

March 31, 2010

Governance and Administration

- The [BOT midyear meeting agenda book](#) is up; an email notice will be sent to the board today. Reminder: Rating sheets for the midyear **2010 Priority-Setting and Program Review** session are **due next Wednesday, April 7**. (The rating sheets, instructions, and supporting information are posted on the [BOT agenda book page](#).)
- President Scott, President-Elect Mueller, EVP Somerville, Director Leighton, and Education VP Hawks (representing LAAB) **attended the President's Council meeting** in Canada last week, which was **hosted by the Canadian Society of Landscape Architects**. Highlights of the meeting included discussions on LA CES (Landscape Architecture Continuing Education System), growing the profession, and public awareness.
- The **SITES Executive Committee** met by conference call to discuss the preliminary list of projects selected from the pilot project submissions and to approve a plan to add staff support at the Wildflower Center to accommodate a larger number of pilot projects. **Current plans call for approving approximately 200 projects as pilots.**

Government Affairs

- This year, the annual ASLA Licensure Summit is being retooled to reflect a smaller budget. To make the most of a smaller event, the focus must change. **The goal of the ASLA Advocacy Summit is to provide support for chapters to build and grow an advocacy agenda and program.** Of course, this will support any efforts pertaining to licensure advocacy as well. The smaller budget also means that ASLA cannot invite all states to participate, as had been the case for the Licensure Summit. **If your chapter is interested in attending, please explain by using [this survey](#).** Chapters will be selected by May 21. The Summit is scheduled for July 30-August 1 in Alexandria, Virginia.
- Thank you to all the members who have agreed to participate in ASLA's Annual **Advocacy Day on April 29**. Now it's time to visit the [ASLA Advocacy Day Website](#), which includes advocacy tools and policy information, to begin preparing for your upcoming congressional meetings. **Save the date for two webinars:** April 13 (advocacy training) and April 22 (issues briefing). Both one-hour webinars will begin at 3 pm EDT.
- **Please make your voice heard by completing the [Federal Legislative Priorities survey](#) before April 9!** To date, **over 340 ASLA members have responded** by sharing their opinions on federal policy issues of importance to help shape the ASLA Federal Agenda in 2011-12.
- **[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 help communities manage stormwater issues and 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.
- As part of an ongoing campaign to raise awareness and gain support for [HR 4202 The Green Infrastructure for Clean Water Act](#) in Congress, **ASLA joined with the Clean Water Network, American Rivers, and 65 other national and local allied groups** to send a letter to members of Congress urging their support for the legislation.
- On March 25, staff hosted a meeting of the **Urban Parks Coalition** to discuss legislative strategy and outreach in support of [HR 3734, The Urban Revitalization and Livable Communities Act](#). Notable

developments include the ASLA -coordinated appearance of landscape architect **Eddie George, ASLA**, on a panel for an upcoming [Congressional Urban Caucus](#) briefing on H.R. 3734.

- This week, ASLA joined over 60 other organizations in supporting [H Res 996](#). Introduced by Rep. Marcia Fudge (OH) and Rep. Kay Granger (TX), this resolution supports the designation of September as National Childhood Obesity Awareness Month. Additionally, **ASLA provided comments to the President's Task Force on childhood obesity highlighting the role of the built environment in fostering healthy communities and lifestyles**, and the role of landscape architects in designing outdoors spaces, from parks and playgrounds to walkable streetscapes, for children and their families. As a member of the No Child Left Inside Coalition, ASLA continues to support the inclusion of Environmental Education programs in the Reauthorization of the Elementary and Secondary Education Act (ESEA) to help make outdoor activity an everyday facet of children's lives.
- **National Streetscaping Week Update** – As you may know, ASLA was instrumental in helping Congressman Steve Cohen (TN) craft [H Con Res 240](#), recognizing the fourth week in April as “National Streetscaping Week.” The bill currently has 10 congressional co-sponsors (and counting) and is being considered in the House Transportation and Infrastructure Committee. If you haven't already done so, please take a moment to [contact your elected officials](#) and encourage them to support this resolution.
- **This is the peak time for chapter advocacy days in the state capitols.** Iowa and Vermont are holding their annual trip to the capitol this week and New York's event is scheduled for April. If your chapter is planning an advocacy day, ASLA can provide materials to support your efforts. For more information, contact [Government Affairs Director Julia Lent](#).
- *Your help is needed!* In coming weeks, **the LARE Prep Subcommittee will be reaching out to chapters to begin development of a LARE Mentor Network.** The goal is to provide localized support to emerging professionals seeking licensure. In turn, the subcommittee intends to foster communication among network volunteers and ensure mentors have the most up-to-date information about the exam. If you already mentor exam candidates or want to get involved, there is no need to wait: contact [Director Lent](#) to get started.

Publishing and Resource Development

- **Landscape Architecture magazine (LAM) 2010 issue advertising sales have reached 74 percent of the annual revenue goal.** In recognition of National Landscape Architecture Month, the [April issue](#) was posted online for open access on Zinio and linked to Facebook and LinkedIn.
- **The sales staff have hit their goal of reaching 80 percent of the EXPO/sponsorships revenue goal by April 1.** As of this week, EXPO and sponsorship sales are now at 81 percent of the annual budget goal. Last year, sales did not reach 80 percent of budget goal until July 24. In terms of dollar volume, this is 20 percent ahead of the same week last year.
- **The professional awards jury** convened March 19-21 to **review the record 620 submissions** received and **selected 49 projects to receive awards.** **Winners were notified last week** and the list will be **announced to the membership and the media on April 20.** An email went out to more than 3,000 current, former, and prospective students to promote the [student awards program](#). Entry forms are due by **Friday, May 14, and submission binders are due by Friday, May 28.** **The open rate on this email is over 20 percent so far.** **Also, this message was sent to ASLA Facebook group members.**
- **Last Friday was the deadline to submit nominations for the ASLA Council of Fellows and as of this morning, more than 100 nominations had been processed,** including nominations from several chapters that did not submit any nominations in 2009. Only 66 members were nominated in 2009 and 60 in 2008, so this indicates a significant increase in participation.

- **The annual meeting “save the date” postcards were delivered to more than 85,000 prospective attendees and feedback has been extremely positive**, particularly regarding the theme. The first “annual meeting” advertisement will run in the May issue of *LAM*. Registration brochure development is underway and will mail in early May to coincide with full promotion of the [annual meeting website](#).
- **Four Washington, DC, area schools of landscape architecture have signed on to coordinate volunteer assistance for the annual meeting.** Landscape architecture students from George Washington University, Morgan State University, University of Maryland, and Virginia Tech’s Washington-Alexandria Architecture Center, will serve as room monitors for education sessions and ticket takers for field sessions and tours. They will assist in the ASLA Commons, registration, and other areas where volunteer help is needed. In exchange for their volunteer hours, students are invited to attend equal hours of annual meeting programming at no charge. This program is restricted to those schools within the Washington metropolitan area.
- As of this morning, **38 schools have signed up to participate at the 2010 ASLA Alumni Reunion.** This includes five new schools joining the event since 2009. Four schools (indicated in **boldface**) will host private receptions for their alumni and invited guests prior to the event. **Chapter leaders are asked to please check this list** to ensure that their local schools are represented. If not, please contact [Coordinator Melissa Soares](#) on how to assist in this effort so that they can be included in the printed registration brochure:

Arizona State University
 University of Arizona
 University of Arkansas
 Ball State University
 California State Polytechnic University,
 Pomona
 UCLA Extension Landscape Architecture
 Program
 University of California, Berkeley
 University of California, Davis
 Chatham University
City College of New York
 University of Colorado, Denver
 Cornell University
 University of Florida
 University of Georgia
 University of Idaho
 University of Illinois at Urbana-
 Champaign
 Iowa State University
 Kansas State University
 University of Kentucky

Louisiana State University
 University of Maryland
 University of Massachusetts, Amherst
 Michigan State University
 University of Michigan
 University of Minnesota
 Mississippi State University
 Morgan State University
 North Carolina A&T
 North Carolina State University
 The Ohio State University
The Pennsylvania State University
 Purdue University
 Rhode Island School of Design
 University of Rhode Island
 Rutgers, The State University of New
 Jersey
State University of New York (SUNY)
ESF
 University of Washington
 University of Wisconsin, Madison

ASLA Leaders E-Express ...

Membership and Chapter Services

- ASLA's current membership stands at **16,380** (see category breakdown below).

MEMBER_CATEGORY	TOTAL
Affiliate ASLA	704
Associate ASLA	1422
Corporate ASLA	179
Full Member	10202
Full-Fellow	632
Honorary ASLA	119
International ASLA	180
Student Affil ASLA	533
Student ASLA	2409

- A **"Welcome to ASLA" email** was sent to the 22 new members processed and a **"Thank You for Renewing" email** was sent to the 367 renewing members processed the week of March 14-27.
- The annual **Landscape Architecture 2009 circulation audit** was completed this week. The report should be available in the next month.
- ASLA staff** from the Membership, Professional Practice, Meetings, Public Relations and Marketing departments attended a **training session on Vertex's new broadcast email system**. Vertex is ASLA's broadcast email vendor.

Public Relations and Communications

- ASLA secured additional coverage of its residential trends release in the [Wall Street Journal](#) (9,000,000 monthly visitors), [Marketwatch.com](#) (5,000,000 monthly visitors), and [MSN's Real Estate blog Listed](#), bringing the total number of stories so far on the survey to 15 and a **potential audience of over 30 million people**.
- The [Charleston Gazette](#) and [The Daily Journal of Commerce](#) featured extensive articles on the **Sustainable Sites Initiative**. Other recent ASLA coverage has appeared in the [Atlanta Journal-Constitution](#), [GreenvilleOnline.com](#), and [HouzingZone.com](#).
- PR Staff [distributed a news release](#) announcing **Bradford McKee** as the **new Editor-in-Chief** for *Landscape Architecture* magazine.
- The University of Nevada, Las Vegas (UNLV) recently proposed **eliminating the landscape architecture program** to meet a state-mandated budget cut. ASLA is preparing a response with the Nevada ASLA Chapter to reach out to UNLV and Nevada legislators as appropriate. In addition, PR staff conducted media outreach surrounding the 2010 LABash, which takes place March 28-31 at UNLV, to help focus attention on the importance of the profession. Staff is currently monitoring wide media coverage of a rally held during LABash in support of the landscape architecture program. President Gary Scott addressed the crowd.
- PR staff held a call with a coalition of the **ASLA Potomac Chapter, ASLA members, representatives from Washington, D.C.'s Coolidge High School**, and others about working with

ASLA Leaders E-Express ...

school students to create a new landscape for the high school. The project will include a design charrette with students this April and culminate in a build date later this fall.

- Some recent pick-ups from *The Dirt* in the blogosphere: [LA Curbed](#) highlighted a post on the Los Angeles Freeway Cap Park idea, as did an [LA Times blog](#), [Streetsblog](#), and the [Sustainable Cities Collective](#); [Planetizen](#) featured a post on turning CO² into cement; and [The City Fix](#) highlighted a post on the World Urban Forum. ArchNewsNow featured a post on the world urban forum in Rio.
- The **2010 award site designs** have been approved, and the site is now being built out for release in late April during National Landscape Architecture Month. The **2010 annual meeting site** design also has been approved and is in development.
- The [Sustainable Landscapes site](#) has reached 25,000 page views since launch in mid-January. It is a featured component of NLAM outreach.
- *The Dirt* blog has now reached 300,000 pages views since relaunch in December 2008.
- After some delays in implementation, a redesigned *LAND* is now live. The new *LAND* **enables you to send an e-mail to a friend and has easier sharing through social networking sites.** Additionally, RSS feeds will help build new audiences. Users can also now comment on articles. And note: We have dropped “Online” from the title as part of our update.

Professional Practice

- ASLA’s ideas and comments were included in the published draft for the International Code Council’s (ICC) first-ever integrated green code for commercial buildings. The ICC released the first public version of the International Green Construction Code (IGCC) in March 2010. The first public comment period is open through May 14 before the IGCC undergoes another round with a deadline of January 3, 2011. The green code is scheduled for publication with the 2012 ICC Family of Codes. The [draft](#) is available for review. Public comments are encouraged and may be submitted [online](#). The deadline is May 14, 2010.
- The latest [newsletter of the Children’s Outdoor Environments Professional Practice Network](#) has been published. Articles include the story of a children’s park built in Indonesia in the vicinity of the 2004 tsunami; improving schoolyards to enhance environmental learning; how a family’s legacy of vacant land became a children’s park in Los Angeles county; and the updating of school playgrounds in a California school district.
- Staff is analyzing the results of the annual PPN survey, which was administered as separate questionnaires to 16 of the 17 PPNs. The Sustainable Design and Development PPN conducted a separate survey at the end of last year. This year’s survey yielded 826 responses, approximately four times more than last. Responses to the first four survey questions, which ask about member’s reasons for joining the PPN, use of PPN resources, perceived value of PPN resources, and interest in a possible PPN blog, have been compiled and combined to give an average response for all PPNs. Information from an open-ended question about members’ recent activities and interests will be used for a series of articles in *LAND*. The results from a second open-ended question, about how the PPNs can be improved, will be analyzed and shared with PPN chairs and members. Preliminary survey results were written up in an article published in the most recent *LAND* at <http://land.asla.org/2010/0323/ppn.html>.
- Recent SITES presentations include: Keven Graham, ASLA, and Rich Dolesh at the [Pennsylvania Recreation and Park Society 63rd Annual State Conference](#), March 22; and Hunter Beckham, ASLA, at the [2010 West Virginia Construction and Design Expo](#) on March 24.

ASLA Leaders E-Express ...

- On March 23, professional practice and government affairs staff participated in a quarterly conference call of the **Historic American Landscapes Survey (HALS) Subcommittee**. Topics included proposed HALS programs and a HALS booth at the 2010 ASLA Annual Meeting and EXPO; HALS documentation guidelines; proposals in support of a new landscape preservation practice award; and drafting guidelines regarding roles and responsibilities of the HALS Subcommittee and its relationship to the Historic Preservation Professional Practice Network and HALS Chapter Liaisons.
- On March 25, staff **attended the nation's first Tree Summit** that focused on the District of Columbia's existing tree canopy and how to meet the mandated requirement to increase the canopy from 35% to 40% by 2035. Among topics discussed were the tools used to assess the size of tree canopies; how trees can be used to meet Clean Air and Clean Water Act requirements; how to involve the community in helping to increase and care for the trees; and the current report card for the District in achieving its goals. A unique problem and opportunity in this process is the District's need to collaborate with the federal government and private land owners (each of which controls large tracts of land in Washington, DC) in satisfying the goal.

Deadlines and Reminders

- **Hotel reservations for the midyear meeting must be made by tomorrow, April 1.** Call 202-637-4777 and tell the reservations agent that you are attending the ASLA midyear meeting to access the group rate. Reservations can also be made online at: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=1466189.
- BOT/CPC/staff rating sheets for the **2010 Priority-Setting and Program Review** are **due next Wednesday, April 7**. (Rating sheets, instructions, and supporting information are posted on the midyear [BOT agenda book page](#).)
- 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 **Land Online 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.