

ASLA Leaders E-Express ...

March 17, 2010

Governance and Administration

- **ASLA welcomes *Landscape Architecture* magazine's new Editor-in-Chief Bradford (Brad) McKee.** McKee brings a long and rich history as a journalist covering the design world and its related professions in magazines, newspapers, books, and online. The search for a new editor-in-chief began in December 2009 after the development and Board approval of a new mission statement and editorial guidelines for the magazine. The position attracted dozens of stellar candidates from a variety of backgrounds. **Look for more information on McKee in the next issue of *LAND Online*.**
- **President Gary Scott, FASLA, President-Elect Jon Mueller, FASLA, and EVP Nancy Somerville, Hon. ASLA, will be traveling to Canada tomorrow for the Presidents' Council meeting,** which is being hosted by the Canadian Society of Landscape Architects. Agenda items include discussions on the economy, growing the profession, and a status report on **LA CES (Landscape Architecture Continuing Education System).**
- The **[LA CES site](#) is now accessible via the ASLA home page,** education navigation, and continuing education pages. Site traffic steadily increased over 2009 and continues to trend up:

	January 2009	December 2009	2009 Total	February 2010
Estimated page views	1,563	4,893	39,742	5,960

Inquiries are received regularly from potential providers, often prompted by landscape architects who have attended their programs. Currently, there were 92 approved providers in the system (including nine ASLA chapters), 270 active courses available, and 20 jurisdictions accept courses offered by LA CES-approved providers as meeting continuing education regulations. The LA CES program is now ready for wider promotion to both providers and practitioners.

- Last week, EVP Somerville was interviewed by the ***Washingtonian* magazine** and ***Greenville News*** on ASLA's recent survey on residential design trends.
- EVP Somerville presented **testimony on the draft National Mall Plan** on behalf of ASLA at the **National Capital Planning Commission's March 4 meeting.** Somerville's testimony was based on the recommendations of **ASLA's Blue Ribbon Panel.** Some of the **[Blue Ribbon Panel's recommendations](#)** are already gaining acceptance, including two very significant items: use of the Sustainable Sites Initiative benchmarks for the Mall; and use of a design competition for the pivotal Union Square area that connects the Capitol with the Mall. The National Park Service has also hired a consulting team to address turf and soil issues. The team includes HOK, **Jim Urban, FASLA,** and **Patricia O'Donnell, FASLA.**
- The **green roof was visited** last week by a professor from Charlottesville's **Virginia Commonwealth University.** Already having visited the green roof with her class last year, she brought her architect husband, whose firm plans to add a green roof to its next project. **A green roof tour was also given to the Urban Sustainable Forest Coalition** (see more on the meeting in Government Affairs) **participants where the new video was introduced to the audience for the first time, and with great success.** It was great to have the movement of live wildlife and bees and butterflies enjoying the roof as opposed to just still photos. Others who were not able to stay plan to return for the presentation and tour.

ASLA Leaders E-Express ...

Government Affairs

- **Great News! U.S. Department of Transportation Secretary Ray LaHood announces the department's recommendations for a Complete Streets policy.** LaHood has issued [a new policy statement](#) that calls for full inclusion of pedestrians and bicyclists in transportation projects, with particular attention paid to transit riders and people of all ages and abilities – essentially, a Complete Streets policy. In [his blog](#), LaHood stated that “this is the end of favoring motorized transportation at the expense of non-motorized.” Now it is more critical than ever to achieve a federal Complete Streets law. **Please continue to use the [Advocacy Network](#) to urge your legislators to support Complete Streets legislation.**
- ASLA's Government Affairs team launched its **Federal Legislative Priorities planning process** last week with a **member survey**. To date, **over 300 ASLA members have responded** by sharing their opinions on issues of importance to help shape the ASLA Federal Agenda in 2011-12. **Please make your voice heard and complete this short survey before April 9.**
- ASLA is gearing up for **Advocacy Day on April 29**. ASLA advocates will talk to their legislators about how landscape architects are contributing to the economic recovery of our nation and how two critical bills would assist in those efforts: [H.R. 3734, the Urban Revitalization and Livable Communities Act](#) and [H.R. 4202, the Green Infrastructure for Clean Water Act](#). If you are attending the midyear meeting and have not yet RSVP'd, please use the [BOT e-form](#) or [CPC e-form](#) to provide your information. **Save the date for two webinars:** April 13 (advocacy training) and April 22 (issues briefing). Both one-hour webinars will begin at 3:00pm EDT.
- A Congressional resolution proclaiming **“National Streetscaping Week” (Con Res 240)**, which **ASLA helped to craft, has garnered bipartisan support with the addition of GOP Rep. Vern Buchanan (FL-13) as a co-sponsor**, bringing the total to six co-sponsors.
- **Take Action Now on the Green Infrastructure for Clean Water Act!** Congresswoman Donna Edwards (MD) has **introduced landmark legislation that would encourage using green infrastructure and other landscape architectural techniques to address stormwater management**. Along with the myriad of benefits this bill will provide communities in managing water issues, it will also bring tremendous opportunities for landscape architects. Please encourage your chapter members to use the ASLA Advocacy Network to contact their legislators about this important legislation.
- On March 2, **Rep. Earl Blumenauer, Hon. ASLA (OR)**, introduced [HR 4722](#), **“The Active Community Transportation Act of 2010,”** which directs the Secretary of Transportation to provide **matching grant funding to communities for the construction of safe and convenient bicycling and pedestrian networks**. The bill prioritizes projects in communities that would facilitate modal shifts and connect neighborhoods to destinations such as workplaces, schools, businesses, recreation areas, and other community activity centers as well as align with public transportation options. ASLA has signed on as a supporter of this legislation and will be working with Congressman Blumenauer and affiliated groups to move this legislation forward.
- ASLA has joined the **American Nursery and Landscape Association and other state and national organizations** in signing a letter supporting Rep. Kurt Schrader's (OR) [HR 4509 “The Small Business Environmental Stewardship Assistance Act of 2010,”](#) which reauthorizes the Small Business Association's small business tree planting program. The funding is to be used for the design, installation, and maintenance of projects that plant trees around retail storefronts, along main streets, and throughout community parks.
- The [Sustainable Urban Forests Coalition](#) met in Washington, DC March 2 – 4 for its annual business and planning meeting and Advocacy Day. ASLA is a member of the coalition and hosted the meeting

ASLA Leaders E-Express ...

which included a [presentation and discussion](#) on how the new federal **Partnership for Sustainable Communities**, launched by the U.S. Department of Transportation, U.S. Environmental Protection Agency, and the U.S. Department of Housing and Urban Development, will be implemented over the next few years. The **advocacy activities included briefing Senate Environment and Public Works Committee** staff, who indicated their support for including the [Energy Conservation Through Trees Act](#) into the Senate Energy Bill. Legislative Analyst Kevin O'Hara is a member of the Advocacy Working Group and participated in the Hill visits. Professional Practice Managing Director Susan Cahill participated in the business and planning meeting.

- Recently, the Licensure Committee has been busy compiling a **toolkit for chapters and individual landscape architects to confront restraints to practice**, whether from an official who will not accept a landscape architectural stamp to regulations that limit the scope of practice for landscape architects. As a part of this toolkit, the **Committee is interested in compiling case studies from those who have confronted these issues**. An online [Restraint to Practice Survey](#) is now available. If you, your chapter, and/or your licensing board have been involved with these issues, ASLA wants to hear from you in an effort to benefit those who face similar barriers to practice. If you have questions, please contact Government Affairs Director [Julia Lent](#).
- **ASLA tracks state legislation across the nation** on a variety of issues, including licensure, livable communities, transportation, water, and stormwater, and more. Over 1,400 pieces of legislation 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](#).

Publishing and Resource Development

- **Advertising contracts for *Landscape Architecture* magazine 2010 issues now total 73 percent of the annual budget goal**. This is virtually even in terms of dollar volume with the same week of 2009.
- **EXPO and annual meeting sponsorship contracts now total 79 percent of the annual budget goal**. In terms of dollar volume, this is 19 percent ahead of the same week in 2009.
- **The 2010 annual meeting and EXPO "save the date" postcard was mailed last week to more than 95,000 prospective attendees and should arrive this week**. Given the experience of allied organizations (NAHB, AIA, APA) that either have experienced or are expecting lower attendance at their meetings this year, ASLA is launching a very aggressive marketing campaign.
- **The professional awards jury will convene this weekend at ASLA headquarters** to review the record number of 618 submissions received. Winners will be notified next week and development will ensue for the website, press release, and video script. [LAND Online](#) ran a deadline reminder about the [student awards program](#). [Entry forms](#) are due by **Friday, May 14**, and submissions are due by **Friday, May 28**.
- **Twenty-four schools have confirmed their participation at the 2010 ASLA Alumni Reunion** to be held during the annual meeting, up from the 20 listed in the last Express. The four new schools are: Ball State University; University of Florida; University of Kentucky; and Michigan State University. Chapter leaders are asked to encourage their local schools to participate. For more information, please contact Coordinator Melissa Soares at 202-216-2328 or msoares@asla.org.
- **Nominations for the [ASLA Council of Fellows \(CoF\)](#) are due by Friday, March 26**. The jury will meet June 4-5 to select the class of 2010. The 2010 Council of Fellows Jury includes: Christopher Dimond, FASLA, Jury Chair, Susan Little, FASLA, Richard Zweifel, FASLA, Dee Merriam, FASLA, and Todd Johnson, FASLA. An email reminder was sent to all chapter presidents with pointers for

ASLA Leaders E-Express ...

preparing chapter nominations. Based on the number of inquiries staff have received over the past several weeks, a record number of nominations are anticipated this year.

- **The CoF Executive Committee will review the 17 student applications received for the CoF Scholarships.** Two individuals will be selected to receive a \$4,000 scholarship, travel, and hotel accommodations to the 2010 ASLA Annual Meeting and EXPO, as well as complimentary registration to the meeting.

Membership and Chapter Services

- **ASLA's current membership stands at 16,307** (see category breakdown below).

MEMBER_CATEGORY	TOTAL
Affiliate ASLA	698
Associate ASLA	1,421
Corporate ASLA	177
Full Member	10,174
Full-Fellow	632
Honorary ASLA	119
International ASLA	179
Student Affil ASLA	525
Student ASLA	2,382

16,307

- Yesterday, a **2009 Activities Report** was sent to all ASLA membership; **14,305 members with valid emails**. The email highlights ASLA accomplishments this past year and serves as a subtle reminder of the value of ASLA membership.
- **President Scott** spoke at the **joint Wisconsin Chapter ASLA/APA spring conference** during their awards luncheon on March 6. APA national president Bruce Knight also addressed the 400 attendees. Scott spoke on the state of ASLA and the landscape architecture profession.
- **President Scott** delivered the welcoming address and received Texas-sized hospitality at the **Texas Chapter ASLA Mission Verde Conference** in San Antonio on March 16. He also helped hand out the professional awards at that evening's awards banquet. On Friday Scott joined in welcoming **San Antonio Mayor Julian Castro** to the exhibit hall, where the mayor spoke at a press conference on the city's Mission Verde program, supported sustainable design and the profession of landscape architecture, answered questions, and toured the exhibits.
- **The February Chapter Deposit and Rebate reports** were posted online and distributed to each chapter on Monday. Also on Monday, the **Staying Connected email** was sent to the **211 non-renewing November 30, 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 **June-December 31, 2009, LAM Publisher's Statement was completed**; total average qualified paid & non-paid **circulation is 21,037**.
- A **chapter treasurer training conference call** has been scheduled for **Thursday, March 25**, at 3pm EDT. The call will be conducted by Michael O'Brien, CFO/Managing Director of Finance. Some of the items to be discussed include: EIN number, Filing a 990, UBIT (unrelated business income tax) issues, and chapter lobbying costs.

ASLA Leaders E-Express ...

- **Membership renewal reminder emails** were sent to the **234 members** (with valid emails) with a **December 31 expiration date** (their 90-day grace period concludes on March 31) and to the **382 members** (with valid emails) with a **March 31 expiration date**.
- **The billing reports were completed and invoices were mailed to:**
 - Membership first renewal (5/31/10) – 1,111 members
 - Membership second renewal (4/30/10) – 899 members
 - Membership final renewal (2/28/10) – 494 members
 - Firm Finder first renewal (5/31/10) – 2 firms
 - Firm Finder second renewal (4/30/10) – 1 firm
 - Firm Finder final renewal (2/28/10) – 1 firm
 - LAM subscription first renewal (5/31/10) – 136 subscribers
 - LAM subscription second renewal (4/30/10) – 154 subscribers

Public Relations and Communications

- The U.S. Mission in Geneva **approved an ASLA proposal** to help them recruit 6-8 students to spend two weeks in Geneva drawing up a five-year plan to green the mission grounds. Next steps are to create an application site and some collateral support to announce the opportunity, which will take place August 4 through 17. The mission will cover travel and housing costs, plus offer a modest per diem. Education VP Richard Hawks and former Education VP Terry Clements worked with Director Terry Poltrack to develop the proposal.
- An ad urging participation in **National Landscape Architecture Month** ran in the March issue of *Landscape Architecture* magazine and will repeat in the April issue. It was also shared with all chapters and their PR committees. All chapters have been contacted, and the [NLAM web page](#) has been updated on asla.org.
- ASLA launched the refreshed **Residential Info page** for homeowners at www.asla.org/residentialinfo. To help drive traffic and awareness, ASLA [distributed a news release](#) on a survey of residential landscape architecture trends for 2010. So far, coverage has appeared in **American Nurseryman**, [UPI](#), [Professional Builder](#), [AEC Café](#), and others.
- The debut of the [Sustainable Landscapes](#) subsite, which has attracted 18,573 page views to date, was pushed out quietly via numerous channels to gauge its impact. Initial spikes resulting from each, in order, were Twitter (42 page views), *The Dirt* (476), *The Dirt* alert (672), Facebook/LinkedIn groups (745), asla.org home page feature (735), third-party blog pick up (*Pruned*, 490), and a *LAND* feature (874). The site continues to receive about 100 pages views a day without direct promotion. It will be featured in upcoming NLAM outreach.
- Staff submitted an application for a **National Endowment for the Arts** grant to support a proposed site-tour program in 2011. Results won't be heard until November 2010.
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ASLA Leaders E-Express ...

- Staff conducted media outreach to support **San Antonio Mayor Julian Castro's attendance** at the TX ASLA Annual Meeting, resulting in the local **CBS, ABC, and FOX television affiliates**, as well as the major all-new radio station attending the event.
- The recently revised and updated [green roof page](#) on asla.org has attracted 1,331 pages since its launch. Page was integrated into the content management system.
- ArchNewsNow featured a post from *The Dirt* on an National Building Museum (NBM) discussion on [how green buildings can help create healthy environments](#); a post on a recent NBM session on [green building products](#); a post on **OLIN's winning U.S. embassy**, which [OLIN](#) also featured the post on its site; and a post on the **Sustainable Urban Forest Coalition's** discussion on the federal partnership for sustainable communities. [Sustainable Cities Collective](#) made the post a top story. ASLA communications attended the SUFC's meeting with EPA and HUD officials.
- Staff attended the National Capitol Planning Commission's hearing on the **National Park Service's preferred alternative plan**. The resulting National Mall post was a top item on the [Sustainable Cities Collective](#) site and was picked up by ArchNewsNow.
- Staff conducted an exclusive interview with **Francesco Bandarin, head of UNESCO's World Heritage Program**, on that program's work preserving cultural landscapes. ArchNewsNow and [Planetizen](#) featured the interview.

Professional Practice

- The **Professional Practice Network (PPN) Council met for its quarterly conference call yesterday**. Topics discussed included the schedule of PPN meetings at this year's ASLA annual meeting; anticipated launch of the Sustainable Design and Development (SDD) PPN blog on the ASLA website; suggestions to increase communications on the e-Networks; new and planned PPN newsletters; and early results of the PPN Annual Member Survey which closed on Sunday, March 14. Survey responses received totaled 826 (not counting responses to the separate SDD survey in late 2009). One-on-one calls between professional practice staff and individual PPN chairs and leadership will continue in the upcoming months.
- Professional practice and web staff have published two **Professional Practice Network (PPN)** newsletters to the ASLA website this week. The [Water Conservation PPN Newsletter, Winter 2010](#), features articles on porous pavement, a proposal for water conservation in Florida, and use of water efficient irrigation for desert landscaping. The [Historic Preservation PPN Newsletter, Winter 2010](#), highlights the 10-year-old Historic American Landscapes Survey (HALS).
- On March 12, the **Northern Virginia Urban Forestry Quarterly Roundtable** met in Alexandria, VA. Topics discussed included new Virginia canopy cover authorizing legislation; local ordinances and applications of tree canopy cover requirements; and industry perspectives on canopy cover requirements. Professional practice staff attended.

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.