

ASLA Leaders E-Express ...

March 3, 2010

Governance and Administration

- As part of the **special election to fill the vacant position of VP of communications**, the Board of Directors held a conference call on Tuesday to hear from and ask questions of the **candidates, Ken Bassett, FASLA, and Mark Focht, FASLA**. Voting by e-ballot continues through 12:00 midnight next Tuesday, March 9.
- ASLA is assisting the nascent **National Academy of Environmental Design (NAED)** with **evaluating a proposal NAED has received for a significant sponsorship**. **Jim Palmer, FASLA**, is ASLA's representative on the NAED board. **Fritz Steiner, FASLA**, is NAED president-elect.
- EVP Nancy Somerville, Hon. ASLA, met with **APA CEO Paul Farmer, Hon. ASLA**, and **AIA CEO Chris McEntee** on February 18 to share information on current issues and initiatives. Topics included: continuing education; effects of the recession on membership and revenue areas; annual meetings; and chapter issues.
- The U.S. Park Service plan for the **National Mall** will be reviewed at a meeting of the **National Capital Planning Commission** tomorrow. An ASLA statement on the plan is being drafted based on the work of ASLA's Blue Ribbon Panel. EVP Somerville will represent ASLA at the meeting.
- **Green roof tours continue to be strong**. This week's activities include a visit by the community development group Kaboom, which **partners with community organizations and neighborhood volunteers to build playgrounds—increasing the activity of children everywhere**. The group was interested in learning more about greening principles in future projects. Also visiting were: **Don Brigham, FASLA**; a guest from New York who has **worked for green real estate investors**; and participants in the **Sustainable Urban Forest Coalition** who were meeting at ASLA's headquarters. And last week's **visitors included a neighborhood resident** who stated that her condo building is going green and wanted more information about doing a green roof; a **member dropping off a professional awards submittal**; a **fifth grader** (and his friends) who is doing a green roof project for school and had toured the web site quite extensively before visiting; and **students from the Alexandria campus of Virginia Tech University**.

Government Affairs

- **Congressman Steve Cohen (TN) introduced a resolution (H Con Res 240) late last week designating the fourth week in April "[National Streetscaping Week](#)."** ASLA worked with Congressman Cohen's office to help craft this resolution that recognizes the benefits of streetscape projects on homes, businesses and neighborhoods. The ASLA Government Affairs team activated the [Advocacy Network](#) to encourage ASLA members to contact their representatives to support this resolution and encourage senators to introduce companion legislation in that body. **Please encourage your chapter members to use the Network to help support this ASLA-crafted resolution.**
- The Senate Committee on Environment and Public Works recently reported out its carbon reduction bill, [S.1733, The Clean Energy Jobs and American Power Act](#) and section 167 of **the measure includes the language of [the Energy Conservation Through Trees Act](#)**, which ASLA helped Congresswoman Doris Matsui (CA) craft. The measure could be ready for full Senate action in the near future.
- Legislative Analyst Kevin O'Hara participated in the [Sustainable Urban Forest Coalition \(SUFC\) Advocacy Day on Capitol Hill on March 2](#). **SUFC members visited legislators to urge them to support [H.R. 3734, the Urban Revitalization and Livable Communities Act](#)**, which is also a legislative

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priority for ASLA. The SUFC Annual Meeting and other activities will continue at ASLA headquarters for the rest of this week.

- ASLA has joined with 17 other allied groups in **sending a letter to House and Senate Appropriators supporting the Community Forestry Program FY 2011 budget request**. The coalition **calls on Congress to continue to make valuable investments in community tree planting partnerships**, research, technical assistance, and grants to address **energy conservation and air water quality issues** through urban and community tree planting initiatives.
- Government Affairs Director Julia Lent met with **members of the New York Chapter** last week to discuss licensure issues. Many states require registration of business entities or have requirements for licensees in positions of responsibility within a firm. Unlike most states, New York has [strict guidelines](#) in terms of permissible business entities for firms that provide professional services. **A firm that does not follow these rules for corporate practice is violating the law and cannot provide landscape architectural services**, even if the individuals in the firm are licensed landscape architects. Further, a candidate for licensure would not be able to use experience obtained from such a firm when applying for licensure.
- **The National Park Service (NPS) held an online “sharefair” on February 22 to focus on the work of ASLA with the [Rivers, Trails, and Conservation Assistance Program](#)**. Alexandra Stone, ASLA, from the Pacific West Regional Office in Seattle hosted the program, which highlighted the national agreement between ASLA and NPS in support of this program. **Paul Clinton, ASLA**, from the Great Plains Chapter, also participated to share his experience for a South Dakota project. The program was intended to familiarize regional RTCA staff with the agreement and explain how to best utilize ASLA involvement in projects. ASLA and RTCA are marking the tenth year of the agreement, and looking to encourage chapters to participate. For more information, contact [Director Lent](#).

Publishing and Resource Development

- **Advertising contracts for *Landscape Architecture* magazine** in 2010 have increased to **69 percent** of the annual budget goal. The April issue will feature a residential furniture directory and there are a number of first-time advertisers premiering in the issue as well. **EXPO and annual meeting sponsorship** contracts now total 72 percent of the budget goal, which is significantly ahead of the same period in 2009.
- **A grand total of 650 entries were received for the [2010 Professional Awards Program](#), setting a new record for the largest number of entries in ASLA history**. The previous record was set last year with 614 entries. Thirty new professional members joined ASLA through the awards program this year. The jury will meet March 19-21 at the ASLA offices in Washington, DC.
- **Marketing efforts for the 2010 annual meeting and EXPO are underway**. A “save-the-date” postcard will be mailed to approximately 75,000 prospective attendees next week. **The postcard will feature the four allied organizational continuing education system logos: LA CES; AICP; AIA; and USGBC**. To staff’s knowledge, ASLA will be the first national design organization to be able to promote USGBC’s program for its meeting.
- **So far, 20 schools have signed up to participate in the Alumni Reunion** at the 2010 annual meeting and EXPO. Three schools have signed up to host private receptions beforehand. Coordinator Melissa Soares is working with the schools to increase participation. Last year, a record 40 schools participated. **Chapter leaders are asked to encourage their local schools to participate to ensure a lively event and that all schools are represented**. The deadline to be listed in the annual meeting registration brochure is April 1. Programs signed up so far include:
 - Arizona State University
 - University of Arizona

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- University of Arkansas
 - University of California, Davis
 - Cornell University
 - University of Georgia
 - University of Illinois at Urbana-Champaign
 - Iowa State University
 - Kansas State University
 - Louisiana State University
 - University of Maryland
 - University of Massachusetts, Amherst
 - University of Minnesota
 - Mississippi State University
 - North Carolina A&T
 - The Pennsylvania State University
 - Purdue University
 - State University of New York (SUNY) ESF
 - University of Washington
 - University of Wisconsin, Madison
- **An email was sent last week to more than 6,000 ASLA members who have not yet signed up for a [Professional Practice Network \(PPN\)](#) encouraging them to take advantage of this free member benefit. More than 3,000 opened the message and clicked on the link. So far, 103 members have signed up for a PPN as a result.**

Member and Chapter Services

- **ASLA's current membership stands at 16,193** (see category breakdown below).

MEMBER CATEGORY	TOTAL
Affiliate ASLA	691
Associate ASLA	1,428
Corporate ASLA	177
Full Member	10,100
Full-Fellow	631
Honorary ASLA	119
International ASLA	176
Student Affil ASLA	522
Student ASLA	2,349

16,193

- Today, a **2010 LABash promotional email** was sent to the current, former, and prospective students and student affiliates with valid emails (5,125 records). **LA Bash will be hosted by the University of Nevada, Las Vegas (UNLV), March 28-30.** Online [registration](#) is open until March 14.
- The following emails and reminder were sent: Last Wednesday—**membership renewal reminder emails** to the **150 members with a November 30 expiration date** (their 90-day grace period concludes on February 28); February 23—**landscape architecture program chairs** received an **email highlighting the benefits of ASLA student membership** and were encouraged to share the information with their students; February 22—the **Chapter Presidents Council Midyear meeting** (April 30-May1) information was distributed. The deadline for **Hotel reservations is April 1 and can be made [online](#).**

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- **The Student Representative election was conducted the week of February 22-26;** four candidates were on the ballot. The winner serving the 2010-2011 term will be announced at LABash at UNLV, March 28-30.
- **Billing reports were completed and invoices were mailed to:**
 - Membership first renewal (4/30/10) – 1,013 members
 - Membership second renewal (3/31/10) – 892 members
 - Membership final renewal (1/31/10) – 518 members
 - Firm Finder first renewal (4/30/10) – 1 firm
 - Firm Finder second renewal (3/31/10) – 3 firms
 - Firm Finder final renewal (1/31/10) – 3 firms
 - LAM subscription first renewal (4/30/10) – 180 subscribers
 - LAM subscription second renewal (3/31/10) – 170 subscribers
 - LAM subscription final renewal (1/31/10) – 132 subscribers

Public Relations and Communications

- At the request of the U.S. Mission in Geneva, Switzerland, staff, **Education VP Richard Hawks, FASLA**, and past Education VP Terry Clements, ASLA, drafted a proposal for a **student internship program for summer 2010**. The proposal is currently under review by the Mission and the U.S. State Department.
- Staff are **refreshing the residential info section of asla.org** in conjunction with a news release on 2010 residential design trends. This area is specifically targeted to potential clients.
- Intern Shailyn Tavella has undertaken a campaign to reach out to all chapters to encourage **National Landscape Architecture Month** activities and provide resources. Full-page ads will appear in the March and April issues of *Landscape Architecture* magazine, and copies of the ad as both a handout and as a print-ready file were sent to all chapters.
- Staff are working with the **Texas Chapter** to promote a press event with the **Mayor of San Antonio** at the chapter's annual meeting. Staff are also working with the **San Diego Chapter** on the creation of a PR plan.
- ASLA is working with **Green Business Quarterly, HGTV.com**, and **San Francisco** magazine on stories featuring ASLA members.
- Staff relaunched the [ASLA Green Roof](#) pages on asla.org. Previous HTML pages were integrated into the content-management system. All features were retained in the move. Additionally, green roof photos have been migrated into Flickr and tagged, making them easier to access via search engines.
- Staff are readying the ASLA virtual “booth” for this year's **CollegeWeekLive** spring event, March 24-25. Last year, some 1,500 students, parents, and guidance counselors visited the booth. This year, ASLA will again include a **live chat with a landscape architecture student** plus a live webcast presentation by a landscape architect.
- Among pick ups of content on ASLA's **The Dirt** blog: Harvard Graduate School of Design's [news section](#) linked to The Dirt post on the Harvard Design Magazine's recent edition, which focuses on landscape architecture; [Archinect](#) featured a post on Field Operation's new work on Atlanta's Beltline; ArchNewsNow featured Intern Matt Busa's review of a new urban design book; and [Sustainable Cities Collective](#) continues to make The Dirt posts top stories and featured a recent one on a tour of the new Capitol Visitor Center.

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Professional Practice

- The call for applications for **Sustainable Sites Initiative pilot projects** has closed. A total of **345 applications were received, well above the target.**
- The [2010 ASLA Standard Form Contracts](#) package is available for purchase from the ASLA website. The **ASLA standard contracts package contains the standard form contract, standard short form contract, and corresponding guidelines** for each. This business tool has been developed to meet the needs of the profession by incorporating up-to-date critical elements of instruments of service, reasonably tailored for landscape architecture professionals and the clients they serve. Members and nonmembers may purchase the annual licensed version for unlimited use during the current calendar year. The DRAFT version of the package is also available for purchase to be used for reference only. The tiered pricing remains the same for 2010 with no increases and is based on the number of employees in the firm. Member prices are significantly discounted.
- Submissions of Landscape Architecture Technical Information Series (LATIS) exams are up from the same month last year: **ASLA received 24 LATIS exams this February as compared to 15 exams in February 2009.**
- As of March 3, total membership in the Professional Practice Networks is 10,625, which is an increase of 97 members February 1.
- The [2010 Green Matters Symposium—Food for Thought](#) was held at Brookside Gardens in Wheaton, Maryland, last Friday with the focus being on the impact locally- and sustainably-produced food can have on the environment, human health and well-being, and the surrounding community. Jennifer Bartley, ASLA, author of *Designing the New Kitchen Garden: An American Potager Handbook*, was one of the presenters. Bartley shared ideas for incorporating design elements from the historic walled gardens of France into practical and beautiful edible gardens in the U.S. Other presenters spoke on the relationship between the climate crisis and food, and various local small scale food production efforts. Professional practice staff represented ASLA.
- The **Annual Professional Practice Network (PPN) survey** was sent to members of 16 of the 17 PPNs last Friday. The Sustainable Design and Development PPN conducted its own survey earlier, which was the model for some of the current questions. In the survey, PPN members are asked such questions as whether they would follow or contribute to a blog for their PPN, and whether they have used or are aware of such resources as their PPN's newsletter, website, and e-Network. They are also asked about their current activities and interests. This information will be used to develop a series of *LAND Online* articles. The survey closes on March 15.
- On February 25, the **National Building Museum (NBM)** hosted a **panel presentation—For the Greener Good: A Green Building is a Healthier One**. Representatives from business and government addressed studies that document environments that promote better health (e.g., access to daylight, outdoor views, fresh air circulation, reduced use of VOC (volatile organic compounds) products can improve productivity, reduce health care costs and absenteeism, and reduce operations and maintenance costs to the employer. Green buildings are more attractive to employees and tend to be better managed. A number of ASLA staff attended. **Also at the NBM:** on February 24, the lecture **Building in the 21st Century: Sustainable Designs for Emerging Energy and Movement Technologies** by Shannon Sanders McDonald regarding the history, design, and function of parking garages was given. The emphasis of the lecture was focused on the relationship between people and cars and how both have affected the parking garage design. McDonald contends that a return to automated garages in which cars are parked electronically and tightly will reduce fuel use and pollutants and preserve walkability in urban areas. Professional practice staff represented ASLA.

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- Hosted by the U.S. Environmental Protection Agency (EPA), the [Green Infrastructure Community of Practice](#) held its quarterly meeting in Washington, DC, on February 18. Topics included a discussion of H.R. 4202, the “Green Infrastructure for Clean Waters Act of 2009,” which would promote regional Centers of Excellence to provide research and other support regarding storm water management, and EPA’s new “Healthy Watersheds” program that promotes and supports maintenance of waterways that are still relatively clean. Ray Mims of the U.S. Botanic Garden gave an update on the **Sustainable Sites Initiative**. Professional Practice Coordinator Kasha Helget represented ASLA.
- On February 17, Professional Practice Coordinator Helget gave a workshop to EVP Somerville and Legislative Analyst Kevin O’Hara who are participating in the ["Grasses for the Masses"](#) program that is sponsored by the **Chesapeake Bay Foundation** (CBF). In the program, volunteers grow native underwater celery grass from seeds in special kits provided by CBF over the next 10-12 weeks and then install them in a tributary to the Chesapeake Bay.

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 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 Lapides; e-mail, jlapides@asla.org.
- The [Leadership Calendar](#) can be accessed on the web.