

ASLA Leaders E-Express ...

February 17, 2010

Governance and Administration

- Today's ASLA Leader's **E-Express** comes as the region is still struggling with the aftereffects of the record snowfall. The ASLA headquarters building was closed four days last week as a result of the storms.
- The **Executive Committee** held its monthly conference call on February 9. Agenda items included: review of the **4th Quarter 2009 Program and Operations Report**; approval of a **new student affiliate chapter at Wake Technical Community College** in North Carolina; and **approval of Kenneth E. Bassett, FASLA, and Mark Allen Focht, FASLA, as candidates to fill the vacant position of Communications VP**. The Board of Trustees will convene by conference call on March 2 to hear from and ask questions of the candidates.
- The **process of selecting the next editor-in-chief for *Landscape Architecture*** is well underway. Interviews with finalist candidates will be held in early March.

Government Affairs

- **The Wisconsin Chapter was rewarded for its hard work and perseverance last week when Governor Jim Doyle signed AB 142, legislation to upgrade the state law from a title act to a practice act.** This now brings the 50 by 2010 total to **46 practice acts** – 16 more practice acts than existed at the start of the program in 2000. Congratulations!
- On February 23, ASLA is participating in a National Park Service (NPS) sharefair, intended to brief NPS staff members in the **[Rivers, Trails, and Conservation Assistance \(RTCA\) Program](#)** about the **partnership agreement between ASLA and RTCA**. The agreement, which is marking its 10th anniversary this year, allows for ASLA chapters to team with NPS to help communities plan, design, and manage their natural, cultural and recreation resources. For more information on **how to get involved with RTCA projects**, contact **[Government Affairs Director Julia Lent](#)**.
- As reported to the Chapter Presidents Council in Chicago, **ASLA is NOT hosting its annual In-District Advocacy Day in 2010**. Nevertheless, it is still a great time for landscape architects to contact their legislators about issues that are important to the profession. ASLA activated the **[Advocacy Network](#)** to take advantage of the President's Day District Work Period in support of two key pieces of legislation: the **[Urban Revitalization and Livable Communities Act](#)** (H.R. 3734) and **[The No Child Left Inside Act](#)** (H.R. 2054). **Chapter leaders are encouraged to urge their members to utilize the Network during this critical time.**
- **Plans continue in preparation for Advocacy Day in Washington, DC, on April 29** in conjunction with the midyear leadership meetings. In addition to the Board of Trustees and Chapter Presidents Council, **ASLA is inviting five students to come to Washington for Advocacy Day**. This is a first-come, first-served process and a student **must be sponsored by his/her state chapter**. For more information or to sponsor a student, contact **[Director Julia Lent](#)**. ASLA will reimburse students for their airfare and provide two nights' stay (April 28-29) at the host hotel. All other expenses are the responsibility of the student.

Publishing and Resource Development

- **Advertising contracts for 2010 issues of *Landscape Architecture* magazine are at 68 percent of the annual revenue goal. Annual Meeting 2010 exhibit and sponsorship sales have reached 71 percent of the annual revenue goal.** This is slightly higher than the same period of 2009. The sales

ASLA Leaders E-Express ...

team reports that most advertisers/exhibitors are expressing cautious optimism about the economic recovery.

- **The deadlines for [ASLA professional awards](#) entry forms and [ASLA honors nominations](#) have been extended to Friday, February 19**, due to the snow emergencies in the eastern part of the U.S. To date, 572 professional entry forms have been processed. 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 continues to maintain a higher weekly average** than the previous three quarters. There are two internship postings as a result of the [free summer internship posting offer](#).
- **The Annual Meeting Education Advisory Committee has completed its review of 354 education sessions, 11 field sessions, and 17 tour proposals for the 2010 annual meeting and EXPO.** Initial feedback from the committee indicates that the quality of the proposals is far higher than in previous years. Staff will work with the committee's recommendations and feedback to schedule the education programming throughout the meeting. Those who submitted proposals will be notified of the outcome as soon as the scheduling process is completed within the next few weeks.
- **Meetings and Special Programs Director Joyce DePass met with her counterpart at the U.S. Green Building Council to discuss the scheduling of future annual meetings** for both groups over the next several years. This type of collaboration ensures that our meetings are not contracted over the same dates or in the same cities from year to year. Similar discussions are held regularly with the **Urban Land Institute** and other organizations that also meet in the fall.

Member and Chapter Services

- The **Emerging Professionals Committee (EPC)** hosted a **conference call** last Wednesday where they selected four candidates to be placed on the Student Representative ballot. The EPC also heard reports from each working group.
- The **Member Services Committee (MSC)** held a conference call on February 8 to discuss the reports from their working groups. The members responsible for the Membership Minute emails advised that distribution had been expanded to the ASLA Board of Trustees where it has been well received.
- The annual **Landscape Architecture magazine audit has been scheduled** for the week of March 22. The auditor will be on site to review and qualify ASLA's circulation.
- **The January Chapter Deposit and Rebate reports** were posted online and distributed yesterday to each chapter.
- The **2010-2011 Student Representative ballot** was distributed to the student chapter presidents yesterday. The candidates can be viewed [online](#); Each ASLA student chapter may submit one completed ballot signed by the student chapter president. Completed ballots must be received by midnight, EST, February 26.
- **ASLA's current membership stands at 16,318** (see breakdown below).

MEMBER CATEGORY	TOTAL
Affiliate ASLA	702
Associate ASLA	1,443
Corporate ASLA	176

ASLA Leaders E-Express ...

Full Member	10,167
Full-Fellow	633
Honorary ASLA	119
International ASLA	173
Student Affil ASLA	535
Student ASLA	2,370
	16,318

Public Relations and Communications

- Recent coverage of ASLA has appeared in [Professional Builder](#), [Professional Remodeler](#), [Custom Builder](#), [Centraljersey.com](#), [Turf magazine](#), [Bellevue News Democrat](#), the [Stamford Advocate](#). ASLA is also working with [HGTV.com](#) on a story featuring ASLA members.
- ASLA's Twitter feed www.twitter.com/landarchitects now has over **1,800 followers, averaging nearly 200 new followers each month.**
- The February 9 **LAND Online** delivery was delayed to Friday, February 12, because of the weather-related office closure. As of this morning, open rate is 29.6 percent, with news of ASLA's new [sustainable landscapes subsite](#) as the most opened item.
- Sustainable Cities Collective made two recent "top stories" posts – a post on the [Copenhagen Climate Change accords](#) and a post on [World Changing's sustainability trends of the next decade](#).
- ASLA has a **new intern, Matt Busa**, a Georgetown University graduate who is now enrolled in the Master's of Landscape Architecture program at the University of Maryland. Busa recently conducted a book review for [The Dirt blog](#) and will be producing new resource guides.

Professional Practice

- The **deadline to submit pilot projects for the Sustainable Sites Initiative has been extended to tomorrow**, midnight, PST. For more information, contact Professional Practice Manager [Liz Guthrie](#), ASLA or visit www.sustainablesites.org/pilot.
- Professional Practice staff received **newsletter materials from the Historic Preservation, Water Conservation and Children's Outdoor Environments Professional Practice Networks**. The newsletters should be ready for publication on the ASLA website shortly. Professional Practice staff are **preparing the annual PPN survey**, which asks several questions about expectations from PPN members. This information **will be used by staff to better address PPN members' needs**, and additionally, members are asked about recent activities and interests related to the practice area represented by their PPN. A series of *LAND Online* articles will be crafted based on the responses.
- The U.S. **Environmental Protection Agency** will host the next meeting of the [Green Infrastructure Community of Practice](#) tomorrow, from 1:00 - 4:00 pm EST. Professional practice staff will represent ASLA.
- On February 4, directors Terry Poltrack and Susan Cahill, Hon. ASLA, met with **Charles Birnbaum, FASLA**, founder and president of [The Cultural Landscape Foundation](#), to discuss possible collaborative opportunities to promote the recently launched [What's Out There](#) searchable database of cultural landscapes.

ASLA Leaders E-Express ...

Deadlines and Reminders

- The [professional awards program](#) deadline is February 19.
- The **deadline for nominations for ASLA honors**—medals, Landscape Architecture Firm Award, Community Service Award, and honorary memberships—is February 19.
- 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.