

ASLA Leaders E-Express ...

February 3, 2010

Governance and Administration

- EVP Nancy Somerville, Hon. ASLA, met with **Paul Farmer, Hon. ASLA**, Executive Director and CEO of the **American Planning Association (APA)** last week. Discussion items included the effect of the economy on membership and revenues and the participation of President Gary Scott, FASLA, in APA's April board meeting and annual conference.
- EVP Somerville and Public Relations Director Terry Poltrack met with **LAF Executive Director Barbara Deutsch, ASLA**, last week to discuss **LAF's proposed Landscape Performance Series**, research needs, and related issues.
- The **green roof video email campaign continues to receive accolades from those receiving the email**. One writes: "I don't know where you got my email ... I'm certainly glad that you did have it. Bravo for an excellent project! We have a lovely rooftop but nothing as diverse and "green" as yours." Another writes: "the video looks great and is a valuable teaching tool. I will spread the word about it."
- ASLA has submitted an application for the **District Department of the Environment's** environmental partnership awards.

Government Affairs

- **Recently, Montana provided an excellent example of vigilance and outreach.** In its "City Lights" blog on [January 23](#), *Billings Gazette* columnist Ed Kemmick provided his creative ideas for budget cutting in response to a challenge issued by Governor Brian Schweitzer who is looking for ways to save the state money. One of Kemmick's ideas was to rid the state of the Board of Landscape Architects (and a few others), punctuated by the comment "My instinct is to abolish them, but maybe it would be dangerous to have unmonitored barbers, landscape architects and massage therapists running at large." This is where Jolene Rieck, ASLA, stepped in. She contacted Kemmick and explained exactly why licensure is important for landscape architects, even providing a copy of the lengthy, "[Regulation of Landscape Architecture the Protection of the Public Health, Safety, and Welfare](#) (aka the "Blue Book)." These efforts did not fall on deaf ears and on January 31, the blog issued a [retraction](#).
- **ASLA is tracking state legislation across the nation** on a variety of issues, including licensure, livable communities, transportation, water, and stormwater, and more. Over 2,500 from 44 states and the District of Columbia have been identified thus far. To learn more about what's happening in your state, [click here](#).
- **Wisconsin upgrade legislation is pending action from Governor Jim Doyle.** The ASLA Advocacy Network has been activated to give Wisconsin landscape architects the opportunity to contact Governor Doyle and ask for his support.
- **The Indiana Chapter has been actively involved in supporting legislation to establish Complete Streets policy** in their state. [HB 1182](#) passed the House by a vote of 91-4 on February 2 and now moves on for Senate consideration.
- Thanks to **all the ASLA advocates and others who sent messages to Secretary of Education Arne Duncan** on including the No Child Left Inside (NCLI) policy in the Obama Administration's proposal to reauthorize the Early and Secondary Education Act (ESEA). In President Obama's budget released on Monday, the Administration recommended the [inclusion of environmental literacy programs in ESEA](#). ASLA, along with other environmental education advocates will now begin urging

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Congress to take steps to include NCLI policies in upcoming ESEA legislation. Once again, the grassroots efforts of our members have paid off! Thank you for your letters!

- On Monday, January 25, **House Transportation and Infrastructure Chairman James Oberstar (MN) and Transportation Secretary Ray LaHood hosted a [transportation town hall meeting in Minneapolis](#)**. ASLA was well represented at the event. **Richard Murphy, ASLA, Minnesota Chapter** President, was a featured panelist discussing “Economic Development and State of Good Repair.” Mr. Murphy used the opportunity to share his thoughts on the intersection between transportation investments and economic development and highlighted the value of Complete Streets legislation with the hosts and other members of the Minnesota Congressional Delegation in attendance: Sen. Amy Klobuchar ,(Complete Streets Act cosponsor), Rep. Keith Ellison,(Complete Streets Act cosponsor) and Rep. Betty McCollum.
- Legislative Analyst Kevin O’Hara participated in a roundtable workshop entitled “**Lobbying for Trees**” held on January 20 as part of the National Council on Science and the Environment’s [National Conference on Science, Policy, and the Environment: The New Green Economy](#). The discussion focused on identifying and influencing legislation of interest to the urban forestry community. ASLA members were featured panelist during the two breakout sessions of the workshop. The first, “**Funding Strategies for Green Community and Regional Development: Achieving Rapid Resilient Renewal of the Natural, Built and Socioeconomic Environments**” featuring **David Rouse, ASLA**, of Wallace Roberts & Todd LLC. Rouse discussed conventional economic development practices and alternative approaches for city and regional planning. The second titled “**Rethinking City Economics: How Green Infrastructure and Deconstruction Can Provide Green Jobs, Revitalize Communities, and Encourage Local Self-Reliance**” featured **Alexander Shisler, Student ASLA**, of the Atlantic States Legal Foundation (ASLF). Shisler discussed the role that green infrastructure can play in impacting stormwater retention strategies and providing green jobs.

Publishing and Resource Development

- **Landscape Architecture** magazine advertising revenue is at **66 percent of the annual budget goal**, with 10 issues left to close the gap. The April issue will feature a residential furnishings directory, in hopes of increasing ASLA advertising and EXPO participation from those product manufacturers.
- **EXPO and sponsorships have reached 68 percent of the annual revenue goal**. The sales team has set an informal goal of reaching 80 percent by April 1, which would be over three months earlier than in 2009.
- As of this morning, **233 entries have been received for the [ASLA 2010 professional awards program](#), keeping pace with 2009**. The deadline for entry forms is Friday, February 12, and for submissions is Friday, February 26.
- **The call for nominations for ASLA 2010 Honors is open until February 12**, so please be thinking about deserving candidates to nominate for the [medals](#), [honorary membership](#), the [Landscape Architecture Firm Award](#), and the [Community Service Award](#). Nomination guidelines for each honor are posted online. Should you have any questions about potential nominees or the process, please email Coordinator [Carolyn Mitchell](#) or call 202-216-2331.
- **JobLink is offering ASLA members a [free summer internship posting](#)** during the months of February, March, and April.
- **The ASLA 2010 Call for Presentations closed last week yielding the largest response in the Society’s history**, with 310 education session submissions, 11 Field Session submissions, and 19

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Tour submissions. By comparison, there were 230 education session submissions last year. The Annual Meeting Education Advisory Committee is reviewing the submissions and programs will be selected by the end of the month.

- **Meetings and Special Programs Director Joyce DePass has been appointed to the Denver Customer Advisory Board by the Denver Convention and Visitor's Bureau.** In this role, she will advise on convention industry practices and help the city develop customer-focused operating and marketing strategies and procedures.
- In support of ASLA's commitment to sustainable meetings, Meetings Director DePass has joined the [Convene Green Alliance](#), a grassroots convention industry initiative that seeks to encourage positive environmental practices through national, regional, and local outreach and education. Working with staff from the U.S. Green Building Council, DePass is also coordinating a March workshop on designing sustainable meetings for the Capital Chapter of the Professional Convention Management Association.

Member and Chapter Services

- **ASLA's current membership stands at 16,242** (see category breakdown below).

MEMBER_CATEGORY	TOTAL
Affiliate ASLA	692
Associate ASLA	1,439
Corporate ASLA	173
Full Member	10,114
Full-Fellow	634
Honorary ASLA	119
International ASLA	170
Student Affil ASLA	530
Student ASLA	2,371
	16,242

- 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 responses to common membership concerns. The *Membership Minute* is distributed the first Monday of each month.
- Eight résumés were submitted for consideration for the 2010-2011 Student Representative. The submissions were forwarded to the Emerging Professionals Committee for consideration; the committee will select five for the slate to be presented to the student chapter presidents. The election will be the week of February 15.
- On Monday membership renewal reminder emails were sent to the 271 members with a November 30 expiration date (their 90-day grace period concludes on February 28) and to the 768 members with a February 28 expiration date.
- Yesterday a FREE Associate Member benefit email was sent to the 149 students with a 2009 graduation date (this email is also sent around the May and December graduations).

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- On Tuesday the **Staying Connected** email was sent to the **287 non-renewing October 31, 2009**, members with valid emails, which advised them that they will continue to receive *LAND Online* in an effort to keep them up-to-date on ASLA happenings and the profession/industry trends.
- The **Student Honor and Merit awards** guidelines and order form were emailed to the landscape architecture program chairs and chapter presidents on January 20, 2010.
- Membership staff spoke with representatives from **Intermarket Insurance about creating a property and causality insurance program for ASLA members**, and had a conference call with **UPS** regarding **launch of the expanded affinity program**.

Public Relations and Communications

- ASLA launched the latest **Business Quarterly** survey [via news release](#), with coverage in [Multifamily Biz](#), [Dexigner](#), and [Landscape Design News](#) among others. Staff are working with **Smart Money** magazine on a story featuring ASLA members. In addition, [Engineering News Record](#) featured [Fritz Steiner](#), FASLA, **as a top newsmaker of 2009** in recognition of the Sustainable Sites Initiative (SITES). **Landscape Management** also [wrote an editorial](#) praising SITES. Other coverage of ASLA has appeared in [GreenSource](#) and the [Huffington Post](#).
- Web Manager Jared Green attended several sessions of the **10th National Conference on Science, Policy and the Environment** and will provide background information on those meetings in *The Dirt*.
- Staff distributed a survey to identify **2010 residential design trends**, which will be used to highlight a refreshed residential design page on ASLA.org.
- Staff met with 1 Over 0, **asla.org** and **LA CES** developer and host, to plot a work plan for 2010.
- An ad was created for *Landscape Architecture* magazine to encourage participation in **National Landscape Architecture Month** in April. It will run in the March and April issues.

Professional Practice

- ASLA is a sponsor of the **9th Annual New Partners for Smart Growth—Building Safe, Healthy and Livable Communities** conference being held in Seattle February 4-6. This year ASLA is being represented by two members, **Len Zickler, FASLA**, Washington Chapter President-Elect and **Emily Hull, ASLA**, co-chair of the Women in Landscape Architecture PPN. As a sponsor, ASLA has a table in the common area where breaks, some meals, and a networking reception are held during the event. As part of the sponsorship arrangement, the two received complimentary registration and will be able to attend education sessions and a reception for sponsors.
- The number of members of Professional Practice Networks (PPNs) grew in January – up 92 overall. There are now 10,528 PPN members (including those who belong to more than one PPN).
- ASLA received 34 **Landscape Architecture Technical Information Series (LATIS)** exams last month, up from 29 in January 2009.

Deadlines and Reminders

- The [professional awards program](#) deadline is February 12.
- The **deadline for nominations for ASLA honors**—medals, Landscape Architecture Firm Award, Community Service Award, and honorary memberships—is February 12.

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