

ASLA Leaders E-Express ...

May 16, 2007

Governance and Administration

- **Voting for ASLA president-elect** continues through Wednesday, May 30. As of last Friday, a total of 2,398 ballots, representing **19 percent of eligible voters**, had been cast. A reminder email is going out today and a final reminder email will go out on Tuesday, May 29.
- **President Pat Caughey, FASLA**, spoke at the **Canadian Society of Landscape Architects'** (CSLA) Annual General Meeting and attended the CSLA awards dinner on May 5th in Ottawa.
- The **joint task force on continuing education** met by conference call yesterday to review guidelines for approved providers and discuss next steps for the **Landscape Architecture Continuing Education System (LA CES)**. Organizations participating in the development of the consensus-based LA CES program are ASLA, CSLA, Landscape Architectural Accreditation Board, Landscape Architecture Foundation, and Council of Educators in Landscape Architecture. The Council of Landscape Architectural Registration Boards participated in the task force's early discussions but decided to proceed with a separate provider program with a narrower focus, looking exclusively at programs related to health, safety, and welfare (HSW). Courses registered through LA CES will cover a broad range of subjects that will include but not be limited to HSW content.

Government Affairs

- Government Affairs staff is hosting a **Congressional Green Roof Tour and Briefing on Wednesday, May 30**, from 5:00pm-7:00pm. Congressional staff will have an opportunity to visit ASLA headquarters, view a green roof presentation by CEO Nancy Somerville, tour our green roof, and learn the importance of green roof technologies when developing sustainability policies. Staff is inviting all of the staff members that were invited on Lobby Day.
- The **Senate Environment and Public Works Committee held a hearing on "Green Buildings: Benefits to Health and the Environment" on Tuesday, May 15**. The hearing was hosted by Senator Frank Lautenberg (D-NJ) who is also the sponsor of S.506, a bill to improve efficiency in the federal buildings. Among other things, the measure would establish a **Green Buildings Advisory Committee**. ASLA Government Affairs staff worked in conjunction with New York Chapter President Jennifer Cooper, ASLA to **recommend to the Senator's staff that a landscape architect be a member of this advisory committee**.
- On May 8, ASLA launched an **Action Alert** via the ASLA Advocacy Network to inform members of important green building efforts on Capitol Hill. The alert reached 15,000 members and generated numerous responses. Congresswoman Allyson Schwartz (D-PA) has circulated a Dear Colleague letter to **encourage the House Interior Appropriations Subcommittee to establish a green infrastructure pilot program**. It would also require EPA to identify a full-time staff member to coordinate national execution of the partnership. In April, ASLA signed on to the [Stakeholder Statement of Support for Green Infrastructure](#), which was [endorsed](#) by the EPA.
- On May 3, **Michigan Governor Jennifer Granholm (D) signed an executive order abolishing the Board of Landscape Architects** (effective July 15), with a package of more than 20 orders to abolish various other boards and commissions to "promote efficient administration." The chapter is in the midst of an upgrade effort and feels well positioned to fight this action. If implemented, the regulatory powers of the Board are transferred to the Department of Labor and Economic Growth.
- **Colorado's licensure bill was transmitted to the governor on May 15** and now awaits gubernatorial action. In **New Jersey, the upgrade legislation passed its first hurdle**, with approval by the Assembly Committee on May 9. Consideration by the full Assembly could occur as early as

ASLA Leaders E-Express ...

June. **Illinois upgrade legislation** is continuing to move through the process as the chapter negotiates (and battles) with opponents to the bill. The Joint Business, Research and Economic Development Committee heard **Maine upgrade legislation** on May 10. There was stiff opposition presented by the landscape designers at this hearing.

- **There is still time to RSVP for the 2007 Licensure Summit.** 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. **Still waiting for:** Alabama, Alaska, Kansas, Kentucky, Louisiana, Massachusetts, Ohio, and Utah. For more information, contact Government Affairs Director [Julia Lent](#).

Public Relations and Resource Development

- Pickup of the **matte release “Landscape Architects Identify Trends for 2007”** continues to increase. To date, this release has generated 640 newspaper articles in 20 states with a readership of 46,466,640. More than 81% of the placements were from the top 50 markets. Check out the latest print media clips in [LAND Online](#).
- The **San Diego Business Journal** will be running a special report in the Commercial Real Estate section next week about the San Diego Chapter's [National Landscape Architecture Month](#) activities.
- **Staffing changes** in Public Relations will strengthen support for raising the visibility of the profession:
 - **Marketing Manager Julie Ziegler** has decided to move to Chicago to be closer to her family. **Lori Crowe** will take over the position starting Monday, May 21. Lori is moving to Washington from Atlanta where she has worked for WorldOne, a communications firm that works exclusively with nonprofit organizations, and Gables Residential. She has a master's degree in mass communications from the University of South Carolina and teaches public speaking at Georgia Perimeter College.
 - **Jim Lapidis** will join ASLA staff on Tuesday, May 29, as **Public Relations Manager.** Jim's experience includes working as Communications Manager for the National Association of Home Builders and with Fleishman-Hillard International Communications. Jim is finishing a master's degree in communication in contemporary society from Johns Hopkins University.
 - **Josh Fishman**, a rising senior at Penn State University, joined the department this week as a summer intern. Josh is majoring in communications and will assist the professional staff with the ASLA Student Awards as well as a number of other public relations and marketing assignments over the summer.
- [The 2007 Landmark Award](#), cosponsored by the National Trust for Historic Preservation, will be presented to **Charleston Waterfront Park**, which was designed by **Sasaki Associates.** The award was announced last week via a wire release and *LAND Online*. To date, the story has generated great local interest in Charleston on radio and television news programs and the *Post and Courier* has indicated they are preparing a feature story. In addition, it's appearing on [Earthtimes.org](#) and [BYM Marine Environment News](#), among other new media.
- To date, 318 entries representing more than 75 programs have been received for the [ASLA 2007 Student Awards Program](#). The entry deadline is this Friday, May 18. A special effort is underway to recruit entries from every program in the U.S. and Canada. A series of emails has been sent to **student members** and educators with reminders about the awards, membership renewal, free first-year associate membership, and the Graduating Student Survey.

ASLA Leaders E-Express ...

- **ASLA has been featured on television in recent weeks:** WUSA (CBS, Washington, DC) 9 ran a “Live Green Now” report on the prime time news for the National Environmental Education Week in April; ASLA’s green roof was featured along with ASLA **immediate past-president Dennis Carmichael, FASLA**; HGTV’s series Designer’s Challenge on May 3 featured **Tim Thoelecke, ASLA**, of Garden Concepts, Inc.; PR staff is working with the producers of these segments for permission to stream them from the ASLA website.

Meetings and Special Programs

- President Caughey, FASLA, **visited the Illinois chapter** and delivered the **commencement address** at the University of Illinois/Champaign-Urbana this past weekend.
- Fifty chapter leaders who attended the 2007 CPC Midyear Meeting completed the CPC meeting survey online. The **overall meeting satisfaction** rating was nine out of a possible 10!
- Registration for the **2007 Annual Meeting stands at 133 attendees**, including 30 students. [Register](#) for the 2007 Annual Meeting before June 6, 2007, and save. The headquarters hotel, the San Francisco Hilton, is also [taking reservations online](#).

Information and Professional Practice

- A draft for a second **LATIS (Landscape Architecture Technical Information Series) on security design** was sent for peer review this week. The final paper is expected to be ready for release by mid-summer.
- **Sustainable Design and Development Professional Practice Network (PPN)** officers have begun submitting “**thumbnail case studies**” of **sustainable design projects**. The officers will refine the reporting format over the next month and will soon solicit contributions from all SDD PPN members. Thumbnail case studies will be accessible to SDD PPN members, provide content for SDD PPN newsletters, and will provide additional information resources to the Sustainable Sites Initiative.

Landscape Architecture Magazine

- The upcoming (June) issue of *Landscape Architecture* magazine will feature **a guide to parks, plazas, and other landscapes in San Francisco**, site of the 2007 ASLA Annual Meeting.
- A landscape architect tells how she got involved in **Tsunami relief** by helping a devastated community in Thailand build a playground.
- *LAM* visits an **ASLA Award-winning corporate landscape** in Taiwan.
- *LAM* continues its focus on **Residential gardens** with Chip Calloway, ASLA, and his own live/work/play space in North Carolina.
- *LAM* continues its useful series on “**Construction Details**” with the restoration of a WPA-era amphitheater in Oregon.

Member Services

- ASLA has made great strides in cleaning the **membership database** in recent weeks. Projects included identifying members without local chapters, importing the 2006 Annual Meeting registration data, and updating dormant member information. Future projects include deleting duplicate member records, identifying duplicate emails, and uploading key contacts from related organizations.

ASLA Leaders E-Express ...

Database maintenance is a top priority for the Member Services department, with a system upgrade scheduled for late-summer.

- **Leadership Development Committee** members **Bill Eubanks, ASLA**, and **Tom Dunbar, FASLA**, presented training modules on public participation and charrette planning at the **Pennsylvania/Delaware Chapter** meeting this past weekend. Member Services Director Barbara Drobins also attended the meeting.

Deadlines and Reminders

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