

ASLA Leaders E-Express ...

May 20, 2009

Governance and Administration

- **Based on a review of budget results for the first four months, additional expense cuts will need to be made.** Membership and *LAM* advertising revenues are both lagging behind projections. EXPO sales remain on track, however, and annual meeting registrations opened very strong. Further analysis, as well as identification of potential cuts, is underway and will be discussed with the Executive Committee next week.
- **President-Elect Gary Scott, FASLA, encourages your participation through national committee service,** and requests your assistance in reaching as many members as possible by including his [Call for 2010 Committee Volunteers](#) in chapter communications and forwarding it to others who may have an interest. All ASLA members are eligible for service and new terms will begin at the close of the Chicago annual meeting in September. Please send expressions of interest to Corporate Secretary Mary Hanson, Hon. ASLA, (mhanson@asla.org) by July 10.
- EVP Nancy Somerville participated in a **Renewable Natural Resources Foundation** public policy roundtable with **USDA Forest Service Chief Abigail Kimbell** last Wednesday. Kimbell identified the Forest Service's top three focuses as climate change, water, and kids. Follow up on areas of potential collaboration is planned.
- **Voting for 2009-2010 ASLA president-elect** closed at midnight PDT last night. Results will be announced in the next issue of the E-Express.
- The consolidated **audited financial statements for ASLA and the ASLA Fund** for the period ending December 31, 2008, have been issued effective May 15, 2009. Copies have been distributed to both the Audit Committee and the Finance and Investments Committee. The audit report will be distributed to the Board following review by the Audit Committee.
- On Tuesday, the **American Academy of Pediatricians (AAP)** will release a statement recognizing the link between community design and obesity and related health issues in children. ASLA is preparing a statement along with other public relations and advocacy materials to promote and take advantage of the AAP statement.

Government Affairs

- **Reminder: June 10 is the RSVP deadline for the ASLA Licensure and Advocacy Summit,** to be held August 7-9 in Alexandria, Virginia. For more information or to RSVP, contact Government Affairs Director [Julia Lent](#).
- As a member of the High Performance Building Congressional Caucus Coalition, **ASLA led a congressional briefing on "Landscape Architecture for High Performance Buildings" on Thursday, May 28.** EVP Somerville gave opening remarks, introducing the luncheon's two guest speakers, **Daniel Beard, Chief Administrative Officer of the U.S. House of Representatives,** and **David Yocca, ASLA,** Principal Landscape Architect/Planner at Conservation Design Forum in Elmhurst, IL. More than 80 attendees packed into the congressional hearing room to hear the presentations on how a building's site and surrounding landscape affect energy efficiency and sustainability.
- **The Illinois Chapter has succeeded in passing SB 1925, legislation to enhance that state's licensure law. The bill now awaits action by the governor.** SB 1925 will not upgrade the title law to a practice act, but it includes significant improvements to the existing law. The highlight is the addition of a seal for landscape architects. Illinois had been the only state regulating landscape

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architecture that does not provide for a seal/stamp. The bill also establishes continuing education requirements and moves the sunset date from 2010 to 2020.

- In conjunction with the **American Academy of Pediatrics'** new policy on using the built environment to fight childhood obesity (see **Public Relations and Communications**), **Government Affairs continued its campaign for the Complete Streets legislation through the Advocacy Network.** From this alert, **105 additional messages were sent** to Senators and Representatives urging co-sponsorship of Complete Streets legislation. **To date, ASLA advocates have sent 1012 messages to their legislators regarding Complete Streets legislation,** making it the most frequently responded-to message on the Advocacy Network.
- **ASLA's Advocacy Day efforts are continuing to yield legislative benefits.** This week, the office of **Congressman David Price (NC)** contacted ASLA members to inform them that the Congressman is **co-sponsoring CLEAN TEA legislation (H.R. 1329).** Currently, the legislation has 12 co-sponsors. Previously, Congressman Price contacted ASLA members to inform them of his support for Complete Streets legislation.
- **ASLA joined in endorsing S.1156, legislation introduced by Senator Tom Harkin (IA) that would reauthorize the Safe Routes To Schools Program (SRTS).** Under the new legislation, the SRTS program would be strengthened and expanded by increasing its funding to \$600 million per year and expanding eligibility to include high schools and allowing states to spend a portion of their funds to address bus stop safety and improved access to rural communities. ASLA will work with Senator Harkin to include this important legislation in the upcoming omnibus transportation bill.

Public Relations and Communications

- The **American Academy of Pediatrics** [issued a new policy](#) that calls for increased use of parks, safe routes to schools, and overall use of the outdoor built environment to fight childhood obesity. **ASLA issued a statement in support** and staff are identifying additional outreach opportunities.
- ASLA continues to earn excellent **Professional Awards coverage**, with appearances in [Gourmet magazine](#) (circulation nearly 1 million), [OC Metro](#), [RedOrbit](#), [Athens Banner-Herald](#), and two stories in *Architects24* ([story one](#); [story two](#)).
- **Additional great coverage of ASLA** has appeared in the [Detroit Free Press](#) (print circulation 290,730), [Denver Post](#) (print circulation 371,738), [Indiana Living Green](#), [Access North GA](#), [South Bend Tribune](#), [Inside Bay Area](#), [Seattle Times](#) (print 203,175), [Democrat and Chronicle](#) (Rochester, NY, print 135,776), and the [Lansing State Journal](#).
- Staff sent all chapter presidents a copy of a [basic ASLA identity guide](#) and posted a set of logos to the [Chapter Operations Workbook](#) online, and reception has been very positive. The effort documents some basic elements of our identity—marks, fonts, colors, rules of usage—as a step to creating a more coherent image for the national office and its chapters as a single entity. Different colors and formats are available upon request.
- Staff announced the winner of the [2009 Landmark Award](#). So far, awards coverage has appeared in [Gourmet magazine](#) (circulation nearly one million), [OC Metro](#), [RedOrbit](#), [Athens Banner-Herald](#), [Earth Times](#), [Digital 50](#), [Design TAXI](#), [Lower Hudson Journal News](#), and two stories in *Architects24* ([story one](#); [story two](#)).

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Publishing and Resource Development

- **[Annual meeting](#) registration numbers are trending well ahead of 2008.** Approaching the third week of online registration, 587 individuals have registered which is a **46 percent increase over the same period last year**. It is also notable that registration opened 17 weeks prior to the meeting this year and only 13 weeks prior to the meeting last year. Tours and fields sessions are selling well, with one residential tour almost sold out. Tickets for the annual Gala, to be held in the new modern wing of the Art Institute of Chicago, are also selling well, with 94 purchased to date. **The print brochure will mail this Friday, June 5**, to more than 60,000 prospective attendees. This mailing is also four weeks ahead of last year's schedule.
- **EXPO total exhibitors are at 309, bringing annual revenue to 68 percent of original budget goal and 75 percent of the revised projection** approved by the Board of Trustees in May. More than 10,000 sales prospects will be mailed the annual meeting print registration brochure on June 5 and sales are expected to pick up quickly after that.
- **Landscape Architecture magazine (LAM) revenue is currently at 68 percent of the original annual budget goal and 76 percent of the revised projection** approved by the Board of Trustees in May. LAM's largest advertiser, Longshadow, has extended its contract for two more years.
- **The publishing and editorial staffs of LAM met jointly on Thursday to discuss plans for the 2010 centennial of the magazine.** A special logo, a January commemorative issue, and a possible reprint of the very first issue are being discussed, as well as the unveiling of a design "refresh" for the magazine. LAM Editor Bill Thompson, FASLA, plans to highlight the ways in which LAM has reflected the growth and change in the profession. **Ideas are invited; please send them to [Editor Thompson](#).**
- Staff are still processing some of the entry forms, but, as of today, **more than 470 student entries have been received for the [Student Awards Program](#), representing 76 landscape architecture programs.** This is almost exactly the same number as last year (471). So far, more than 125 new student members have joined through the awards program this year.
- **The [ASLA annual meeting](#) and [ASLA sales](#) are now on Twitter**, thanks to Acting Production Manager Shelly Neill.
- The **membership marketing campaign** continues to be successful. In the first month, it has produced 26 new corporate members, a 15 percent increase. The full member reinstatement campaign is winding down with 21 reinstatements via credit card and 104 full member pledges who have been invoiced, for a one percent increase.

Professional Practice

- The ASLA **Archives and Collections Committee** members have been working with staff to identify and locate collections of documents, records, and examples of work of landscape architects. A list of [landscape architecture archival collections](#) has been added to the ASLA website. It is located on the [library page](#) under the resources section. It has about 50 collections at this time and will be updated when information is received on other resources. Letters to the ASLA chapter presidents and the accredited landscape architecture program administrators have been sent via email to engage these two groups to provide references to additional collections within their chapters or housed at their colleges and universities.
- **Total membership in ASLA's Professional Practice Networks has grown to over 10,000** for the first time. This represents an overall increase of 76 members since last month's count. Residential

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Landscape Architecture, Urban Planning and Design, and Sustainable Design and Development each have more than 1,000 members.

- The **Computing Professional Practice Network has new leadership**: Former chair **Chris Thompson, ASLA**, has stepped down and **Mark Lindhult, FASLA**, has been appointed as chair; **Richard Powers, ASLA**, has been appointed vice-chair.
- Professional Practice staff attended a lecture by Esther Sternberg, MD, entitled, “**Healing Spaces: The Science of Place and Well-Being.**” Sternberg discussed how our place in nature is of critical importance both to the health of the environment and our own personal health. Sternberg noted that **urban designers should be more aware of both physical and psychological impacts of design** and, among other things, eliminating barriers to walking and other physical activities, providing more opportunities to socializing, and incorporating more green spaces to promote healing and health for all.
- On May 22, the National Building Museum held a symposium, “**1909-2109: Sustaining the Lasting Value of American Planning.**” This event commemorated the 100th anniversary of the conference in which federal officials, planners, academics, and grass-roots advocates: (1) reviewed past achievements in planning and designing sustainable communities; (2) explored today’s planning challenges; and (3) presented solutions for designing the next 100 years of green communities, and how citizens can effect social and environmental change in their neighborhoods while providing real world solutions and advocacy. Professional practice staff represented ASLA.

Chapter and Member Services

- **Current membership** as of June 2, 2009:

MEMBER CATEGORY	TOTAL
Affiliate ASLA	754
Associate ASLA	1,553
Corporate ASLA	187
Full Member	10,276
Full-Fellow	606
Honorary ASLA	110
International ASLA	165
Student Affil ASLA	494
Student ASLA	2367
Total	16,512

- **President-Elect Scott** attended the **ASLA Central States Conference** (St. Louis, Prairie Gateway, Great Plains, Iowa, and Oklahoma chapters) and awards luncheon in Omaha on May 15-16. He spoke at the awards luncheon on “**The State of ASLA**” and highlighted a number of the Society’s important initiatives.
- Dues reminder emails were sent on May 21 and May 29 to the members whose 90-day grace period expired on May 31; their renewal date was February 28. On May 28, a membership **renewal email reminder was sent to the 429 members** (with valid emails) due to renew on **May 31**; in response, 19 members completed their renewals online that night. On May 29, a **final reminder to renew email was sent to the 374 members with a February 28 expiration date**; their 90-day grace period ends on Sunday, May 31.

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- The announcement of the release of the **Florida Chapter's new sustainable development publication** was sent to the chapter presidents yesterday. The sustainable development book, which was supported by a CIP grant, is a 150-page-plus publication that is available as a free download from the FLASLA website (<http://www.flasla.org/publications.htm>).
- The **Member Services Committee (MSC)** hosted its monthly **conference call** yesterday. The MSC discussed the chapter membership chair calls and established two project working groups.
- On Tuesday, May 26, the **2010 Chapter Dues Increase notice and form** was sent to the Chapter Presidents and Treasurers. Completed forms must be **received by August 31**.
- A **conference call with chapter leaders to encourage chapter-level membership retention campaigns is planned for Wednesday, June 24**. The **goal of the call is to enlist the chapters more actively in raising the ASLA retention rate**.
- Friday, May 29, an **ASLA Associate Member Benefit email notice** was sent to the **438 ASLA student members with a 2009 graduation date**. The email provided a link to the Free Associate form.
- Staff edited the **Chapter Operations Workbook (COW)**, posting **additional chapter resources for membership renewals**, and completed text changes on the Join/Renew page.
- On June 1, the **"Sorry to See you Go" email reminder** was sent to **327 members whose 90-day grace period will expire on June 30** and a **dues renewal email reminder** was sent to **612 members (with valid emails) who are due to renew on June 30**.

Deadlines and Reminders

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