

# Philadelphia, PA

## ASLA Chapter Presidents Council

October 2-3, 2008 Annual Meeting  
Marriott Downtown Hotel  
1201 Market Street, Philadelphia, PA

### Meeting Notes

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**Thursday, October 2, 2008**

#### **Call to Order, Welcome, & Introductions**

Keith Wilson, ASLA called the meeting to order at 8:30am ET. The attendees went around the room and introduced themselves.

Keith led a discussion on the proposed 2009 and 2010 budget changes. The Chapter Trustees conducted conference call related to the proposed ASLA department/program wide budget changes. It was proposed during one of the ASLA Board of Trustee conference calls to solicit the CPC feedback regarding the Chapter President-Elect travel to the CPC at the Annual Meeting and CIP funding reallocation. The proposal brought to the CPC was to reallocate the 2009 and 2010 CIP funding to cover the travel and hotel for the chapter President-Elects to attend the Annual Meeting (per the travel policy). This is a temporary reallocation; the CIP is not permanently cut from ASLA; the CIP Taskforce is still intact and will be working on program application guidelines in 2009 for when program funding is reestablished.

The first session of chapter presentations focused on ASLA & Chapter Sustainable Activities.

#### **ASLA Sustainable PPN**

Allegra Bukojemsky, ASLA, co-chair of the Sustainable Design Professional Practice network presented ways chapters can be on the forefront of the sustainability issue in their local area. She suggested chapters serve as a resource for lectures and workshops in the following topic areas:

- Soils
- Native vegetation
- Materials selections
- Stormwater
- LEED sites credits
- Sustainable Sites Initiative

Allegra suggested that chapters with awards programs create a separate sustainable site entry category or an additional award for entry with strong sustainability. The award should have clear judging criteria. A discussion arose about judging criteria; chapters with a sustainable site award were asked to forward their criteria on to Barbara Drobins ([bdrobins@asla.org](mailto:bdrobins@asla.org)) so that she may share the information with all chapters.

Chapters should coordinate with other local agencies and interested groups such as:

- USGBC, APA & other organization chapter
- Planning groups
- Watershed or natural resource groups
- Urban forestry groups
- Garden clubs/groups
- School groups & universities
- Other "Green" or "Sustainability" groups

Allegra highlighted the following online resources:

- ASLA sustainable resource page  
<http://asla.org/ContentDetail.aspx?id=11178&RMenuId=58&PageTitle=Resources>

- Sustainable Design and Development Professional Practice Network  
<http://asla.org/PPNIndividualHome.aspx?id=1904>

### **Georgia Chapter**

Jamie Csizmadia, ASLA presented How to Market the Sustainable Sites Initiative at the chapter level.

Chapters can get a jump on marketing the Sustainable Sites Initiative (SSI):

- assisting members in achieving the recommendations put forth in the SSI
- providing themselves an additional source of income by creating a web-based Resource Clearinghouse.

The web-based Resource Clearinghouse has the following two components:

- 1) Site Assessment links webpage = Free resource links.
- 2) Green Pages – advertiser funded products/ services directory.

There were several chapters requested Jamie to make the lists available for their use.

### **Ohio Chapter**

Jeannie Martin, ASLA gave a presentation on Ohio sustainable activities that included environmental, economic and social components of sustainability circle. Jeannie's presentation highlighted the various education sessions, architects and planners to offer a broad range of CEU's. She provided an example of the two Ohio firms that have developed projects that implemented techniques presented at the education session; Cawrse & Associates submitted their new office building to Sustainable Sites as Greenfield case study and MSI utilized many sustainable elements in their ASLA National Honor Award project, the James Clarkson Environmental Discovery Center. She also discussed the social opportunities that are offered to members so that they may get together to talk and share ideas.

### **Idaho/Montana Chapter**

Jolene Rieck, ASLA presented two projects done by another member of the Idaho/Montana Chapter.

- Downtown Billings Transit Center: LEED principles
- Bozeman Library: Adaptive Reuse
- Other ways chapters can promote sustainability:
  - Offer to be a guest speaker at allied professionals' conferences
  - Recycled plotter paper: [www.ecogreenoffice.com](http://www.ecogreenoffice.com)
  - The ID/MT Chapter Conference will focus on sustainable communities

The second session of chapter presentations focused University Relations and Student Involvement in Government Affairs/Lobbying.

### **Great Plains Chapter**

Brad Young, ASLA spoke to the Great Plains chapter connection to the two Universities within its jurisdiction; University of Nebraska, Lincoln (UNL) and North Dakota State University (NDSU)

- UNL is within 2 hours of nearly 80% of chapter members, while NDSU is more than 2 hours away from nearly 90% of chapter members. This provides some challenge to their ability to be a physical asset to North Dakota State.
- The chapter has established goals to communicate more frequently with faculty of both schools, assisting in student presentation juries, and offering other assistance to staff as needed.
- The Chapter leadership contact professional firms (chapter members) to open their doors to students for day long job shadowing, as well as giving them opportunities for internships.
- The Chapter looking to provide financial assistance to students to attend various ASLA functions and perform other activities essential to their growth and learning opportunities.

### **Louisiana Chapter**

Jose Barro, ASLA discussed the Louisiana Chapter and LSU's Robert Reich School of Landscape Architecture and the student chapter activities. This past year, the School was named for its founder, Dr. Robert Reich; the LA department was started by Dr. Reich in 1942.

When the Chapter prepares its annual budget, they include funding for scholarships and gatherings. They also allocate funding for miscellaneous activities, for example the School might ask for sponsorship. This year, the School requested assistance for the ASLA Student Award Winners to attend 2008 Annual Conference. The Chapter Executive Committee was supportive and approved a determined amount to send the three students and their professor to Philadelphia.

During Landscape Architecture Month, the Student Chapter and the State Chapter join forces with assistance from the Louisiana DEQ to bring awareness to the community about stormwater quality. This activity included marking ALL of the catch basins in downtown Baton Rouge. The area encompasses the CBD, two historic residential neighborhoods, 19 blocks long, 10 blocks wide. Because of the size of the area, the activity was divided into two Saturdays. Each catch basin was marked with a medallion provided by LA DEQ.

### **ASLA Student Representative**

Jordan Jones, Student ASLA, 2008-2009 ASLA Student Representative encouraged chapter leaders to get students involved in their advocacy efforts. Jordan made the following points:

- Just ask. Sometimes getting students involved is as simple as asking; students respond well to being asked to help plan or be apart of an event.
- Educate your student chapters. Students do not understand the advocacy process and why it is important. They may not know that the licensure laws may not always be there without someone lobbying for them.
- Many student chapter presidents may not be aware they have a place within the state chapter's executive committee. "I know there were a few years in our chapter where no one realized that our president was entitled to be a liaison to our State Chapter; it simply took an email/phone call to reconnect the chapters."

Jordan provided the following student chapter involvement examples:

- Mississippi State- Statewide lobby day. Students are paired with professionals from their home districts and go make the visit together. A conference call is held before to get talking points together.
- Michigan- Display student work on landscape architecture day at congress building.
- Jason Davis as an intern this summer at ASLA Headquarters working on Licensure and Advocacy.
- Government Affairs has a subsidy for travel and accommodations for 10 chapter president to attend Lobby Day in D.C.

Jordan encouraged the chapter leaders to connect with their student chapter presidents. Jordan closed with "great things will happen, and the students need you, and thank you to those chapters who have great relationships with their student chapters."

### **CA Sierra Chapter**

Susan Collopy, ASLA presented her chapter's experience with student involvement in lobby day.

Prior to Advocacy Day on Capitol Hill ASLA National contacts the Student Chapters directly to recruit students to participate; ASLA will cover the travel and hotel for ten students. Four students from the University of California, Davis Student Chapter were able to participate in the 2008 Advocacy Day on Capitol Hill in Washington DC, on May 8. Susan spoke to two of the students to find out what they thought about the experience.

### The Student's Experience

- The student's felt they learned a lot.
- The student's reported they were unaware of ASLA's involvement in the political process and the range of interests prior to this experience.
- The students enjoyed seeing the political process up close; they appreciated the opportunity to lobby for students in person, and not have someone there on their behalf.

- It was inspiring for them to see the passion and commitment of professional landscape architects.
- They felt the experience was a good networking opportunity for them to spend time with professional landscape architects.
- Overall "It was a really worthwhile inspiring experience."

Susan commented that this was a beneficial experience for both the chapter and the students who attended. The positive word of mouth from the students to other students about their experience is very valuable. The students returned inspired to get more involved with ASLA and are more informed and excited about the political process. She reported seeing first hand how the students made an impact at Advocacy Day on Capitol Hill when they met with Congressional staff members.

Susan encouraged the chapters to involve their local students In-District Advocacy Day, commenting that with less travel, more students could participate locally. She also suggested more coordination between the Student Chapter, Professional Chapter, and ASLA National when planning Advocacy Day on Capitol Hill, as it may be possible to find more ways to fund student attendance. Another recommendation is for the chapter leaders, together with their students, participate in the lobby day training conference calls hosted by ASLA National.

The third session of chapter presentations focused on K-12 National Landscape Architecture Month (NLAM) Activities.

### **ASLA Resources**

Tara Walker, ASLA staff presented the new Career Discovery Guide that ASLA National produced with the help of an educational consultant agency, Barbara Berry Inc. The Guide has nine easy to implement student projects. All of the activities that are pertinent to the classroom meet National Academic Criteria. Each activity is broken into sections that are appropriate for different age levels. The projects provide detail so that a chapter can feel confident in hosting an activity. All activities were edited by Jim Coffman, ASLA or Jamie Csizmadia, ASLA. The Guide can and should be utilized year-round, not just during NLAM.

The Guide can be found online at:

<http://www.asla.org/NationalLandscapeArchitectureMonthDetail.aspx?id=6090>

### **Wisconsin Chapter**

Pam Linn, ASLA presented the Wisconsin Chapter's 2007 NLAM event; Scouting a Park Concept. Working with the St Kilian Boy Scout Troop, 60 Boys Scouts ranging in age from 11-17, the chapter provided an introduction to Landscape Architecture:

- Who are Landscape Architects
- What is Landscape Architecture

The troop viewed awards boards and were given a *Landscape Architecture* magazine exercise. Following the exercises the park design project began:

- The design process
- Inventory and Analysis of Woodlawn Park
- Conceptual Design of Woodlawn Park
- Presentations

### **Arkansas Chapter**

Jeremy Pate, ASLA presented the Arkansas chapter's 2008 Earth Day event. The chapter participated in Earth Day festivities at the Ozark Botanical Gardens in Fayetteville, Arkansas. Over a 2-day period, the chapter conducted short 15-minute sessions about the Landscape Architecture profession, how it relates to the physical environment to over 1200 1st through 6th graders from area schools. To illustrate a 'typical' design scenario, they offered the children the opportunity to "Design Your Park," through a simple application of program elements from a typical park onto a site plan. The site plan was corkboard with several environmental/physical features (stream, pond, hilltop, road), and program elements (swing sets,

dog park, fishing pier, etc), which were laminated photographs, were placed in the appropriate locations by the children. The chapter purposely made too many elements to fit, which required the children to re-evaluate and prioritize program relationships. A great success, well-received.

### **Texas Chapter**

Tom Alves, ASLA presented the Texas Chapter's work with Skyline High School in Dallas, TX (Magnet Program for the Dallas Independent School District). Skyline is the original "vocational" program in US that began in 1973.

- Horticulture was part of the original 32 clusters
- Teacher – Ms. Oleta Bodine wanted to expand the curriculum to add landscape/irrigation component. She took part in a summer extern program at Schrickel, Rollins & Associates (SRA) in the summer of 2008. SRA has sponsored the program for one year with other local design firms assisting in workshops and charrettes. She also shadowed under the guidance of Jana Tidwell, ASLA.
- Freshmen year is an introductory class
- Sophomore year is Horticulture I
- Junior year allow student to get exposure to Landscape & Irrigation Design/Construction Projects while working with design professionals and community stakeholders on an actual park project
- Senior year students work in a co-operatives (COOP) program where they work eight to five each day
- Participates in the COOP are local nurseries, garden centers, landscape construction, landscape maintenance, irrigation installers and / or design build companies.
- Program gives students a skill but also opens their awareness to the broad range of opportunities
- DISD has worked with local community colleges on placement of student after their senior year if they wish to pursue avenues from Horticulture to Landscape

ASLA leadership and staff made a number of presentations related to ASLA Business.

### **ASLA Chapter Bylaws**

Don Leslie, FASLA and Mary Hanson, Hon. ASLA discussed the Model Chapter Bylaws Model Chapter Constitution. Don and Mary asked that each chapter compare their constitution and bylaws to the chapter models and highlight the differences, then forward the highlighted documents, with explanation, to Mary Hanson by January 31, 2009.

They also asked for feedback; in your review, note any areas of the chapter models that:

- may need revision
- could be deleted
- should be added, or
- just don't work for you

ASLA staff will forward the Model Chapter Constitution and Model Chapter Bylaws with the CPC meeting notes.

### **Government Affairs Update**

Roxanne Blackwell and Alison Block, ASLA staff reviewed the importance of advocacy and highlighted some of ASLA's initiatives.

- Advocacy is important to the profession and to the Society because it helps protect the practice of landscape architecture through state licensure laws and regulations.
- Advocacy also helps advance the Membership's legislative priorities, including legislative policies that promote conservation, sustainable design and planning, transportation design, water conservation, sustainable stormwater management, and parks and active living.
- Advocacy efforts may also translate into business opportunities
- Chapter Presidents are needed to participate in and assist with ASLA's In-District Advocacy Day on Wednesday, February 18<sup>th</sup>. ASLA's In-District Advocacy Day is a unique opportunity for ASLA members to meet with their federal legislators in their District offices to discuss local projects and other legislative priorities.

- Chapter Presidents should recruit volunteers to participate in In-District Advocacy Day send their list of volunteers with their home addresses to ASLA Government Affairs Staff by December 11, 2008.
- Chapter Presidents should also encourage Chapter Members to use ASLA's Advocacy Network to communicate with their legislators on key legislative issues and priorities of the Society. The Advocacy Network has links to information about your legislators and allows ASLA members to send letters, email, and faxes to federal and state policy makers.
- Chapter Presidents will personally participate in Advocacy Day on Capitol Hill on Thursday, April 30<sup>th</sup>, where they will visit with their federal legislators to advocate for issues important to the Society.

### **President's Update**

Perry Howard, FASLA, ASLA President discussed the chapter involvement in the following:

- local ACE Mentor program
- Historic America Landscape Survey (HALS)
- other international landscape architecture associations

### **NPS-RTCA/ASLA Partnership Charrettes**

David Lange from the National Park Service described the partnership between ASLA and the Rivers, Trails, and Conservation Assistance (RTCA) Program. The RTCA program provides technical assistance to communities, at their request, for local projects that develop trails and greenways, preserve open space, conserve rivers, promote health and wellness, and provide watershed planning. RTCA encourages locally-led conservation and recreation projects and provides RTCA's expertise to facilitate them. Under the partnership, the local ASLA chapter provides volunteer services and expertise to mutually agreeable RTCA projects as part of the National Park Service's technical assistance program to eligible communities.

RTCA and the ASLA chapters across the country have participated in this partnership, including Washington, Oregon, Idaho, Louisiana, Nevada, Montana, California, Pennsylvania, Virginia and West Virginia. RTCA staff (along with the community) take the greatest share of responsibility for project and workshop logistics. Chapter volunteers provides the professional expertise to help guide the charrette process. As a result, the communities have secured funding and are implementing ideas and plans generated by the charrettes. The presentation also featured the experiences of the Idaho Montana Chapter (Jolene Rieck) and the Alaska Chapter (Peter Briggs).

### **VP Membership Update**

Susan Hatchell, FASLA, Vice President of Membership commented that "it has been a great two years as Vice President of Membership working with Keith Wilson, Ellen Stewart and ASLA Staff. "

Susan discussed the 2009 and 2010 budgets; highlighting some of the programs that are going to be temporarily cut. Susan reminded the attendees about the Trustee meeting information posted on [asla.org](http://asla.org) 30 days prior to the Mid-Year and Annual Meetings; she recommended that chapter leaders set up a meeting with their Trustee so they can share the information. "Make sure your Trustee is keeping you informed. Be proactive in learning about ASLA Board business."

Susan introduced the incoming Vice President of Membership, Brian Dougherty, FASLA.

### **EVP/CEO Update**

Nancy Somerville announced launch of the new ASLA website. The LA CES website (<http://asla.laces.development.windows.pantheonsoftware.com/Default.aspx>) is expected to be fully operational by the end of this year. Additional programming work needs to be completed due to with unique requirement circumstances (New York, Florida and Texas).

### **Friday, October 3, 2008**

Keith Wilson, ASLA reconvened the meeting at 8:30am. The primary focus of the day was the Chapter Presidents Council Training; however the morning began with a Fellows Program presentation.

### **Fellows Program**

Rodney Swink, FASLA; Juanita Shearer-Swink, FASLA; Len Hopper, FASLA; and Peter Pollack, FASLA reviewed the Fellow nomination process, criteria and presented the NC Chapter as an example of a chapter's nomination process.

The Chapters are encouraged to remember the following when submitting a nomination:

- Clearly state the nominee's role in projects, activities, etc; identify the nominees role in collaborative projects
- List awards earned by nominee
- Submission packets and letters of support should be enthusiastic and honest
- Nominations should provide specific details about a nominee's work or service
- Licensure is not a requirement to be made an ASLA Fellow

Chapter leaders were encouraged to visit the ASLA Commons during the show to schedule individual meetings with Fellows who have been involved in successful nominations to ask specific questions about the process and nominations.

### **Designing a Chapter PR/Communications Plan Training**

Tara Walker and Jim Lapides led a Public Relations and Communications Plan training session. A communication plan can work towards accomplishing the greater goals of a chapter, ranging from membership to government relations. A communication plan should contain the following elements:

- GOAL (The goal is a lofty, aspirational statement that is the ultimate end of the communications program)
- OBJECTIVES (These are measurable outcomes of the communications program which are more immediate and feasible than the goal)
- AUDIENCES (Targeted, segmented groups you wish to influence)
- STRATEGIES (These are approaches you take that allow you reach your objectives)
- MESSAGE PLATFORM (This is the basis for what you want to say and its importance)
- TACTICS (These are tangible ideas that bring our strategies to life)

Jim and Tara will review communication plans created by chapters, and Tara Walker ~~is available~~ was to consult chapters for all communication needs. *(Tara has since left ASLA for another employment opportunity).*

Jim Lapides, Manager, Public Relations - ph: 202-216-2371. e: jlapides@asla.org

### **Washington, DC CPC Meeting**

The following ideas were provided for potential CPC agenda items:

- Chapter Executive Director; how to hire & manage (CT, AZ, PA IN, NM, FL, OH, NC & NY)
- 2008 Chapter Initiatives Program (CIP Taskforce)
- Chapter Examples of Defending Licensure (WI, CA Southern, CA Sierra)
- Working with Allied Originations (AL)
- Membership Recruitment Round Table
- Budget Planning (OH, NYU)
- Maintaining & Renewing Sponsorships (CO & MD)
- Non-Dues Revenue
- LACES (ASLA Staff)
- Strategic Planning (MN, FL)
- Sustainable Sites Initiative (ASLA Staff)

The following ideas were provided for the half-day training session:

- Strategic Planning
- How to run a Non-Profit Business

### **Adjourned**

Keith Wilson, ASLA adjourned the meeting to 12:15pm ET.