

# ASLA Leaders E-Express ...

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June 13, 2007

## Governance and Administration

- **Congratulations to Angela Dye, FASLA**, for her election as 2008 President-Elect and **many thanks to Gary Kesler, FASLA**, for his strong candidacy and willingness to serve.
- The **Landscape Architecture Continuing Education System (LA CES)** task force met by conference call last week to review and approve revised **provider guidelines** and **definitions of professional development hours and health, safety, and welfare classification**. With agreement on these important parameters now in place, the LA CES task force will focus next on program administration. In addition to ASLA, system participants are: **Council of Educators in Landscape Architecture, Canadian Society of Landscape Architects, Landscape Architecture Foundation, and Landscape Architectural Accreditation Board**.
- **Michael Van Valkenburgh Associates, Inc.**, is again this summer donating to ASLA the services of **Rich Hindle**, a plant specialist and intern at MVVA, for **ongoing monitoring of the plant performance on the ASLA green roof**. Hindle visited ASLA headquarters last month to record observations on plant growth and to download data from portable temperature and light sensors. An interview with Hindle was featured in a recent *LAND*. Information from Hindle's reports, along with updated information and stormwater monitoring data, is being incorporated into an update of the green roof section of the ASLA website.
- Staff has been very busy giving **green roof presentations and tours** in the past weeks. Recent visitors Included: the **University of Maryland** facilities' department with over 30 participants; the **American Public Health Association** (which has already requested tours during its annual meeting in November); and the **General Services Administration**, which is using ASLA's green roof as one of the model's for future roofs on government buildings. The participants in all the groups were very impressed with the PowerPoint presentation and the green roof's innovative design. Information on ASLA's **green roof monitoring program** has been shared with the office of the **Architect of the Capitol**, which will use the information in the planning and design of green roofs for the Dirksen and Rayburn buildings.

## Government Affairs

- On May 30, **Colorado Governor Bill Ritter signed the new landscape architecture practice act**, making Colorado the 49<sup>th</sup> state with licensure and the 41<sup>st</sup> practice act. There are now 41 practice acts and 8 title acts. Vermont and the District of Columbia do not regulate landscape architects. The Colorado licensure requirement goes into effect January 1, 2008. Online maps have been updated and revised fact sheets and other data are in production. On May 31, **Alabama Governor Bob Riley signed legislation to extend the sunset date** of the landscape architects board.
- **H.R. 1716, the Green Energy Education Act, which was amended at ASLA's request to include landscape architects, passed the House of Representatives on June 6** by a vote of 416-0. The bill would allow the **Department of Energy and the National Science Foundation to provide grants to colleges and universities** to improve engineering and architecture education related to the design and construction of high performance buildings. On June 7, ASLA issued an *Action Alert* to **ask landscape architects to thank their Representatives for support of this legislation**. Thus far, over 4,400 ASLA members opened the email and 53 have sent messages to 45 members of Congress.
- **ASLA submitted recommendations on how the U.S. House of Representatives could adopt sustainable practices for the U.S. Capitol, the House Office Buildings, and the Capitol grounds.**

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The recommendations were in response to a request made to ASLA by House Chief Administrative Officer Dan Beard, who has been charged with submitting a final report to **House Speaker Nancy Pelosi** (D-CA) on ways to make the U.S. Capitol a more energy efficient and sustainable environment.

- **Government relations staff members attended the “mark-up” of the House Interior Appropriations Bill.** The spending measure includes increased funding for the Forest Service, the Bureau of Land Management, and the Park Service. The bill does, however, decrease funding for Cultural Programs within the Park Service’s National Recreation and Preservation Programs. The Cultural Programs division currently administers the Historic American Landscapes Survey (HALS).
- The Commission on the Architect of the Capitol (AOC) is currently interviewing candidates for the AOC position. **ASLA has written to members of the commission to request that they consider a qualified landscape architect for the position.** The letter informs the commission of the vast experience that many landscape architects have in the areas of managing large construction projects, facilities management, security design, and budget management – skills necessary for the new AOC.
- The **Michigan Chapter met with Governor Jennifer Granholm’s staff** on June 6 to discuss her executive order (EO) **abolishing the Board of Landscape Architects.** Although unlikely to reverse the EO, it appears that the letter-writing effort initiated by the chapter and supported by the ASLA Advocacy Network had an impact. The chapter is pursuing legislation to upgrade to a practice act, and there is some indication that the Governor would support this legislation, including perhaps reinstating the board at that time. It was clear from the meeting that Governor Granholm has much respect for the work of landscape architects and the Executive Order was the result of an inactive board rather than the perceived merits of licensure for landscape architects.

## Member Services

- Act now to **change your 2008 chapter dues!** Chapters interested in changing their dues for 2008 must complete the [2008 Chapter Dues Change Form](#) by September 1, 2007. Any changes will be reflected on 2008 membership application and renewal notices beginning January 1, 2008. The form is located on the [Chapter Operations Workbook](#) (COW) web page. Click 2008 Chapter Dues Change Form under Hot Forms.

## Public Relations and Resource Development

- **The call for nominations for [honorary membership in ASLA](#) is now open.** This is among the highest honors ASLA may bestow upon a non-landscape architect whose achievements of national or international significance or influence have provided notable service to the profession of landscape architecture. **Any ASLA professional member or ASLA chapter may make nominations for Honorary Membership.** The nomination process is very simple and the deadline is August 3. For more information, please contact Carolyn Mitchell, honors and awards coordinator, at 202-216-2331 or [cmitchell@asla.org](mailto:cmitchell@asla.org).
- The [2007 Student Awards](#) program has drawn more than 270 submissions—a new record. Fifteen international programs are represented, eight of which are first-time participants. Five U.S. schools are first-time participants. The jury will meet June 22-24 and recipients will be notified shortly thereafter. The results are announced in September once the fall term commences.
- The [2007 ASLA Honors press release](#) was distributed last Tuesday and featured in *LAND Online*. It was picked up by ArchNewsNow.com, with expected stories in *Home Improvement Magazine* and others. Public relations staff are working on targeted media outreach surrounding all recent ASLA awards (Professional, Fellows, Honorary Members, and Honors) to generate additional press.

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Additionally, the Public Relations staff distributed a press release emphasizing the importance of the [new licensure law in Colorado](#).

- The Public Relations manager is **auditing ASLA's public relations vendors** to identify service overlaps, unnecessary expenditures, and new opportunities to launch additional programs.
- PR staff worked with **CNN Money** to promote the value of landscape architecture. [The recent article](#) quotes ASLA member, **Doug Hoerr, ASLA**. Nearly six million people read CNN Money online each month.
- **GE Fielder & Associates' (Grace Fielder, ASLA)** Clemyjontri Park will be featured in the June 18 issue of **Newsweek**. An abbreviated version of the [story is online at MSNBC.com](#), which reaches 11.5 million people each month.
- PR is also working with **Popular Mechanics** and the **Old Farmer's Almanac** on stories about water management and outdoor trends, respectively, as well as University of Texas at Austin's *Daily Texan*, which is planning a story on 2007 ASLA Community Service Award recipient Fritz Steiner, FASLA, Additionally, **Backyard Ideas** (Harris Publishing), a national four-color magazine that is sold widely on newsstands across the country, plans to cover the **2006-2007 ASLA residential design award winning projects**.
- Public relations staff has confirmed 19 reporters and editors to date for the five **Annual Meeting Media Roundtables**, including *Better Homes & Gardens*, *Southern Living*, *House and Garden*, the *Los Angeles Times*, and many others. More are being confirmed each week. Many of these media representatives will be new to the annual meeting. By contrast, the 2006 meeting drew 19 media representatives total and that was an all-time record for an ASLA meeting. The roundtables will be organized by outlet type: Consumer Magazines; Green Media; Newspaper Design Critics; New Media (electronic); and Industry Magazines.
- A series of **press conferences to be held during the annual meeting** are being planned on such topics as the state of the industry, landscape architecture design trends, the ACE Mentor program, and others, to take full advantage of the national media attendance.
- Pickup continues for two ASLA matte releases, one on 2007 design trends and another on sustainability, generating nearly **1,200 stories reaching over 75 million readers** since February.
- ASLA and its members have been getting **increasing coverage in the media** lately. The latest clips can be viewed [online](#).
- The email sent June 1 promoting the [2007 ASLA Annual Meeting & EXPO](#) and early bird deadline was delivered to 26,959 recipients. The email prompted at least 500 additional online registrations before the June 6 deadline. The Annual Meeting print registration brochure will be mailed before the end of the month. An article promoting the continuing education opportunities at the meeting will be featured in next week's *LAND Online*.
- An email targeting [2007 ASLA Annual Meeting EXPO exhibitors](#) was sent on June 7 to 336 recipients thanking EXPO exhibitors for their support and encouraging participants to register onsite event personnel and book hotel rooms. The email has shown an incredible open rate of 58 percent, which will significantly reduce the EXPO's onsite registration process.
- Public Relations staff met with key members of the [National Building Museum's](#) public and youth programs on June 7 to explore further partnership opportunities. There appear to be a number of programs, events, and exhibits planned by the Museum for the remainder of 2007 and for 2008 that

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will be of great interest to landscape architects. More details on specific programs and joint events will be published as they are finalized.

- The email announcement about Kalamazoo Outdoor Gourmet's and *Garden Design* magazine's [Oasis Awards](#) was delivered to 640 Residential PPN members, previous award recipients, and contacts on the residential and outdoor kitchen experts list. Nearly 20 percent of all recipients visited the online awards website.
- PR's Web Strategy Manager continues studying ASLA.org traffic and usage patterns while working on relaunch documentation. Last week he looked at the geographic information of visitors. Approximately 40% (or approximately 47,000 last week) of all visitors to ASLA.org can be tracked in this way. Last week, **29.64%** visitors were from North America, **4.11%** from Europe, **6.02%** from Asia, **0.76%** from Oceania, **0.03%** from South America, and **0.28%** from Africa. The top North American country was the United States, followed by Canada, and then Mexico. The top three European nations were the United Kingdom, Sweden, and the Netherlands. The top three Asian nations were China, Iran, and South Korea.
- The latest issue of [LAND Online](#) was delivered to over 15,000 subscribers on June 5. The most popular article was "[Colorado Enacts Licensure Law](#)," followed by "[ASLA Announces 2007 Honors Recipients](#)" and "[An Update on Green Roof Plant Growth](#)." Next week's *LAND* will feature ASLA election news and promotion of the 2007 Annual Meeting.

## Meetings and Special Programs

- **Letters of intent to serve as CPC Chair for 2008-2009** for consideration by President-elect Perry Howard, FASLA, are due by July 16, 2007. Email the letters of intent to Gloria Garcia at [ggarcia@asla.org](mailto:ggarcia@asla.org). These letters should include a short bio and clear goals for one's tenure as CPC Chair. This service would run one year as CPC Chair Designate (2007-2008) and one year as CPC Chair (2008-2009).
- The [IRS has announced new tax filing requirements](#) for non-profit tax exempt organizations which **affects all ASLA chapters that are incorporated and have tax exempt status**. The **key change is that form 990s will have to be filed with the IRS even if annual revenues are below \$25,000**. These 990s will be available for electronic filing starting this year. The **second implication that affects chapters is that an organization's tax exempt status will be revoked if it fails to file a 990 for three consecutive years**—this applies regardless of annual revenues. Please look for more information from the IRS coming this July.
- **President Pat Caughey, FASLA**, is traveling to the **Hawaii Chapter** this week to meet with chapter leaders and members in the chapter's continuing effort to launch a landscape architecture program at the University of Hawaii.
- **2007 Annual Meeting Registration** is moving at a fast pace with over 1,600 registered. Ticket sales are also available, so be sure to check the [Annual Meeting](#) web site for updates on availability. Advanced registration runs through August 27. [Hotel reservations](#) at the headquarters hotel, Hilton San Francisco, can also be made online.

## Information and Professional Practice

- ASLA has delivered comments received from peer reviewers to the author of an upcoming **LATIS** on Building Information Modeling called "**BIM Rules: Integrating BIM Technology into Landscape Architecture Practice**." ASLA expects the revised draft to be completed in late July.

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- The **Public Practice Advisory Committee's** "Policy Shapers" series in *LAND Online* continues this week with an interview of **Emily Gabel Luddy, FASLA**, conducted by **Stephanie Landregan, ASLA**.
- ASLA has activated the **e-community network** for all **Sustainable Design and Development PPN** members. Instructions for navigating this part of the website have been added to the PPN section of ASLA's website.
- ASLA donated an additional 33 books and 290 magazines, journals, and periodicals weeded from the PPL reference collection to the ongoing **ASLA / WAAC Inter-Library Program** at Virginia Tech's Alexandria, VA campus.

## ***Landscape Architecture Magazine***

- The upcoming (July) issue of *Landscape Architecture* has a number of highlights: 18 pages devoted to the annual ASLA award winners; design critic John Beardsley's informed look at the landscape of the DeYoung Museum in San Francisco; and an abundance of pandas—and beautiful plan drawings—in *LAM's* article on the new Asia Trail at the National Zoo. Also in July, *LAM* looks at three residential gardens in California, the UCLA Extension program for working career changers is profiled, and an Audubon Society landscape goes green.

## **Deadlines and Reminders**

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