

ASLA Leaders E-Express ...

April 14, 2010

Governance and Administration

- President **Gary Scott, FASLA**, provided a report on ASLA priorities for the **American Planning Association** board of directors and represented ASLA at APA's annual conference in New Orleans on April 10-13.
- **Professional Practice Vice President Gary Brown, FASLA**, represented ASLA at the **75th Annual North American Wildlife and Natural Resources Conference held in Milwaukee, Wisconsin**, by attending the federal **Bureau of Land Management's** "BLM Partners" listening session hosted by BLM Director Robert Abbey on March 23. **Hot topics included conservation programs for western sage-grouse habitat, landscape heritage education programs, the National Landscape Conservation System, the Native Plant Conservation program, Landscape Conservation Cooperatives, renewable energy on BLM lands, and the Department of Interior's "Youth in the Great American Outdoors" initiative.**
- Today and tomorrow, EVP Nancy Somerville, Hon. ASLA, is participating as a **panelist at Ohio State University for its Carbon Sequestration in Urban Ecosystems Symposium**. Somerville's topic is "Designing Sustainable Landscapes to Sequester Carbon and Address Climate Change." During Thursday's event, Somerville will be a **panelist for a webinar for the Garden Writers Association titled "Sustainable Urban Gardening: Creating Habitats for Plants, Wildlife, and People."**
- On Monday, EVP Somerville participated in the **Renewable Natural Resources Foundation's (RNRf)** spring meeting, which focused on water use and sustainability for arid landscapes. **Past President Barry Starke, FASLA**, is currently serving as RNRf chair.
- Somerville also attended **Engineering News-Record's (ENR) Newsmakers Award Luncheon** and Award of Excellence dinner in New York City last week. **Frederick "Fritz" Steiner, FASLA, was one of the newsmakers honored at the luncheon.** Steiner was recognized for his role in the **Sustainable Sites Initiative (SITES)**. As far as can be determined, this is the first time in the 45-year history of the ENR awards that a member of ASLA has been honored.
- Over a dozen **Environmental Protection Agency** staffers visited headquarters on April 7 to view and discuss the **ASLA green roof**. Special Assistant to the EVP Keith Swann gave the group a briefing and tour, which was followed by a lengthy question-and-answer session with EVP Somerville. The EPA staff are conducting research to inform an upcoming **rulemaking on stormwater issues**.
- **Green roof groups are increasing** now that it's blooming for the new season. Yesterday representatives from Victor Stanley, Inc., brought **landscape architects and other professionals from Denmark** to visit the green roof. **Victor Stanley** is a frequent advertiser in *Landscape Architecture* magazine and exhibitor at the annual conference. **Immediately after, a presentation and tour was extended to Pennsylvania State University students and faculty** as part of the Government Affairs Capitol Hill meetings. Dan Marriott, and alumni of Penn State, also spoke to the students about his work prior to departing the office (see full report in Government Affairs). Last week, the **roof was visited by Carl Kelemen, FASLA, and his students from Philadelphia University**. The students' **previous assignment was to perform phone interviews** with some of the department managers at ASLA. **This visit gave them the opportunity to meet those interviewed in person as well as to see the green roof firsthand.** The roof was also visited last week by a local **Girl Scouts troop** from Virginia, which has been working on its own green roof projects and has been using the website as an informational guide.
- The Wednesday afternoon joint BOT/CPC session at midyear will feature **Architect of the Capitol Stephen Ayers, FAIA**. Ayers will provide an overview of the U.S. Capitol Complex, with a focus on

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green building initiatives and green infrastructure strategies as well as the historical context and continued influence of Frederick Law Olmsted on the site. Director Lent is working with Ayers's office to document the session so that **attendees can receive continuing education credit in LA CES.**

- EVP Somerville and Managing Director Susan Cahill, Hon. ASLA, met with a representative of the **Arbor Day Foundation** (ADF) last week to discuss how ADF can become involved with and promote **SITES** through its Tree Campus and City of Trees programs. Also last week, Somerville met with Bill Weber, CEO of the **Association of Pool and Spa Professionals**, to discuss organizational priorities and possible areas of collaboration.

Government Affairs

- Government Affairs staff is busy preparing for [ASLA Advocacy Day 2010](#) on April 29. To help Advocacy Day participants prepare for their legislative meetings, ASLA hosted a webinar "What To Know Before You Go" on April 13. Approximately 118 ASLA advocates registered for the training session. **ASLA will host its second webinar, "Learning The Issues," on Thursday, April 22.**
- Thank you to all the ASLA members who participated in the **ASLA Federal Priorities Process** survey to provide their recommendations for legislative priorities for the upcoming 2011-2012 legislative cycle. Approximately **550 ASLA members participated in this year's survey** – more than **double the number of participants** in the previous survey in 2008.
- **All eyes are on Vermont this week.** On April 8, the House approved S.28, legislation to create a practice act for landscape architects. The bill includes amendment language that requires a sunset review of the law in four years, and therefore must be approved again by the Senate. It's on the calendar and awaits action on the Senate floor.
- Federal Government Affairs staff is working with the Urban Parks Coalition and congressional leaders on hosting a congressional briefing on April 20 to **discuss the benefits of urban parks and to highlight [HR 3734, the Urban Revitalization and Livable Communities Act](#)**, one of ASLA's top legislative priorities. **Confirmed speakers include: landscape architect and former NFL player Eddie George, ASLA;** Dr. Susan Wachter of the Wharton School of Business; and Dr. Joe Hughes of the Georgia Institute of Technology. Invited speakers include Adolfo Carrion, Director of White House Office of Urban Affairs, and Elizabeth, New Jersey's, Mayor Chris Bollwage.
- Staff gave a brief presentation to a group of landscape architecture students from Penn State University who traveled to Washington, DC to meet with members of the Pennsylvania Congressional Delegation. Federal Government Affairs Manager Roxanne Blackwell highlighted the importance of connecting advocacy activities to developing the profession, using [HR 4202 the Green Infrastructure for Clean Water Act](#) as an example of how the political process can lead to professional opportunities for landscape architects. Legislative Analyst Kevin O'Hara touched on the importance of the online [Advocacy Network](#) process, and gave a brief overview of ASLA priority bill [HR 3734](#). Advocacy Intern Matt Busa, an MLA candidate at the University of Maryland, offered his frontline view on the importance of advocacy to the profession, and highlighted internship opportunities at ASLA this summer. The group's visit culminated with a tour and briefing of the ASLA green roof.
- Legislative Analyst O'Hara participated in a [Sustainable Urban Forestry Coalition](#) Legislative Outreach Committee where the committee endorsed the ASLA-crafted [H Con Res 240](#) establishing the fourth week of April as "National Streetscaping Week."
- **Help ASLA Advocates during their congressional visits!** Before ASLA advocates visit their legislators in Washington, DC, members of Congress should hear from other ASLA members on this year's legislative priorities. **Encourage your chapter members to use the ASLA [Advocacy Network](#) to ask their members of Congress to support [HR 4202](#) and [H.R. 3734](#).**

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- Reminder: [Nominate](#) your chapter to participate in the **ASLA Advocacy Summit**. The goal of the ASLA Advocacy Summit is to **provide support for chapters to build and grow an advocacy agenda and program**. If your chapter is interested in attending, please explain use the [online form](#). Chapters will be selected by May 21. The summit is scheduled for July 30-August 1 in Alexandria, Virginia.

Publishing and Resource Development

- **Advertising contracts for 2010** fiscal year issues of *Landscape Architecture* magazine (February 2010-January 2011) now **total 74 percent of the budget goal**. In terms of dollar volume, this is approximately even with the same week in 2009.
- An ad will run in the May issue of the magazine promoting Zinio's new iPhone application allowing downloading and viewing of *LAM*. Online subscriptions now total more than 1,100. The June **issue will include a special Lighting Directory and will be distributed at the AIA Convention**, June 10-12 in Miami.
- **EXPO and annual meeting sponsorship sales now total 83 percent** of the annual budget goal and continues to track about 20 percent ahead of the same week of 2009, in terms of dollar volume. Sponsorships alone total \$185,500, which is a record high for the Society.
- [LAND Online](#) was delivered to over **4,000 advertising prospects** for the first time last week. The issue featured a sponsor spotlight on [greenscreen](#), sponsor of the Alumni Reunion at the 2010 Annual Meeting and EXPO.
- [JobLink](#) has grown to **24 job postings this week**, up from an average of 20 for the past three months. Eighty-four resumes are currently posted online. One resume poster notified staff this week that he had received and accepted a job offer as a result of his resume posting on JobLink. Currently, ASLA members may post resumes on JobLink at no charge.
- **The Potomac Chapter will be holding a charrette on Saturday at Coolidge High School in the District of Columbia in preparation for the ASLA/ACE Mentor Program Legacy Project** that will be built following the annual meeting and EXPO. The Coolidge High Alumni Association has lent great support to this project as well, soliciting political support and media coverage. The goal is to design a green masterplan for the school campus and to restore the school's greenhouse and garden facility, which has fallen into disrepair. The charrette will also produce a product "wish list" for staff to solicit from EXPO exhibitors.

Membership and Chapter Services

- **Chapter leadership visits: President-Elect Jonathan Mueller, FASLA**, presented "A Time of Great Challenge, A Time of Great Hope" to 80 attendees at the **2010 Twin States Conference** hosted by the Alabama and Mississippi chapters in Biloxi, MS, on March 25-28, and **President Scott** spoke to 30 attendees on the State of ASLA and the Profession at the **Nevada Chapter monthly luncheon** on March 31.
- **LABASH was March 28-30** at the **University of Nevada, Las Vegas (UNLV)**. President Gary Scott, FASLA, and Student Representative John Stecyk, Student ASLA, attended. The theme was "outLANDish." President Scott spoke at the opening ceremony and announced the newly elected Student Representative Barbara Nazarewicz, Student ASLA, and the **US Mission in Geneva student internship**, in which a **student can travel to Geneva, Switzerland, for two weeks in August to green the grounds (see Public Relations section for details)**. ASLA presence included a booth in the expo and hosted the Student Chapter Presidents Luncheon. The UNLV also

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organized a rally for support of their program with the 300+ LABash attendees chanting “LA Must Stay” in front of local media. LABASH 2011 will be hosted by Purdue University. Florida International University was selected as the 2012 location.

- **ASLA’s current membership stands at 16,160** (see category breakdown below).

MEMBER_CATEGORY	TOTAL
Affiliate ASLA	697
Associate ASLA	1,385
Corporate ASLA	175
Full Member	10,070
Full-Fellow	630
Honorary ASLA	119
International ASLA	181
Student Affil ASLA	526
Student ASLA	2,377
	16,160

- A “**Welcome to ASLA**” email was sent to the 28 new members processed, and a “**Thank You for Renewing**” email was sent to the 319 renewing members processed the week of March 28-April 10.
- **Membership renewal reminder emails** were sent to the **220 members** (with valid emails) **with a January 31 expiration date** (90-day grace period concludes on May 1) and to the **445 members** (with valid emails) **with an April 30 expiration date**. Also, the **Staying Connected email** was sent to the **254 non-renewing December 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 **Membership Services Committee (MSC)** hosted a conference call on Monday, April 5, in which the working groups provided project updates.
- The **2010 Chapter Membership Chairs conference call schedule** was distributed to the chapters on April 8. The MSC hosts the call-in workshops for local chapter membership chairs to network with their peers across the country. The purpose is to provide an opportunity for sharing and information exchange. Chapter presidents, president-elects, membership chairs and staff are invited to participate in the conference calls. **The first call is scheduled for June 8.**
- The **Membership Minute** was distributed to the chapter membership chairs, presidents and to the Board of Trustees on April 5. This month’s focus was National Landscape Architecture Month.
- Last Friday the [Greening Geneva internship program](#) and **application information** was emailed the 2,192 active ASLA Student members with valid email addresses. The information was also sent to the student chapter presidents with the flyer.
- The **March 2010 Chapter Deposit and Rebate** reports were distributed to the Chapter Presidents and Treasurers yesterday.

Public Relations and Communications

- On March 29, hundreds of landscape architecture students, along with ASLA Nevada chapter leadership and members, President Gary Scott, FASLA, and Member and Chapter Services Director

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Barbara Drobins took part in the spirited gathering in front of the University of Nevada, Las Vegas' (UNLV) student union to raise awareness of the proposed elimination of the UNLV landscape architecture program. The event **drew TV coverage from the local ABC, CBS, NBC, FOX, and Telemundo stations ([watch one of the stories here](#))**, resulting in **25 news reports in all dayparts during the following days**. President Scott has followed up with a letter to UNLV President Neal Smatresk, and ASLA Nevada Chapter President Amie Wojtect, ASLA, submitted a letter with many, many signatures. A version of Wojtect's email also appeared in the major daily newspaper the [Las Vegas Review Journal](#). We continue to monitor the situation and lend support to the program's leadership.

- ASLA kicked off **National Landscape Architecture Month** with the "[Designing Our Future](#)" [campaign](#). The campaign highlights the role landscape architects play in creating a sustainable future, as well as building interest in the profession among K-12 students. The campaign focuses on the new [Sustainable Landscapes page](#) to educate the general public, as well as updated Career Discovery information that [includes a webcast](#) with landscape architecture student and ASLA intern Matt Busa. Staff are working with local chapters to ensure all 48 participate this year. Current chapter activities [are online here](#), and **you can fill out a form here to let us know what your chapter is doing**. Thus far, we have heard from 20 chapters.
- ASLA continues to secure coverage of its residential trends release with coverage in the [Philadelphia Inquirer](#), [Kansas City Star](#), [Austin-American Statesman](#), [Modesto Bee](#), [Californian](#), [Mail Tribune](#), [RISmedia](#), with anticipated coverage in the *Washington Post* and *Period Home* magazine. Other recent ASLA coverage has appeared in the [Examiner](#), [Poughkeepsie Journal](#), [Spokesman Review](#), and [WBRZ-TV](#). In addition, [this story on backyard fire pits](#) ran in more than 20 local newspapers around the country. Staff are also working with *Washingtonian* magazine, HGTV.com, DIYNetwork.com, and the *Seattle Daily Journal of Commerce* on stories featuring ASLA members.
- The new [LAND](#) was soft-launched on asla.org to test the new content management and distribution systems, then debuted with its first official issue on April 6. Take a look! **Each article now offers a clean-print option, the ability to email it to others, and a host of options for sharing, including via Facebook, LinkedIn, Digg, Twitter, Delicious...in fact, through more than 250 bookmarks and distribution channels**. Readers now also have the opportunity to add comments and questions and hold conversations about the posted items.
- In 2009, **ASLA.org received 533,000 unique visitors, 130,000 more than in 2008**. Traffic for 2010 is off to a strong start, with first quarter unique visitors increasing by 33.6 percent compared to first quarter 2009:

	January	February	March	Q1 2010
Page views	404,361	362,859	423,959	1,191,179
Visits	126,294	114,497	131,564	372,355
Unique visitors	65,323	58,824	69,378	170,897
Average time spent	3:01	2:51	3:00	2:58

- ASLA launched a new **Twitter campaign to help centralize landscape architecture discussion** using the hashtag #landarch ([read about hash tags here](#)), resulting in dozens of tweets about the profession in less than 24 hours. Currently, ASLA's main Twitter feed www.twitter.com/landarchitects has nearly 2,300 followers receiving news and updates from the Society. ASLA is also preparing a Twitter campaign during the 2010 ASLA annual meeting to encourage discussion amongst meeting attendees.

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- Staff promoted the [internship program in Geneva, Switzerland](#), via asla.org and a blast email to 2,150 student members, faculty chapter advisors, chapter presidents, the Emerging Professionals Committee, and all landscape architecture program chairs. It was also posted to the ASLA Facebook and LinkedIn groups. **Deadline for applicants is April 30.**
- **Staff created a dedicated webpage** and flyer to support [ASLA Advocacy Day](#).
- As part of ASLA's ongoing collaboration with the **National Building Museum** (NBM) and to celebrate National Landscape Architecture Month, **Mia Lehrer, FASLA**, gave a lecture at the museum on April 6 on the subject "Urban Clash/Landscapes." Lehrer focused on her firm's large-scale reclamation projects in the Los Angeles area.

Professional Practice

- The **Sustainable Design and Development (SDD) PPN** has launched a new [blog](#). An email blast was sent to all members of the SDD PPN inviting them to visit the blog. The PPN's Co-chairs, Allegra Bukojemsky, ASLA, and Hunter Beckham, ASLA, have also contacted chapter presidents and PPN chairs, inviting their suggestions for content and links to relevant information.
- The **Housing and Community Design PPN is seeking a new chair** and several members have expressed interest. Professional practice staff are speaking with potential candidates, and will forward credentials to the PPN Council leadership.
- On April 5, professional practice staff attended a lecture in the **Smart Growth Speaker Series at the National Building Museum** in Washington, DC. Titled "Analyzing the Data: Smart Growth Performance in a Challenging Market," the lecture noted recent studies that indicate a strong interest for urban, walkable neighborhoods among two cohorts: Baby Boomers and Generation Y (Echo Boomers), suggesting an increasingly stronger demand for housing in denser neighborhoods.
- American University was honored on April 6 with [Tree Campus USA](#)'s recognition for its commitment to planting and managing campus trees and engaging the community in environmental stewardship. **An on-campus tree-planting celebration** and news conference was hosted by the Arbor Day Foundation and Toyota (also partners). The organization honors college campuses for promoting healthy urban forest management. Managing Director Susan Cahill, Hon. ASLA, represented ASLA and participated in the tree-planting.
- The **Professional Practice Networks (PPNs) continue to grow**. There are now 10,872 total PPN members (which includes individuals who belong to more than one PPN). This represents an increase of 247 members over last month.
- ASLA received 12 **Landscape Architecture Technical Information Series (LATIS) exams** in March compared with 20 exams in March 2009. Last year, however, eight of the examinees were participants in a LATIS review project for **LA CES**. So, the number of regular LATIS examinees for the month is the same as last year.
- On March 31, professional practice staff visited Glen Echo Park (Maryland) with Paul Kelsch, ASLA, and students from the Graduate Program in Landscape Architecture at Virginia Tech's Alexandria, VA WAAC program. The students are documenting elements of the park and its history for the [Historic American Landscapes Survey Theme Park Challenge](#), sponsored by the National Trust for Historic Preservation. Staff learned more about the HALS documentation process, which is somewhat abbreviated for this challenge.

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Landscape Architecture Magazine

- As LAM welcomes Brad McKee to his new position as editor next month, ASLA would also like to give **a special thanks to Adam Arvidson, ASLA, for his contributions as interim editor during the transition.** All at ASLA really appreciate Adam's hard work and dedication for putting together a quality magazine and look forward to his articles in future issues.

Deadlines and Reminders

- **[Nominate](#) your chapter to participate in the ASLA Advocacy Summit**, which provides support for chapters to build and grow an advocacy agenda and program. If interested, **please use the [online form](#)**. Selections will be by May 21, and is scheduled for July 30-August 1 in Alexandria, Virginia.
- The deadline for the student **[internship program in Geneva, Switzerland](#), is April 30.**
- Dates for **Midyear 2010 are April 28-May 1, and 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.