

# ASLA Leaders E-Express ...

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May 19, 2010

## Governance and Administration

- **Last weekend President Gary Scott, FASLA**, delivered the commencement address for the graduating landscape architecture students at the **University of Illinois at Urbana-Champaign**.
- Staff attended the **National Building Museum's (NBM) Civic Innovators gala** on May 11 and shared the ASLA table with Janine Benner, legislative director for Rep. Earl Blumenauer, Hon. ASLA; Tyler Frisbee, Blumenauer's legislative assistant; Mariel Lim, legislative assistant for Rep. Albio Sires; and Janelle Wu, counsel, House Committee on Administration. The table was part of the NBM's sponsor benefits. ASLA was represented by EVP Nancy Somerville, Hon. ASLA, *LAM* Editor Brad McKee, PR and Communications Director Terry Poltrack, Web Manager Jared Green, and Legislative Analyst Kevin O'Hara.
- On May 12, Somerville and McKee represented ASLA at a daylong conference of the **Industry Council for the Built Environment**, organized by the NBM, titled **"Withstanding Natural Disasters,"** which focused on ways of creating communities that are resilient to catastrophic events. **Keith Bowers, ASLA, the President and Founder of Biohabitats, Inc.**, gave a presentation on disasters of a systemic scale, specifically threats to biodiversity, the prospect of climate change, and potential shortages of potable water worldwide. Other speakers included Rep. Earl Blumenauer (D-Ore.) and Rep. Judy Biggert (R-Ill.), as well as representatives of the American Society of Civil Engineers, American Planning Association, American Institute of Architects, Louisiana Recovery Authority, U.S. Department of Housing and Urban Development, and the House Committee on Homeland Security.
- As part of the **ongoing health and well-being program**, staff attended the seminar **"Stretching and Preventing Injury and Gentle Exercises"** that focused on becoming aware of aches and pains and how to treat the injuries and not the symptoms.
- **Voting continues in the election for 2010-2011 president-elect** with 2,371 votes cast as of last Friday, May 14, (1,066 via the web and 1,305 paper ballots). A reminder email was sent on Monday, May 17, to those who have not yet voted, and a final reminder will broadcast on Tuesday morning, June 1. Voting closes at midnight PDT, June 2. 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 election site link is: <https://www.directvote.net/ASLA/>.
- The **Sustainable Sites Initiative™ (SITES™) Executive Committee** met by conference call last Wednesday to review pilot projects and discussed preliminary plans for convening the SITES Coordinating Committee.
- Green roof visitors last week included **students and teachers from the Cleveland Early College High School, Shelby, North Carolina**. Cleveland is an **exploratory high school** and the ASLA green roof was one of the fact-finding missions on the students' list. After the presentation and roof tour, the students returned to the conference room to reflect on their visit, which included discussion and writing about their experience. The requirement was also to take copious amounts of photos of their visit to eventually be compiled into a coffee table book that will be produced by the school. Also visiting was a **representative from Capitol Greenroofs in Virginia and his seven clients**. The rep has made multiple visits to the roof with clients over the years to promote the positive aspects of the green roof. Earlier this week, **faculty and MBA students visited from Curry College, Milton, Massachusetts**. The students were here doing research for their sustainability class.

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## Government Affairs

- **ONLY FOUR DAYS LEFT TO SUPPORT URBAN PARKS!** ASLA's "[2300 by May 23](#)" campaign is nearing the finish line! With 1,800 messages to Congress, a strong final push will get us to our goal of 2300 messages in support of urban parks to Congress by May 23. Please take a moment and use the [Advocacy Network](#) to let your legislators know why parks are important to you and your community!
- Last month **Eddie George, ASLA, spoke about his work in creating green space in Columbus, OH in front of a standing room only crowd at a Congressional Urban Caucus Briefing on the benefits of urban parks.** ASLA has created a [video](#) showing highlights of this briefing which demonstrates how landscape architects can affect the political process. Please watch the video and then use the [Advocacy Network](#) to add your voice to the growing grassroots network of individuals across the country who are advocating for more parks!!
- **ASLA Advocacy Day 2010 efforts are yielding co-sponsors** for both [H.R. 3734, the Urban Revitalization and Livable Communities Act](#) and [H.R. 4202, the Green Infrastructure for Clean Water Act](#). Legislators recently joined in co-sponsoring H.R. 3734 include: Representatives Marcia Fudge (OH), Bennie Thompson (MS), Elijah Cummings (MD), Jared Polis (CO), and Jim McDermott (WA). Legislators signing onto H.R. 4202 include: Representatives Barbara Lee (CA), Bennie Thompson (MS), Albio Sires (NJ), John Yarmouth (KY), David Price (NC), Ed Pastor (AZ), Dennis Moore (KS). **Thanks to all our Advocacy Day participants and our Advocacy Network participants for their great efforts!**
- As an active member of the [Sustainable Urban Forests Coalition](#), ASLA has signed onto coalition letters of support for a number of legislative proposals including: the **Green Infrastructure for Clean Water Act (H.R. 4202)**, an ASLA-crafted bill establishing National Streetscaping Week ([H Con Res 240](#)), The Small Business Environmental Stewardship Assistance Act of 2010 ([HR 4509/S 3269](#)), which will reauthorize the national small business tree planting program, and The Green Communities Act [HR 2222](#), which establishes grants for community greening initiatives.
- 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 brief [online form](#). Chapters will be selected by June 4 (this is an extension from original date of May 21). The summit is scheduled for July 30-August 1 in Alexandria, Virginia. For more details, contact Government Affairs Director [Julia Lent](#).
- **The [LARE Prep Resources](#) have been updated to include new practice vignettes.** There are now three vignettes for each of the graphic sections, Section C (Site Design) and Section E (Grading, Drainage, and Stormwater Management). These vignettes are the result of an agreement with the Council of Landscape Architectural Registration Boards, which is creating the practice vignettes at the same time that its exam committee writes the actual vignettes for the exam. In addition to the vignette problems, two possible passing solutions are also provided for each vignette. **If your chapter is providing an exam review session**, please [contact ASLA](#) so that the information can be provided on this website.

## Publishing and Resource Development

- **Landscape Architecture magazine advertising contracts for Fiscal Year 2010 (February 2010-January 2011 issues) now total 79 percent of the budgeted revenue goal.** Sales for the July issue close this week and are 18 percent ahead of the 2009 July issue sales. In terms of dollar value, sales for the first six issues are slightly ahead of the same week of 2009.

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- **EXPO and annual meeting sponsorship sales now total 86 percent of the budgeted revenue goal.** Sales Managers Mark Frieden and Tammy Workman traveled to New York City yesterday for the International Contemporary Furniture Fair where they met with many new outdoor furniture prospects for advertising and exhibiting.
- **Total registration for the annual meeting is at 526, keeping pace with last year's registration numbers as of this many weeks in advance of the meeting.** Tickets to the Fellows Dinner, the Gala, and tours are selling quite well, with "Embassy Gardens," "Georgetown Gems," and "Virginia Hunt Country" tours proving particularly popular.
- **The US Green Building Council has approved 72 of the 134 ASLA annual meeting continuing education events to count toward Green Building Certification Institute's LEED Credential Maintenance Program.** Additionally, USGBC has listed the ASLA courses on its [website](#), promoting the meeting to LEED accredited professionals outside the landscape architecture profession. The entire annual meeting continuing education program has been uploaded to LA CES. Courses are being submitted to Florida today and work continues on submitting courses to AIA and APA.
- **Last Friday was the deadline** for entry forms for the [Student Awards Program](#). Staff is still processing the forms, but as of this morning more than 400 entries representing 60 landscape architecture programs had been received. So far, 76 new student members have joined through the awards program this year. The jury meets in late June.
- **Letters were sent to those selected by the Board of Trustees to receive ASLA honors** this year. Copies were sent to nominators and individuals writing letters of support. Staff contacted those nominators who were not successful this year to let them know the results and to encourage them to resubmit the nominations next year. The honors will be announced to the membership and the media on June 29.
- **Susan Apollonio will be joining the staff on Monday, May 24, as the new Marketing Manager.** Susan most recently served as Executive Director of the AIA Potomac Valley Chapter in Maryland. Prior to that, she was the Exhibits Manager at the Urban Land Institute (ULI) where she developed ULI's Expo marketing campaign. With Susan's background in both marketing and exhibits management, she will be a welcomed addition to the Publishing and Resource Development Team.

## Membership and Chapter Services

- On May 6, the **online membership application module (8 applications) went live** on [www.asla.org/join](http://www.asla.org/join). Over 70 members have joined using the online membership application thus far.
- The **billing reports were completed and invoices** were mailed to:
  - Membership first renewal (7/31/10) – 1,280 members
  - Membership second renewal (6/30/10) – 1,068 members
  - Membership final renewal (4/30/10) – 393 members
  - Firm Finder first renewal (7/31/10) – 28 firms
  - Firm Finder second renewal (6/30/10) – 2 firms
  - Firm Finder final renewal (4/30/10) – 0 firms
  - LAM subscription first renewal (7/31/10) – 166 subscribers
  - LAM subscription second renewal (6/30/10) – 121 subscribers
  - LAM subscription final renewal (4/30/10) – 84 subscribers.

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- Membership is back above 16,000; see below for detailed chart.

MEMBER CATEGORY	TOTAL
Affiliate ASLA	686
Associate ASLA	1,466
Corporate ASLA	178
Full Member	10,039
Full-Fellow	629
Honorary ASLA	119
International ASLA	183
Student Affil ASLA	522
Student ASLA	2,346

16,168

- The **lapsed member telemarketing campaign** has **recaptured 21 members and 2 LAM subscriptions have been recruited.**
- The April 2010 Chapter Rebate and Deposit reports were emailed to the chapter presidents and treasurers on May 11.
- The **Welcome to ASLA email** was sent to the 70 new members processed and a **Thank You for Renewing email** was sent to the 328 renewing members processed the week of May 2-16.

## Professional Practice

- Professional Practice Manager Rachel Shaw met with **Kim Hodgson of the American Planning Association (APA)** on Monday. Hodgson is spearheading a new APA initiative, the Planning Healthy Communities Forum. This online forum will be a place to share information and discuss topics of planning, public health and sustainability. Professional Practice staff will provide initial feedback on the site prior to launch, and will work with Hodgson to explore future ASLA participation in the initiative.
- Since the release of the **2010 ASLA National Salary Survey questionnaire** on May 10, 846 members have completed and submitted the survey online. It is open through May 28.
- On May 14 and 15, **Dumbarton Oaks Research Library and Collection in Washington, DC**, hosted a symposium – [Designing Wildlife Habitats](#). Targeting landscape architects, the symposium featured designers, scientists, and historians **discussing the role that design can play in facilitating wildlife conservation at different scales**—from niche habitats in urban parks to biosphere reserves. Speakers included Thomas Woltz, ASLA, Kongjian Yu, International ASLA, Kari Stiles, Associate ASLA, and Steven Handel, Honorary ASLA. Professional practice and communications staff attended.
- Professional Practice Vice President Gary Brown, FASLA, presented an overview and status report on the **Sustainable Sites Initiative to the 2010 Spring Meeting of the Iowa Chapters of ASLA and AIA**, and to the Great Plains Chapter of IIDA in Des Moines on May 5. With over 50 people in attendance, it was the largest breakout session of the day and the talk garnered lots of enthusiastic discussion and interest in SITES.

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- Professional practice staff have **completed updates and reformatting of the new edition of previously published LATIS, Reclamation Planning of Pits and Quarries**, by Anthony Bauer, FASLA, and Robert Ford, ASLA. The new edition has gone to the authors for final review. The publication will also be read by volunteers from one of the PPNs as part of the process to determine professional development hours under Landscape Architecture Continuing Education System (LA CES).
- **Sharon Bradley, ASLA, newly appointed co-chair of the Housing and Community Design PPN**, met with Professional Practice staff at ASLA headquarters on Wednesday. Bradley shared with staff an action plan for revitalizing this PPN that she and new co-chair Rob Parker have designed, which includes ideas for discussion items and a newsletter, and for encouraging attendance at the PPN meeting by making direct contact with individual members.
- On May 7, **Laurie Olin, FASLA, gave a lecture at the National Gallery of Art in Washington, DC—*What's Old is New: Rus in Urbs Update***, using examples of influences on his own work. Olin's presentation was part of a celebration of a landmark publication-- *Keywords in American Landscape Design* by Therese O'Malley. The publication is an illustrated dictionary of 100 terms that have endured in the practice of landscape architecture and garden design from the 17<sup>th</sup> century through the mid 19<sup>th</sup> century. LAM Editor Brad McKee and Professional Practice Manager Rachel Shaw attended.
- The **American Association of Homes and Services for the Aging (AAHSA)** recently held a charrette in Washington, DC, **to develop design ideas for the outdoor space** surrounding AAHSA's [Idea House](#), a model house that will be a highlight of AAHSA's annual convention in Los Angeles in November. Jack Carman, FASLA, Richard (Jake) Friend, ASLA, Susan Erikson, ASLA, and Marguerite Koepke, ASLA, participated in the charrettes, along with professional Practice Manager Shaw.

## Public Relations and Communications

- Staff [issued a news release](#) promoting the registration of the 2010 ASLA Annual Meeting and EXPO.
- Recent coverage of ASLA has appeared in the [New York Times](#), [Dallas Morning News](#), [multiple stories](#) in the [Washington Post](#), [Herald Tribune](#), [Lawn & Landscape](#), [Dexigner](#), and [Infrastructurist](#) among others.
- **Staff are finalizing a new YouTube video to promote the recent congressional briefing on the value of urban parks.** As of last Friday, ASLA's videos have been [viewed nearly 62,000 times](#).
- The May 4 issue of [LAND](#) has received an open rate of 35.2 percent, continuing an improved performance since its redesign. By far, the most accessed story focused on the Professional Awards announcement.

## 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/>.

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- **[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 Lapidés; e-mail, [jlapides@asla.org](mailto:jlapides@asla.org).
- The **[Leadership Calendar](#)** can be accessed on the web.