed on for the media roundtables at the 2007 Annual Meeting in San Francisco, bringing the number of media representatives confirmed to date to 21.
- Potomac Chapter members participated in the annual Washington, DC, [ACE Mentor Program Scholarship Breakfast](#) at the National Association of Home Builders headquarters this week. **Past President Dennis Carmichael, FASLA**, reports that the profession was well represented at the event.
- The semi-annual **Landscape Architecture magazine readers survey** has been commissioned and results are expected next week.
- **The Dirt** blog has received nearly 30 comments on [the post announcing former VP Al Gore's keynote speech at the Annual Conference](#). This is the most comments any single *Dirt* post has ever received.
- To date, 172 entries representing more than 50 programs have been received for the [ASLA 2007 Student Awards Program](#). The entry deadline is Friday, May 18. An email promoting the program was sent to students and faculty on Tuesday. So far, the student message has been delivered to 2,571 students and 751 have opened the message. The faculty message went to 529 people and has been opened by 163. A special effort is underway to recruit entries from every program in the U.S. and Canada. Another email was sent to **student members** reminding them that if they are graduating, they are eligible for a free first-year Associate membership. The message also asked them to complete the Graduating Student Survey and encouraged the students who aren't graduating to renew their membership before they leave school for the year. Of the 2,569 students who received the message, 1,035 have opened it to date, 147 have clicked on the link to the free Associate membership form, 48 have clicked on the link to the survey, 29 have clicked on the Student Awards Call for Entries page, and 32 have clicked on the link to renew their membership online.
- A mailing promoting advertising in the **2007 Landscape Architecture/Garden Design** joint issue for October mailed last week to current *LAM* advertisers and prospects.
- The latest issue of [LAND Online](#) was delivered April 24 to 15,486 subscribers. The most popular article was the [ASLA Fellows announcement](#), followed by the [piece on the Virginia Tech tragedy](#), and then an [update on Pennsylvania stormwater rules](#). The next issue of *LAND* will be delivered Tuesday, May 8 and will include the President-elects' speeches to the Board of Trustees and the continuation of [the Candidates Forum](#).
- Web Strategy Manager Saunders made a presentation on the **ASLA web site and chapter sites** to the Chapter Presidents Council during the Midyear Meeting in Washington, DC, last week. He reviewed plans for the site relaunch and reported that [www.asla.org](#) receives on average

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approximately 100,000 unique visitors per week. This is a very encouraging number as it dwarfs the size of ASLA's membership, and suggests general public interest in landscape architecture. "Unique visitors" is a much more accurate statistic than the older "hits/page views" statistic. For comparison's sake, the ASLA web site receives slightly less than one million hits/page views per month. Visitors stay an average of five minutes and visit two or three pages while on the site. Ten percent of visitors come via internet search (Google, Yahoo!, etc). Common search terms directing traffic to the site are: landscape architecture, design, green roof, Fellows. A less common search phrase, but one that is quite interesting, is "How can I be more green?"

## **Meetings and Special Programs**

- The **2007 CPC Midyear Meeting evaluation survey** is open through May 15, 2007. If you attended last week's meeting, please go to <http://www.surveymonkey.com/s.asp?u=345403797262> and give us your feedback.
- Please remember to send in your **2007 CPC Midyear Meeting reimbursement forms** to Lynnette Davis at [ldavis@asla.org](mailto:ldavis@asla.org). Receipts are required for any expenses \$25 and above.
- Last week, the ASLA ExCom unanimously voted **Seattle, Washington, as the 2011 ASLA Annual Meeting and EXPO site**. The current line-up of annual meeting sites is: 2007 San Francisco, 2008 Philadelphia, 2009 Chicago, 2010 Washington, D.C., and now 2011 Seattle.

## **Education and Academic Relations**

- So far 120 graduating students have completed the **2007 ASLA Graduating Student Survey** online. The survey results will be available in September.

## **Landscape Architecture Magazine**

- **Topics covered in the June issue** include: a playground in a tsunami-ravaged village in Thailand; 2006 ASLA award winner—Lite-On headquarters in Taiwan by the SWA Group; a synopsis of the Small Firms Roundtable at the 2006 ASLA Annual Meeting; and ways of avoiding conflicts between trees and utility lines.

## **Deadlines and Reminders**

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