

ASLA Leaders E-Express ...

February 18, 2009

Governance and Administration

- Yesterday ASLA hosted a group from the **Landscaping and Gardening Bureau of Kunming City, Yunnan Province in China**. Several directors spoke about the efforts each of their departments make on behalf of ASLA members, which included government affairs, communications, and education. The meeting ended with a green roof presentation and tour of the roof.
- The **Sustainable Sites Initiative** Executive Committee met by conference call last week. Discussion focused on the ongoing collaboration with the U.S. Green Building Council, including plans for the 2009 Greenbuild conference and ensuring that the Sustainable Sites metrics are considered during the LEED revision process that will begin this spring with meetings of USGBC's Technical Advisory Groups. A meeting with the leadership of the **Green Building Certification Institute** has been scheduled for later this month.
- Assessment of the green roofs eligible for maintenance funding through the ASLA-administered **Chesapeake Bay Foundation** program has been completed. **Green roof plant expert Ed Snodgrass visited several sites** with Special Assistant to the EVP Keith Swann and **will provide a report on his findings to optimize use of the available funding**. **Michael Van Valkenburgh's** office is assisting with the ASLA roof's spring maintenance.

Government Affairs

- **Today, February 18, is ASLA's Annual In-District Advocacy Day**, where ASLA members are meeting with their federal legislators in their local offices. A record 320 legislative meetings have been scheduled with Members of Congress and Senators across the country.
- On February 17, **President Obama signed H.R. 1, The American Economic Recovery and Reinvestment Act**, which would provide approximately \$789 billion in tax cuts and spending to help jumpstart our nation's lagging economy. The White House and Congressional leaders estimate that the package would create or save 3.5 million jobs over the next two years. ASLA has [outlined provisions](#) of the bill that may be important to landscape architects.
- **Over 550 ASLA advocates participated in an [advocacy alert](#) to contact their legislators to urge them to pass a final stimulus package that did not include the Coburn Amendment**. The Coburn Amendment stated that "no funds in the bill can be used for any casino or other gambling establishment, aquarium, zoo, golf course, swimming pool, stadium, community park, museum, theater, art center, and highway beautification project." ASLA is pleased to announce that the final stimulus bill does not include language to prohibit stimulus funds from being used for community parks or highway beautification projects.
- The 50 by 2010 state legislative activity is going full steam in February! **Vermont** had its first hearing on February 4 and held its advocacy day (with exhibit) on February 17. In the words of the chapter's lobbyist, "The postcard was everywhere." Upgrade legislation in **Virginia** has passed the Senate and is under consideration this week in the House committee. **Wisconsin** landscape architects took to Madison in recent weeks to gather support for their upgrade bill, which is nearing introduction. In **Washington** State, companion legislation for an upgrade to the state's title law has passed successfully through the first committees. **Illinois** has had its upgrade legislation reintroduced and is meeting with opposing organizations to identify their concerns and constructively work towards mitigating these issues.
- **There has also been considerable legislative activity regarding state licensing boards**. **Arkansas** is considering legislation to combine its stand-alone board with the architects. The chapter

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is working to ensure that there are two landscape architects on a combined board. **California** is in a bit of a holding pattern with regard to elimination of the Landscape Architects Technical Committee. Faxes are continuing to be sent to the governor regarding his proposal; however, state legislative advocacy will not go into full gear until there is a legislative proposal upon which they can act. The Advocacy Network is being utilized for this effort in addition to direct contact by the chapters of their members. **Alaska** is seeking a voting member on the state's multidisciplinary licensure board. Currently, there is a landscape architect on the board who participates, but cannot vote. Chapter members flew to Juneau last week to speak to state legislators about this issue and urge passage of legislation.

- **Save the date:** The next **ASLA Licensure & Advocacy Summit** is tentatively scheduled for August 7-9 in Alexandria, Virginia. **Each chapter is invited to send one delegate per state**, with ASLA National reimbursing airfare and two nights at the host hotel. More details will be provided when the date and host hotel are confirmed.

Public Relations and Communications

- Staff have created [a new page within asla.org](#) as a resource for those members negatively affected by the current economic downturn. Two member-only e-networks are also being tested to offer platforms for networking and information exchange among **Established Professionals** (Full, Fellow, and International members) and **Emerging Professionals** (Associate and Student Members, plus members associated with landscape architecture schools) who have been hit by hiring freezes, layoffs, and severe business downturns.
- **ASLA is preparing a comprehensive response to the National Park Service's latest iteration of the [National Mall Plan](#)**, which will be released March 1. To support ASLA's response, staff issued an RFP to hire a PR firm to help position ASLA and landscape architects as leaders and advocates for the National Mall and public spaces at large. ASLA's response will be timed to coincide with National Landscape Architecture Month.
- **Staff sent out a second reminder email to Chapter and Student Chapter leadership to begin planning activities for National Landscape Architecture Month.** In addition to pointing them to our activities guide, **ASLA posted a [new public relations guide](#)** to help chapters with NLAM and all future outreach at the local level and updated a general [Powerpoint](#) for member use.
- Delivery of the January 27 issue of [LAND Online](#) was delayed due to a system migration to a new web host. It was emailed February 2 and received an open rate of 39.6 percent. The most accessed item by a wide margin was a report on results of the most recent *Business Quarterly* survey. The [February 10 issue](#) has thus far received a 36.6 percent open rate.

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Member and Chapter Services

- Membership totals as of today:

| MEMBER CATEGORY | TOTAL |
|--------------------|--------|
| Affiliate ASLA | 841 |
| Associate ASLA | 1,676 |
| Corporate ASLA | 183 |
| Full Member | 10,479 |
| Full-Fellow | 615 |
| Honorary ASLA | 109 |
| International ASLA | 162 |
| Student Affil ASLA | 566 |
| Student ASLA | 2,507 |
| Total | 17,138 |

- The **2009-2010 Student Representative ballot** was distributed to all student chapter presidents on February 9; voting closes tomorrow.
- Database Manager Rosa Miranda **created the new Children's Outdoor Environments PPN in ISG web** and also completed the necessary database-required work. Also, the renewal invoice and all membership applications were edited.
- The **CPC Leadership recently met via conference call** to set the CPC Midyear meeting agenda.
- The **Student Chapter Bylaws working group** of the Emerging Professionals and the **Constitution and Bylaws Committee** met via **conference call** to review the revised Student Chapter and Student Affiliate Chapter Bylaws.

Publishing and Resource Development

- A record 612 professional entries were received for the [2009 Professional Awards Program](#)**, the largest number in ASLA history and a nearly 20 percent increase over 2008. Thirty-three new members joined through the awards program. The deadline for submissions is this Friday, February 20, and the jury will meet March 13-15 in Washington, DC.
- Advertising sales for the April issue of *Landscape Architecture* magazine (*LAM*) closed today at 108 percent of goal.** Year to date, *LAM* advertising sales are at 62 percent of the annual revenue goal.
- EXPO sales remain at 59 percent of annual revenue goal.** Fourteen new exhibitors signed contracts since the last Express, bringing the total number of exhibitors to 250. However, a number of exhibitors cancelled their participation just before the deadline. The sales and marketing staff are working on a special marketing campaign to re-energize exhibit sales for the spring.
- Barco Products** has joined as a **new Corporate Member**.
- Marketing Manager Kelly Robinson has been very busy supporting sales efforts:** A series of **18 sales emails** targeting nine different product categories were **sent to sales prospects**. The emails **included statistics and member testimonials** for each product and generated significant new sales. A more general sales email was sent to prospects via email and fax highlighting opportunities

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to reach the landscape architecture market through ASLA. An email note from the publisher was sent to all advertisers and prospects this week, highlighting news about the industry and ASLA activities.

- **The 2009 Annual Meeting and EXPO marketing efforts are underway.** A save-the-date postcard will be sent to all addresses on file in early March.
- **The new comprehensive membership marketing campaign will kick off at the end of February.** The campaign is split into three groups; **corporate, emerging professional, and experienced professional.** The campaign will include direct mail, email, and telemarketing to reach more than 37,000 prospects. Corporate Membership will be launched first, followed by experienced professional, then emerging professional, in order to maximize revenue more quickly since corporate member dues are highest.
- **The 2009 [annual meeting education program call for submissions](#) is open until this Friday, February 20.** The web site indicates 77 submissions are in the works so far, with 33 completed. Education Manager Clark Ebbert has reached out to a number of allied professional and trade associations that have not traditionally submitted programming ideas, including the Society for Marketing Professional Services, Sustainable Furniture Council, International Association of Lighting Designers, and the American Society of Golf Course Architects, among others.
- The Meetings staff made arrangements for the **Landscape Architectural Advisory Board** meeting next month in Orlando and is finalizing plans for the **annual licensure summit** this summer in Alexandria, Virginia.
- A number of **requests for proposals were issued over the past two weeks by the meetings department for services needed for the 2009 annual meeting in Chicago.** The goal is to contract for highest quality, lowest-cost, sustainable services wherever possible throughout the meeting.

Professional Practice and Information

- Membership in ASLA's **Professional Practice Networks (PPNs)** continues to grow. In the last month, January 13 - February 12, an additional 180 memberships have been added to the PPN rosters. (The number represents memberships rather than individuals, as some members join multiple PPNs.)
- The PPN Council, composed of PPN chairs and Council leaders, will have its quarterly conference call tomorrow. Agenda items include staff reports on the e-Networks status and PPN quarterly statistics; discussion of a process for selecting an incoming PPN Council president to recommend for appointment by the ASLA President; and open discussion of issues brought forward by Council members concerning their PPNs.
- Recent updates to the **business tools section of the [professional practice resource center](#)** section of the ASLA website include the **[2009 Edition of the ASLA Standard Form Contract for Professional Services](#)** and the **[Business Development Program for Small Firms](#)**. The ongoing collaborative work of the Professional Practice Committee with staff makes this possible.
- The **Landscape Architecture Continuing Education System (LA CES)** now has 13 approved providers. Inquiries are being received from potential providers. There have been some bugs in the LA CES website that 1/0 (ASLA's web support company) is working to resolve.
- Programs accredited by the Landscape Architectural Accreditation Board (LAAB) are completing annual reports using the Council of Educators in Landscape Architecture Academic Information System (CELA AIS). The LAAB annual report is a subset of the AIS program and will provide a database of information on landscape architecture programs.

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- On February 25, professional practice and meetings department staff will attend a debriefing with representatives of **NAHB on the recent ASLA-NAHB Land Planning workshop at the International Builders' Show** which was last month. Lessons learned from this year's event and plans for next year's show will be discussed at the debriefing.

Landscape Architecture Magazine

- *LAM* Editor Bill Thompson, FASLA, will **visit the Virginia Tech Alexandria campus next Tuesday** to talk to landscape architecture students about what *LAM* has to offer students and to engage in a Q&A session.

Growing the Profession

- **ASLA is participating in [CollegeWeek Live](#)**, a virtual college fair for high school students. The Communications team will host an interactive booth during the March 25-26 event to promote the profession, **reaching an estimated 25,000 potential students**. The virtual college fair is open to all high school students, guidance counselors, and parents. An ASLA student chapter member will host a virtual presentation and live chat as part of the booth activities.
- **[LABASH](#)**, the annual student-run international conference for landscape architecture, is February 26-28 at Penn State University.

Deadlines and Reminders

- The 2009 **ASLA Licensure & Advocacy Summit** is tentatively scheduled for August 7-9 in Alexandria, Virginia.
- The [Leadership Calendar](#) can be accessed on the web.