

ASLA Leaders E-Express ...

May 5, 2010

Governance and Administration

- **Voting for 2010-11 president-elect opened on Monday, May 3, and closes at midnight PDT, Wednesday, June 2. Candidates Brian J. Dougherty, FASLA, and Susan M. Hatchell, FASLA, [addressed](#)** both the Board of Trustees and Chapter Presidents Council during last weekend's midyear meeting in Washington, DC. Eligible voters include full/fellow, associate, and international members. An election announcement with a link to the [online voting site](#) was emailed on Monday to each voter with individual login information (ASLA member number and personal e-signature passcode). A paper ballot package is also on the way to all eligible voters. This year, both online and paper ballots include a check-off option for those who prefer to vote by electronic ballot only in future ASLA elections.
- The midyear meeting wrapped up on Saturday afternoon in Washington, DC. Among the many topics discussed and motions acted on, **three new vice presidents have been elected to the Board of Trustees.** They are: **Vaughn Rinner, ASLA, VP of Finance; Greg Miller, ASLA, VP of Membership; and Ed Czyncon, ASLA, VP of Professional Practice.** Congratulations to them all. Other Board focuses included: reports from the **American Planning Association, Landscape Architecture Foundation, Council of Landscape Architectural Registration Boards, and American Society of Civil Engineers;** review of strategic priorities and program evaluation; adoption of amendments to the **public policies on Universal Design and Public Lands;** a report/introduction from new *Landscape Architecture* Editor-in-Chief Brad McKee; and discussion of critical and emerging practice areas and issues. The Board also reviewed and approved a **\$9 dues increase** effective January 1, 2011, for international, full, and affiliate members. The increase was recommended by the Member and Chapter Services and Finance Committees in light of the increasing cost of programs and to avoid the necessity of additional budget/program cuts. Dues for student and associate members will not change, and there will be no dues increase in 2012.
- EVP Nancy Somerville, Hon. ASLA, participated in a **Greater Washington Board of Trade Green Committee** meeting in Washington, DC, today. Discussion focused on regional greenhouse gas reduction goals and the results of a recent GWBOT survey on business practices and sustainability. The survey found that businesses' and organizations' investment and interest in sustainable practices have increased significantly in spite of the recession.
- EVP Somerville attended the **CEO Roundtable** in Boston on April 23-24 and gave a report on ASLA activities and priorities. Somerville and **Christopher Kent, ASLA,** provided reports on ASLA activities at last week's meetings of the **Landscape Architecture Foundation** Executive Committee and Board of Directors.
- The **green roof was visited today by faculty and students from Temple University in Pennsylvania and a group from an engineering firm in Maryland.** Both groups wanted to get firsthand knowledge of green roofs in general. The engineering firm has two active green roof projects in the works.
- ASLA participated in the **Architect of the Capitol-Senate's Spring Environmental and Energy Showcase.** This Earth Day event, held annually in a Capitol Hill Senate office building, focuses on environmental and energy conservation awareness. Several senators spoke at the event and since it was "bring your child to work day," many children stopped by the booth to learn firsthand about the benefits of a green roof and The Roof is Growing! program on the ASLA website. ASLA also participated in the US Botanic Garden's Earth Day celebration on April 23. Staff handed out ASLA information to promote the organization.

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Government Affairs

- On April 21, **Vermont Governor Jim Douglas signed the landscape architect licensing law, making Vermont the final state to regulate the profession.** Since the inception of the 50 by 2010 program 10 years ago, 17 states have enacted practice acts, including the four states that did not regulate landscape architecture at all. For details, see [LAND](#).
- As part of [ASLA Advocacy Day 2010](#), **landscape architects stormed Capitol Hill on April 29 to urge their legislators to support H.R. 3734, the Urban Revitalization and Livable Communities Act, and H.R. 4202, the Green Infrastructure for Clean Water Act.** During the 410 congressional meetings, ASLA advocates discussed how these two measures will not only help to create healthy livable communities across the country, they will also provide tremendous economic development opportunities. To kick off the day's events [Congressman Albio Sires](#) (NJ) and author of URLC, **addressed our advocates at the Advocacy Day issue briefing and discussed his passion and dedication to creating more urban parks throughout the country.**
- On the heels of the successful Advocacy Day and a congressional briefing on urban parks, **ASLA is mounting an advocacy campaign – 2300 by May 23.** The campaign is designed to urge members to send 2,300 letters – one for every potential park created under the legislation – to Congress on H.R. 3734, the urban parks bill. [Send your letters now!](#)
- On April 20, the House Congressional Urban Parks Task Force hosted a very successful **congressional briefing to highlight HR 3734 and the benefits of urban parks.** ASLA Government Affairs staff, in conjunction with the National Recreation and Parks Association (NRPA), helped to coordinate the briefing with **Eddie George, ASLA**, of the [EDGE Group](#) in Columbus Ohio; [Dr. Susan Wachter](#) of the Wharton School of Business; [Dr. Joe Hughes](#) of the Georgia Institute of Technology; and Salin Geevarghese of the Department of Housing and Urban Affairs (HUD). Addressing a packed hearing room, George highlighted the work that landscape architects perform in planning and designing parks and other projects including large scale community master plans.
- **Reminder: Nominate your chapter to participate in the ASLA Advocacy Summit.** The goal of the 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 using the [online](#) form. Chapters will be selected by May 21. The summit is scheduled for July 30-August 1 in Alexandria, Virginia.
- The **LARE Prep Subcommittee** has been at work developing a process for **creating a LARE Prep Mentor Network.** The subcommittee intends to provide support and networking opportunities to the volunteers to facilitate accurate information about the licensing exam. The goal is to reach candidates who may not have access to a review session or who need more personalized attention. Volunteers can contact their chapter president or [ASLA National](#) to be included in the network.

Publishing and Resource Development

- **The [ASLA 2010 Annual Meeting and EXPO](#) website was soft-launched on Monday** and featured in Tuesday's *LAND Online*. The site contains a complete [schedule at a glance](#), descriptions of all [continuing education sessions](#), and [special events](#)—everything needed to [register for the meeting](#), [plan travel](#), and [book hotel rooms](#). Also included is [Interactive 360](#), which allows attendees to plan and upload the schedules to their Outlook calendars. Back by popular demand is the “**Friend Finder**” feature so prospective attendees can check to see who is already registered. Very few technical issues have arisen since Monday, so an email and fax blast for the hard launch will be sent later this week to all prospects. The **print brochure** will be mailed Friday to more than 80,000 members, former members, advertising prospects, and allied professionals, including selected members of APA, SMPS, and AIA.

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- **Ad contracts** for FY2010 issues of *Landscape Architecture* magazine (*LAM*) **now total 78 percent** of the annual budget revenue goal, with seven issues still left to close. In terms of dollar volume, this is approximately two percent ahead of the same week of 2009. **The June issue will feature the second annual Lighting Directory and will be distributed at the AIA Convention**, June 10-12, in Miami.
- **EXPO and annual meeting sponsorships have grown to 85 percent** of the annual budget revenue goal. In terms of dollar volume, this is approximately 22 percent ahead of the same week in 2009.
- **Letters are being sent this week to those selected by the Board of Trustees to receive ASLA honors.** Nominators and individuals writing letters of support will receive a copy of the letter. Staff are contacting those nominators who were not successful this year to encourage them to resubmit the nominations again next year. **The honors will be announced to the membership and the media on June 29.** Honorary memberships will be presented during the annual meeting in Washington, DC, at the Honorary Members and National Leaders reception on Thursday, September 9. The medals, Landscape Architecture Firm Award, and Community Service Award will be presented at the President's Dinner on Monday, September 13. Both events will be held at the Grand Hyatt.
- The [2010 professional awards](#) were announced on Tuesday, April 27, with a press release linking to the web pages. They were also featured in Tuesday's *LAND Online*.
- **Over 100 student entries representing 36 landscape architecture programs have been received to date for the 2010 Student Awards Program.** The deadline for entry forms is May 14. Official entrants of winning projects will receive a complimentary registration for the annual meeting. Official entrants of each Award of Excellence (up to seven) will also receive travel and hotel accommodations, courtesy of Landscape Structures.
- **Interest in [JobLink](#) is increasing, underscoring other positive economic news for the industry.** As of today, there are 33 postings, up from the weekly average of 20 for the past two months. **ASLA has extended the free JobLink summer internship promotion to its members through the month of May.** Members may post one free intern position per firm, agency, or organization.

Membership and Chapter Services

- **ASLA's current membership stands at 15,979.**

MEMBER CATEGORY	TOTAL
Affiliate ASLA	682
Associate ASLA	1,403
Corporate ASLA	177
Full Member	9,974
Full-Fellow	629
Honorary ASLA	119
International ASLA	181
Student Affil ASLA	513
Student ASLA	2,301

15,979

- **A lapsed member telemarketing campaign** has been launched. Lapsed Full and Associate members from 1/31/05 through 12/31/09 are being contacted (4,869 members). After the first week **18 members were recaptured and 2 LAM subscriptions were recruited.**

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- On Monday The **Membership Minute** was distributed to 227 leadership records, which included chapter membership chairs, presidents, president-elects, and Board of Trustees. This month's focus was motivating member volunteers.
- A **"Welcome to ASLA" email** was sent to the 55 new members processed, and a **"Thank You for Renewing" email** was sent to the 553 renewing members processed the weeks of April 10-May 1. **Membership renewal reminder emails** were sent to the **229 members** (with valid emails) **with a February 28 expiration date** (90-day grace period concludes on May 30) and to the **486 members** (with valid emails) **with a May 31 expiration date**. Also, the **Staying Connected email** was sent to the **275 non-renewing January 31, 2010**, 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.
- On April 28, a [Greening Geneva internship program](#) **application deadline (April 30) reminder** was emailed the 2,220 active ASLA Student members with valid email addresses.
- **President Gary Scott, FASLA**, spoke to 140 attendees on the Sustainable Sites Initiative (SITES) at the **2010 Central States Conference** hosted by the Oklahoma chapter in Oklahoma City, on April 22-24. President Scott noted that "presentations on the Oklahoma City National Memorial and the Survivor Tree were particularly moving."
- The **Midyear Chapter Presidents Council (CPC)** meeting was hosted in Washington, DC, April 30-May 1. Seventy-seven chapter leaders from 44 chapters attended. Follow-up emails regarding expenses and an [attendee survey](#) were distributed. Meeting notes are currently being compiled and will be distributed and posted on the Chapter Operations Workbook in the coming weeks. The annual CPC meeting will be hosted in Washington, DC, on September 9-10.
- The **Emerging Professional Committee** hosted a conference call on Wednesday, April 14. The committee was advised on an administrative change to processing Student/Student Affiliate membership applications. One of the many student membership benefits is a subscription to *LAM*. Currently, the paper edition is selected as the default delivery when processing a student member application. **ASLA will now set the *LAM* delivery default to digital for student members. The change will begin with incoming applications and will not be retroactive.** The application will have instructions on changing the *LAM* delivery method and student members will be able to request a change to the print edition at anytime, free of charge. **This administrative change will reduce postage and printing expenses significantly.**
- **The billing reports were completed and invoices were mailed to:**
 - Membership first renewal (6/30/10) – 1,212 members
 - Membership second renewal (5/31/10) – 932 members
 - Membership final renewal (3/31/10) – 337 members
 - Firm Finder first renewal (6/30/10) – 3 firms
 - Firm Finder second renewal (5/31/10) – 1 firm
 - Firm Finder final renewal (3/31/10) – 2 firms
 - LAM subscription first renewal (6/30/10) – 158 subscribers
 - LAM subscription second renewal (5/31/10) – 132 subscribers
 - LAM subscription final renewal (3/31/10) – 136 subscribers

Public Relations and Communications

- As expected, **ASLA received a flood of applications for the [summer internship opportunity](#) at the U.S Mission in Geneva, Switzerland.** Staff are currently compiling more than 200 submissions, which will be reviewed and narrowed by the faculty advisors, **Terry Clements, ASLA, and ASLA VP**

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Education Richard Hawks, FASLA, with input from Tim Tolland, ASLA. A smaller roster will be forwarded to the mission for review, and a selection of six candidates plus four alternates will be made later this month.

- The **first quarter 2010 Business Quarterly survey** was fielded and reported in [LAND](#). It received an 11.1 percent response rate, and results show some signs of an economic thaw, particularly in the areas regarding inquiries.
- **Staff provided a comprehensive communications effort surrounding an April 20 congressional briefing on the value of urban parks.** Staff secured media coverage on [MSNBC](#), the influential Capitol Hill newspaper [Roll Call](#), as well as several other stories. Staff worked with Government Affairs to create a “[2,300 by May 23](#)” campaign, **to help generate 2,300 letters to Congress on upcoming legislation.** The campaign has been pushed out via multiple social networks, including ASLA’s Facebook and LinkedIn pages.
- Recent coverage of ASLA’s PR efforts have appeared in the [Sun Herald](#), [Knoxville News](#), [Ocean Home magazine](#), [examiner.com](#), [earth911.com](#), and [azobuild.com](#). Staff also worked on a story with the **Associated Press** broadcast division on National Landscape Architecture Month. EVP Somerville was interviewed on the headquarters green roof.
- The new [LAND](#), which debuted April 6, was successfully sent to 17,462 addresses and achieved a **38.8 percent open rate, which is higher than average.** Several stories also have attracted reader comments, a new feature for the e-letter. Yesterday’s issue has an open rate of 30.5 percent as of this morning.
- Thus far, 24 chapters, plus Puerto Rico, have reported back on their **National Landscape Architecture Month** activities. Staff will follow up with others to capture activities and outcomes. You can see who did what [online](#).

Professional Practice

- Two new co-chairs have been appointed to lead the **Housing and Community Design PPN**. They are **Sharon Bradley, ASLA**, of Bradley Site Design Inc. in Washington, DC, and **Rob Parker, ASLA**, of RGA Landscape Architects Inc. in Rancho Mirage, California. Bradley specializes in housing redevelopment, while Parker frequently works on large scale mixed-use projects.
- ASLA received **32 Landscape Architecture Technical Information Series (LATIS) exams** in April as compared to 36 in April 2009. LATIS exams are still up for the year with a receipt of 102 exams for the first four months of 2010, as compared to 100 for the same period last year.
- Membership in the **Professional Practice Networks (PPN)** as of April 30, 2010, was 10,834, which represents a decline of 38 members from the previous month. However, PPN membership is up by nearly 400 since the beginning of 2010.
- The 11th [Intelligent Use of Water Summit: State of the Union](#) was held at the Smithsonian’s National Museum of Natural History in Washington, DC, on April 15. Water policy and conservation professionals discussed innovative programs to conserve and reuse water in drought-prone areas, and addressed storm water and clean water issues in areas of abundant rainfall. Professional practice staff attended on behalf of ASLA.
- On April 15, Professional Practice Manager Liz Guthrie, ASLA, was **invited to speak to a freshman seminar class at Catholic University’s School of Architecture.** Guthrie presented a general overview of the profession as well as a brief overview on SITES. Guthrie also served as a volunteer facilitator for the Coolidge High School Legacy Project held April 17 at the school in Washington, DC.

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The design charrettes were to create a proposal for a school master plan and garden design. The event was organized by the National Capital Planning Commission in collaboration with ASLA and the ACE Mentor Program, as part of ASLA's Landscape Architecture Month. Members from ASLA's Potomac chapter also participated, along with students and community members.

- Professional Practice staff operated an ASLA booth at the 6th Annual [National Sustainable Design Expo](#) on the National Mall in Washington, DC April 24 - 25. The Expo participants included students, scientists, engineers, and business leaders whose innovative technologies advance economic growth while reducing environmental impact. It highlighted technologies that address alternative energy, purification, and distribution of drinking water, reducing pesticide run-off, green buildings, and more.
- On April 28, the **Practice, Education and Research for Sustainable Infrastructure (PERSI) Governing Assembly** met at the National Institute of Building Sciences in Washington, DC. Participants discussed implementation and improvement of best practices for the planning of sustainable infrastructure. ASLA is a participating organization in PERSI and Professional Practice Manager Guthrie attended.
- The **U.S. Green Building Council (USGBC) in partnership with the Natural Resources Defense Council (NRDC)** and the Congress for the New Urbanism (CNU) launched LEED for Neighborhood Development on April 29 with events in Chicago and Washington, DC. LEED-ND is the seventh LEED rating system and the first international bench mark for green communities. Professional Practice Manager Guthrie represented ASLA.

Landscape Architecture Magazine

- On April 25, **LAM staff members attended the 2010 Utne Independent Press Awards dinner in Washington, DC, sponsored by the Utne Reader.** LAM was one of eight magazines nominated for its coverage of health and wellness. The award was given to *Spirituality & Health*, though the nomination itself was significant because nominees are selected only by the editors of the *Utne Reader*, who choose them among their library of 1,200 publications. ASLA was represented by LAM Publisher Ann Looper, Advertising Sales Manager Tammy Workman, Editor-in-Chief Brad McKee, and Managing Editor Lisa Speckhardt.

Deadlines and Reminders

- Voting for 2010-11 president-elect is open through midnight PDT, Wednesday, June 2. Candidates are Brian J. Dougherty, FASLA and Susan M. Hatchell, FASLA. Eligible voters include Full/Fellow, Associate, and International Members. With your election login handy (ASLA member number and personal e-signature passcode), review the candidates' election materials and cast your vote at <https://www.directvote.net/ASLA/>.
- **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.
- Chapters are encouraged to submit their **LAND 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.