

# WASLA TRUSTEES REPORT

## ASLA MID-YEAR MEETING(4/30/10-5/01/10)

by Don Benson, WASLA Trustee

The following Trustees Report(summary) is based on the recently concluded ASLA Mid-Year Meeting. If there are any questions, please contact me at [don\\_benson@urscorp.com](mailto:don_benson@urscorp.com) or 206-438-2027.

### 1. Executive Offices/Administration

LA Magazine now has a new editor, Bradford McKee. Brad is a talented writer and editor and was selected(by ASLA panel) over a number of other candidates. The interview process included oral interviews and written responses to questions.

Four positions were or are being filled after finances improved in 2009. These are legislative analyst, marketing manager, accounting technician and LAM editor.

This year's EXPO(Annual Meeting) is tracking ahead of 2009 and is at almost 85% of their goal. LA Magazine advertising sales are at 75% of their goal for the year.

### 2. Finance and Building Operations

Year 2009 finished in the black after a number of cost-cutting measures (including staff reductions, furloughs, and deferred maintenance activities, etc.) along with improvement in the Stock Market for long term investments. ASLA's net assets increased by approximately \$985,000.

Building Operation issues are to replace two heat pumps(deferred from 2008) and increase sustainability of building operations. Other deferred reviews and/or upgrades will be undertaken subject to available funds.

An audit was conducted at year's end. A couple of recommendations were made to improve operations but the audit found nothing significant.

### 3. Government Affairs

ASLA is continually tracking bills in Congress, the states and DC. ASLA monitors bills that related to business issues(procurement, liability etc.) and policy issues(stormwater management, smart growth, transportation, sustainable design, etc.).

The ASLA Advocacy Network continues to be a valuable tool-very easy to use. I encourage all members to take just a couple of minutes when advocacy alerts are sent to members by ASLA National and hit the Take Action button, follow the prompts and send the messages to your legislators.

ASLA is currently championing two pieces of legislation-Urban Revitalization and Liveable Communities Act(HR 3734) and the Green Infrastructure for Clean Water Act(HR 4202). Trustees and Chapter Presidents visited

Senators and Representatives to encourage them to sponsor, co-sponsor or support legislation. HR 3734 would provide grants(HUD) to local communities to create new and rehabilitate/maintain existing community parks and recreational facilities across the country. HR 4202 would provide grants(EPA) to states and localities to plan and design green infrastructure projects to help manage water quality and quantity across the nation. ASLA is now seeking sponsors of the legislation in the Senate. ASLA staff also worked with Congressman Steve Cohan(TN) to introduce House Concurrent Resolution No. 240 designating the 4th week of April(Landscape Architecture Month) as National Streetscaping Week. Landscape Architects are specifically mentioned in the resolution.

ASLA's campaign for 50 states by 2010 licensure efforts reports further success. Two additional states(Wisconsin and Vermont) now have Practice Acts. Only Illinois, Massachusetts and Maine now have Title Acts only.

#### 4. Public Relations and Communications

ASLA launched a new website "Designing our Future: Sustainable Landscape." The goal is to educate a general audience on exactly what makes a sustainable landscape, the benefits of sustainable landscape design, as well as introducing what landscape architects create. An internet outreach campaign has started through Twitter, the Dirt Blog, Facebook, LinkedIn and Land On-Line. Land On-Line and the Dirt have grown significantly in popularity over the years.

In early 2010, nearly 200 stories in print, television, radio and other on-line media mentioned Landscape Architects. A press release for the Quarterly Business Survey has been prepared.

#### 5. Member and Chapter Services

Membership has increased by about 1% from year-end 2009. Membership in some areas of the country is still declining while in other areas it has increased. However, in most areas, membership has stabilized over the past year.

A new student representative, Barbara Nazarewicz from UC-Davis was elected for the 2010-2011 term.

There were 5 chapter visits in the 1st quarter. More are planned as the budget allows. Almost all Chapters(including WA) participated in LA Month activities in April.

A new class of Fellows(5 from WA) has been nominated and will be selected in the 2nd quarter.

#### 6. Publishing and Resource Development

Digital subscriptions to Landscape Architecture Magazine grew during the 1st quarter. Advertising revenues are on track for the year.

Annual Meeting/EXPO contracts for this year's annual meeting in Washington, D.C. have grown significantly and are ahead of the pace for last year.

There was a record number of Professional Award submittals this year(650). Winners should be announced soon.

Membership telemarketing helped reinstate more than 400 elapsed members.

#### 7. Professional Practice and Information Technology

The Sustainable Sites Initiative(SSI) received over 350 applications for the Pilot Project Program including several international projects. A number of SSI presentations were given throughout last year to educate many about SSI and what is hope to be accomplished.

The Board of Trustees, in one of our breakout sessions, reviewed and listed critical issues that may be facing the profession in the next few years. This collective brainstorming was given to ASLA National staff and the ASLA Executive Committee to help with their strategic planning.

#### 8. Education and Academic Affairs

The LA Continuing Education System(LACES) has been growing, receiving several new applications this year. The Committee on Education is reviewing data collected by CELA(Council of Educators in LA) in the Landscape Information System to make suggestions and recommendations on how data can benefit the profession. The Landscape Architecture Accreditation Board(LAAB) reviewed 8 applications for reaccreditation and one application for initial accreditation.

#### 9. Actions/Votes at Trustee Meeting

Motion to Approve(and approval) of the 2009 Audit Committee Report

Motion to Approve(and approval) of Dues Increase for 2011-2012. This will be \$9(3%) increase for Members and Affiliates(no increase for Associates and Students). There is a periodic review of dues that is done in correspondence with the Consumer Price Index and it was determined the proposed increase was consistent with the CPI. The main reason is so that ASLA member programs can be maintained at the current level to reduce the likelihood of future reductions in service.

Motion to Approve(and approval) of Public Policy Amendments for Universal Design and Public Lands and Forests. This was done to catch up with or align policies with the Millenium Ecosystem Assessment Policies.

New ASLA Vice-Presidents were elected for Membership, Finance and Professional Practice. These will be announced soon by ASLA. ASLA President-Elect nominees(Brian Dougherty, FASLA and Susan Hatchell, FASLA) gave presentations to the Board. An election ballot will be sent soon to members for voting. ASLA Award nominees were also voted on by the Board. Winners will be announced by ASLA soon.