

# ASLA Leaders E-Express ...

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January 6, 2010

## Governance and Administration

- At the suggestion of EVP Nancy Somerville, Hon. ASLA, **Frederick “Fritz” Steiner, FASLA, dean of the School of Architecture, University of Texas at Austin, has been selected by Engineering News Record (ENR)** as one of its top 25 newsmakers for 2009 for his collaborative work on the Sustainable Sites Initiative (SITES). ENR annually selects and honors individuals whose work has been covered in the magazine during the year and who have made important contributions to the construction industry and the public. ENR published a [story earlier this year](#) praising the positive aspects of SITES. Steiner was selected to represent SITES because of his role in putting ASLA together with the [Lady Bird Johnson Wildflower Center](#) (which falls under the university) to begin the Initiative as well as his ongoing involvement. The [U.S. Botanic Garden](#) is also a partner in this venture with ASLA and the Wildflower Center.
- The **Sustainable Sites Initiative** Executive Committee recently met by conference call to discuss branding related to the Initiative and project certification levels; use of “SITES” as the preferred shorthand for referring to the Initiative; and a final list of organizations to be represented on the Coordinating Committee, which will provide high-level review during the course of the pilot project phase.
- **Search for the next Editor-in-Chief of *Landscape Architecture* magazine (LAM) is underway.** The position was advertised in [LAND](#) and has been posted on ASLA’s JobLink as well as on the MediaBistro, ASME (American Society of Magazine Editors), and Society for Environmental Journalists job boards.
- **President-Elect Jonathan Mueller, FASLA,** and EVP Somerville participated in the **Landscape Architecture Foundation (LAF) board conference call** on December 17. Agenda items included briefings on the Landscape Performance Series and finance and development issues. Also, Somerville, Terry Poltrack, Public Relations and Communications Director, and Ann Looper, Managing Director, Publishing/Resource and Development, met with **LAF Executive Director Barbara Deutsch, ASLA,** and **Past President Dennis Carmichael, FASLA,** for a preliminary discussion of the **ASLA/LAF MOU.** A follow-up meeting will be scheduled in January.
- In spite of Washington’s cold spell, the **ASLA green roof was visited today** by a professor and six others from the **Montgomery County Community College** in Maryland. The group was very interested in learning more about ASLA’s roof because faculty was recently informed that a green roof would be added to a building on their campus. The professor is now interested in bringing her students back for a full presentation and tour.
- Since posting the [new ASLA green roof video](#) on the web site, an **email campaign has begun to not only inform past visitors of the new video** but also to re-introduce ASLA to outside entities by leading them back to the website. Positive feedback has already been received about the video.

## Government Affairs

- ASLA **Government Affairs welcomes Kevin O’Hara** to its team at ASLA. Kevin has strong experience in government affairs at the federal and state level, as well as an educational background in both political science and urban and regional planning. As legislative analyst, he will support both the federal and state advocacy efforts and will serve as the main point of contact for the ASLA Advocacy Network. He can be reached at [kohara@asla.org](mailto:kohara@asla.org).
- **Shout it from the rooftops: 2010 is here! The 50 by 2010 Licensure Campaign continues its work to promote licensure for landscape architects across the nation.** When the program

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began in 2000, there were only 30 practice acts. Last year was a banner year for the program, with successful efforts in Michigan, Virginia, and Washington – bringing the total to 45 practice acts. This year is shaping up to be another exciting year for our chapters in Vermont, Massachusetts, and Wisconsin.

- January marks the time for most state legislatures to convene for their legislative sessions. ASLA staff **tracks legislation in all 50 states and the District of Columbia** on a variety of issues. In addition to licensure and other bills that impact the regulation of the profession, ASLA monitors bills that relate to certain business issues (e.g., procurement, liability) and policy issues (e.g., stormwater management, smart growth, transportation, sustainable design). [Check out what's happening in your state today.](#)
- As a member of the [Urban Parks Coalition](#), ASLA has joined with other coalition members in sending a **letter to House Speaker Nancy Pelosi (CA) and House Minority Leader John Boehner urging their support for H.R. 3734, the Urban Revitalization and Livable Communities Act** which would assist local communities in creating, rehabilitating and maintaining community parks across the country. ASLA is working toward passage of this measure that could bring important opportunities for landscape architects.
- ASLA has also joined with American Rivers, the Natural Resources Defense Council and other allied organizations in sending a **letter to Senate leaders urging them to utilize green infrastructure projects to help manage the nation's stormwater and water quality as part of the forthcoming Clean Energy Jobs and American Power Act.**
- [The Advocacy Network](#) is growing! **In 2009, ASLA advocates sent over 9,100 messages to their legislators on important legislative issues from economic recovery, licensure, "Complete Streets" and urban parks measures.** Encourage your chapter members to continue using the Network to contact their representatives about measures that benefit the landscape architecture profession.

## Public Relations and Communications

- *US News and World Report* selected Landscape Architecture as [a top career for 2010](#). This represents the third year in a row that the influential magazine has selected the profession. In addition, *Engineering News Record* will honor the Sustainable Sites Initiative as one of the top 25 newsmakers of 2009. Other recent coverage of SITES appeared in [GreenSource](#), [Seattle Daily Journal of Commerce](#), [Architecture and Design](#), [BioCycle](#), and [AIArchitect](#) among others.
- Staff are preparing a **series of articles on landscape architecture** to be included in local newspapers around the country, with topics on career discovery and sustainability, among others.
- Based on the recommendations of a task force on the Public Relations and Communications Advisory Committee, staff created a **dedicated "group" on Flickr**, an image management site. Flickr is to still images what YouTube is to video. Registration and posting are free.
- ASLA continues to promote the **Sustainable Sites Initiative** and the Call for Pilot Projects. To date, more than **40 pilot projects have been submitted**, and [www.sustainablesites.org](#) has received more than **25,000 visits** since the report was released in November.
- Blog and online links to **postings on ASLA's The Dirt** appeared in [ArchDaily](#), a major architecture news site; [ArchNewsNow](#); Planetizen twice, once on [Olmsted's plan](#) for a town in Pennsylvania, and once on [Toronto's music garden](#); [NRDC's Switchboard](#); and [Archinect](#).

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- Staff worked closely with intern Liz Lee to produce the last two **sustainable residential design guides**: [Maximizing the Benefits of Plants](#) and [Using Low-Impact Materials](#). In total, the four guides, also including [Sustainable Urban Development](#) and [Improving Water Efficiency](#), have received close to 3,000 page views in the last eight weeks.

## Publishing and Resource Development

- **Advertising contracts for *Landscape Architecture* magazine are at 60 percent of the annual budget goal** for 2010, with 11 issues to go.
- **Annual meeting EXPO sales and sponsorships have reached 55 percent of the annual budget goal.** Invoices for the balance (50 percent in most cases) will go out January 15.
- **Interest in JobLink is increasing, underscoring other positive economic news for the industry.** Prior to the holidays, postings had held steady at 25-26 for nearly a month. Today's postings have dropped to 20, but it is still an increase over the monthly average of fewer than 10 of the summer and fall months.
- **The deadline for the [annual meeting 2010 Call for Presentations](#) is January 27.** Currently, there are 17 completed submissions with an additional 34 submissions in progress. A reminder email will be sent to all contacts this week.
- **The deadline for the [professional awards](#) entry forms is February 12** and 43 entries have been processed so far. A reminder email will be sent out to all contacts this week.
- **The deadline for nominations for [ASLA honors](#) is February 12 as well.** Honors include most of the medals, the Landscape Architecture Firm Award, and the Community Service Award. Nominations are simple to complete and instructions may be found online. For questions on honors and awards, please contact Coordinator Carolyn Mitchell at 202-216-2331 or [cmitchell@asla.org](mailto:cmitchell@asla.org).

## Member and Chapter Services

- The ***Membership Minute*, a monthly email from the Member Services Committee focused on recruitment and retention related topics, was sent** to the chapter membership chairs, presidents, president-elects, and executive directors on Monday. The subject was developing a prospective member list; where to find prospective members and how to approach them. The *Membership Minute* is distributed the first Monday of each month.
- **ASLA closed 2009 with 16,223 members;** see End of Year chart below. Today's membership total is 16,231.

Member Type	2008 Year End	2009 Year End	% Change
Affiliate	850	718	-15.53%
Associate	1,562	1,454	-6.91%
Corporate	182	176	-3.30%
Full Member	10,474	10,085	-3.71%
Full-Fellow	618	633	2.43%
Honorary	109	119	9.17%
International	161	179	11.18%
Student	2,644	2,364	-10.59%

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Student Affiliate	636	495	-22.17%
<b>Total</b>	<b>17,236</b>	<b>16,223</b>	<b>-5.88%</b>

- **The billing reports were completed and invoices were mailed on December 17, 2009 to:**
  - o Membership first renewal (2/28/10) – 1,255 members
  - o Membership second renewal (1/31/10) – 1,080 members
  - o Membership final renewal (11/30/09) – 482 members
  - o Firm Finder first renewal (2/28/10) – 14 firms
  - o Firm Finder second renewal (1/31/10) – 4 firms
  - o Firm Finder final renewal (11/30/09) – 0 firms
  - o LAM subscription first renewal (2/28/10) – 284 subscribers
  - o LAM subscription second renewal (1/31/10) – 245 subscribers
  - o LAM subscription final renewal (11/30/09) – 127 subscribers.
- A **FREE Associate Member** benefit email was sent to the **193 students with a 2009 graduation date** on December 18, 2009 (this email is sent around the May and December graduations).

## Professional Practice

- Professional Practice and Education Program staff participated in a conference call with members of the **Professional Practice Networks (PPN) Council** (leaders and chairs of the PPNs). Primary topics included developing proposals for 2010 annual meeting education sessions; reviewing progress on action items from the PPN meetings at the 2009 annual meeting; and discussing initiatives for increasing PPN member participation.
- The **membership in the Professional Practice Networks as of January 5 is 10,436**—nine more than last month. There has been an overall increase of 1,112 PPN members during 2009, which includes members belonging to more than one PPN.
- ASLA received 65 **LATIS (Landscape Architecture Technical Information Series) exams** in December—25 more than the same month last year. The final LATIS exam count for 2009 is 371, compared to 195 for 2008.
- An interview with **Darwina L. Neal, FASLA**, past president and former Chief of Cultural Resource Preservation Services for the National Park Service, was published in the December 22 edition of *LAND Online* as part of the Public Practice Advisory Committee's (PPAC) "[Policy Shapers](#)" series. The interview by PPAC member **Robin Gyorgyfalvy, ASLA**, is part of an ongoing series developed by the PPAC to spotlight landscape architects who are active in shaping public policy and the public realm.

## Deadlines and Reminders

- Dates for the **Midyear 2010 meeting have been set for April 28-May 1**. The meeting will be held at the Grand Hyatt in D.C.
- Chapters are encouraged to submit their **LAND Online Chapter Chat items** (e.g. events, partnerships, accolades, etc) to ASLA Public Relations Manager [Jim Lapidis](#).
- The [Leadership Calendar](#) can be accessed on the web.