

ASLA Leaders E-Express ...

June 2, 2010

Governance and Administration

- **Voting for 2010-2011 ASLA president-elect closes at midnight tonight PDT.** As of last Thursday, 3,503 votes had been cast (1,454 via the web and 2,049 paper ballots). Candidates are Brian J. Dougherty, FASLA, and Susan M. Hatchell, FASLA. **If you have not yet voted, please take time now to review the candidates' election materials and cast your vote at <https://www.directvote.net/ASLA/>.** Eligible voters include Full/Fellow, Associate, and International Members. Results will be announced in the next issue of the E-Express.
- **President-Elect Jonathan Mueller, FASLA, encourages you to support ASLA and the profession through national committee service.** Please review his [Call for 2011 Committee Volunteers](#) and **send expressions of interest to Corporate Secretary Mary Hanson, Hon. ASLA, (mhanson@asla.org) by Friday, July 9.** All ASLA members are eligible for service and new terms will begin at the close of the Washington, DC, annual meeting in September.
- **President Gary Scott, FASLA, and Past President Perry Howard, FASLA, represented ASLA at the just-concluded meeting of the International Federation of Landscape Architects** in Suzhou, China.
- **President-Elect Mueller** and Government Affairs Director Julia Lent will be **heading to Vermont this week to join the chapter in its celebration of that state's new licensure law.**
- **The Sustainable Sites Initiative (SITES) held orientation webinars last week and this week for teams involved in the selected pilot projects.** In addition to providing general background on SITES, the webinars covered communications protocols and resources/support available to the pilot project teams. Webinars with the pilot projects are expected to be held monthly.
- The **Landscape Architecture Continuing Education System (LA CES)** Administrative, Provider Approval, and Monitoring Committees met by conference call today. LA CES is a joint program of ASLA, CLARB, LAAB, CELA, LAF, and CSLA. To date, over 100 providers have joined the program, more than 350 active courses are included in the [LA CES database](#), and licensing boards in 20 jurisdictions have deemed LA CES courses to be acceptable for meeting continuing education requirements. In addition to reviewing the program status, the committees approved a process for monitoring providers. The monitoring process will be used for the first time this summer.
- Last week, EVP Nancy Somerville, Hon. ASLA, gave a presentation on the **Sustainable Sites Initiative at the Master Gardener Annual Training Day event held at the University of Maryland.** Also last week, Somerville participated in the **Renewable Natural Resources Foundation (RNRF)** program development and strategic planning committee meetings. RNRF is planning its next congress around the topic of green infrastructure and the impact of growing urban areas on natural resources.
- Last Saturday, Special Assistant to the EVP Swann attended **the first joint program of Maryland ASLA and the local US Green Building Council at green roof plant expert Ed Snodgrass's Emory Knoll Farms.** A major supplier of green roof plants, including those on ASLA's roof, Snodgrass presented his demonstration projects, which included stormwater runoff monitoring and growing media testing.

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Government Affairs

- ASLA's "[2300 by May 23](#)" campaign was a tremendous success, with more than 2,500 messages to Congress in support of HR 3734, the [Urban Revitalization and Livable Communities Act](#). With 124 sponsors and counting in the House, and a Senate companion bill imminent, the momentum behind this bill is strong. Even with the 2300 by May 23 campaign at a close, your continued advocacy will only build support for the bill - [send your message now!](#)
- During ASLA Advocacy Day 2010, many congressional staffers expressed interest in a tour of the ASLA green roof. As a member of the [High Performance Building Congressional Caucus Coalition](#), ASLA is hosting a green roof tour and briefing as part of High Performance Building Week. The tour and briefing are scheduled for Wednesday, June 16.
- As a result of ASLA's advocacy efforts, the office of **Congressman David Price (NC)** has contacted government affairs staff to inform us that **Congressman Price has joined in sponsoring both, [H.R. 3734, the Urban Revitalization and Livable Communities Act](#), and [H.R. 4202, the Green Infrastructure for Clean Water Act](#).**
- **Complete Streets Best Practices Manual Now Available!** Drawing on lessons learned from more than 30 communities around the country, *Complete Streets: Best Policy and Implementation Practices* provides insight into successful policy and implementation practices that have resulted in complete streets. The report also provides insight into design issues, handling costs, and ways of working with various stakeholders. The [National Complete Streets Coalition website](#) includes additional report details and purchase information. ASLA is an active member of the Coalition.
- Legislative Analyst Kevin O'Hara attended a **US House of Representatives Natural Resources National Parks, Forests and Public Lands Subcommittee Hearing** entitled "**Building on America's Best Idea: The Next Century of the National Park System.**" The hearing focused on a recent report commissioned by the National Parks Conservation Association entitled [Advancing the National Park Ideal](#) and featured testimony from National Park Service Director Jon Jarvis and members of the [National Parks Second Century Commission](#) charged with drafting the report.
- Federal Government Affairs Manager Roxanne Blackwell and Analyst O'Hara participated in the **Green Infrastructure Community of Practice** meeting, where featured speaker Bruce Beard of the Department of Defense spoke on the "**Sustainable Range Initiative,**" a program designed to maintain military readiness while also protecting and preserving the natural environment.
- **Active Living Research** recently released two reports on exploring the relationship between [Parks, Playgrounds and Active Living](#). The synthesis concluded that parks and playground of all types and sizes help foster healthy, active lifestyles. The author cited the importance of connector trails in an [interview](#) with the online Planetizen newspaper. The second report emphasizes the [Economic Benefits of Open Space, Recreational Facilities, and Walkable Community Design](#), another example of the growing body of research that demonstrates the importance of landscape architecture in keeping our communities healthy, livable, and economically vibrant.
- Last chance: **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](#).
- **Legislation has passed in Connecticut that allows landscape architects to participate in professional corporations.** Previously, only architects and engineers were authorized to form such

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entities. This follows a multi-year effort by the chapter on behalf of this legislation. It goes into effect July 1, 2010.

- **Sunset legislation has been common this year. The Maryland Chapter successfully defended its practice act** during the legislative session this year. That state's sunset date was shifted from 2013 to 2010, requiring action this year. Legislation was enacted to extend the sunset date to 2024. **Oklahoma** also successfully extended the sunset date for its licensing board to 2014. **West Virginia** enacted legislation that eliminated the need for future sunset reviews for landscape architects and many other professions.

Public Relations and Communications

- At the US Department of State's suggestion, the **Geneva summer internship program has been expanded to include nine rather than six students**. Nine students from nine different landscape architecture programs have been offered two-week internships, and all have accepted. Four additional students were offered alternate status and they, too, have accepted. **The nine students and three academics will go to Geneva August 1-14 to develop a five-year plan to green the grounds of the U.S. Mission there.**
- A **press release was issued announcing the more than 150 [pilot projects for SITES](#)**, and outreach has begun to local markets where the pilots are located. **Thus far there have been more than 30 media pick-ups this week**, most focused on the news of individual local projects being chosen as part of the SITES pilot program.
- Staff [created a YouTube video](#) on the congressional briefing supporting legislation to create more urban parks. The video has already received hundreds of views and made [ASLA's YouTube channel](#) **one of the most visited non-profit channels** on the popular video sharing site.
- Staff [issued a news release](#) announcing the **2010 Landmark Award**.
- Recent coverage of ASLA has appeared on the **Tuscon, Arizona CBS station**, [Dexigner](#), [Earth Times](#), [Des Moines Register](#), and [Salt Lake Tribune](#). Upcoming stories are anticipated in *Landscape World* magazine, *PRO* magazine, and the French lifestyle magazine *Vivre Côté Terrasses et Jardins*.
- The **May 18 issue of [LAND](#)**, the most recent due to a break for the Memorial Day holiday, was successfully delivered to 17,550 email addresses and received an open rate of 35.0 percent along with several reader comments on items. The issue was also sent to 4,736 advertising prospects, with a 27.2 percent open rate. For both groups, the story receiving the most click-throughs featured New York City's Bryant Park, the 2010 [Landmark Award](#) recipient.
- Thus far for the month of May, [asla.org](#) has received 460,425 page views from 65,010 unique visitors.
- **Work has begun on the second set of 10 case histories for the [Design Our Future: Sustainable Landscapes](#) subsite**. Staff is also planning for the addition of a video channel to the subsite to illustrate various sustainable design practices. This work is being funded by a **National Endowment for the Arts** grant. To date, the pages have received more the 37,209 pages views.
- **The *Dirt* content has had wide exposure around the blogosphere**. *Infrastructurist*, a top infrastructure blog, featured the urban parks campaign and [Dirt post on the ASLA congressional hearing](#).

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- Staff attended parts of a major two-day **conference on “Good Jobs, Green Jobs,”** featuring Senator John Kerry, U.S. Energy Secretary Steven Chu, Governor Ed Rendell, and more than 100 educational sessions. **ArchNewsNow featured the series of subsequent *Dirt* reports from the event:** [Moving Towards a Green Economy](#); [Rebuilding Communities through Brownfield Rehabilitation](#); and [Philadelphia’s Cutting Edge Green Infrastructure Plan](#). [Philadelphia’s Water Utility](#) also featured the last post.
- Staff attended a two-day **symposium on designing wildlife habitats** organized by Harvard University’s Dumbarton Oaks and posted a three-part series: [Designing for the Full Range of Biodiversity](#); [Restoring the Balance between People and Nature through Wildlife Habitat Design](#); and [Recreating Wildlife Habitat in Cities](#). [The Trust for Public Land’s blog](#) featured the series.
- Staff attended the **U.S. Green Building Council’s Federal Summit** and wrote up a session on [calculating sustainable return on investment](#).

Publishing and Resource Development

- **[Annual meeting registration](#) continues to track closely with 2009, with 609 registrants as of this morning.** In addition to the tours and field sessions, the Gala, Fellows Dinner, and President’s Dinner, LARE workshops, and the Lightwalk are also proving very popular. A multi-level marketing campaign will launch this week to include emails, faxes, *LAND Online* articles, Facebook, LinkedIn, and advertising in allied organization publications.
- **Sales for the EXPO and sponsorships have increased to 88 percent** of the annual budget goal. In terms of dollar value, sales continue to track approximately 20 percent ahead of sales at the same number of weeks in advance of the 2009 meeting.
- **Advertising contracts for *Landscape Architecture* magazine have increased to 80 percent of the 2010 annual budget goal.** In terms of dollar value, the first six issues of the year (February-July) have closed slightly ahead of sales for the same issues of 2009. The sales team reports recent renewed interest in magazine advertising from prospects, which had been lagging through the recession. Several new contracts are for multiple issues, boding well for the recovery. A marketing push for the September “show issue” and the October “centennial issue” will ensue next week.
- **Sales staff have identified nearly 150 new prospects** for advertising, exhibiting, and corporate memberships that will be exhibiting at the **AIA Convention** next week in Miami. A targeted marketing campaign was rolled out to introduce ASLA’s advertising opportunities to these new prospects prior to the sales team meeting them at the AIA show.
- **Staff have completed submissions of annual meeting education sessions** to the State of Florida, APA/AICP, and USGBC (which has completed approval of 72 sessions for LEED-AP credit). Sessions will be submitted this week to the AIA for approval.
- **The Council of Fellows jury will meet at ASLA headquarters this weekend** to consider 111 nominations (107 nominees—some were nominated in two categories) in selecting the Class of 2010 for investiture at the annual meeting. This represents a **60 percent increase in nominations over 2009**.

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Membership and Chapter Services

- **ASLA's current membership stands at 15,958.**

MEMBER CATEGORY	TOTAL
Affiliate ASLA	675
Associate ASLA	1,497
Corporate ASLA	174
Full Member	9,925
Full-Fellow	628
Honorary ASLA	119
International ASLA	179
Student Affil ASLA	502
Student ASLA	2,259

15,958

- The **lapsed member telemarketing campaign** has **recaptured a total of 28 members and 2 LAM subscriptions have been recruited.**
- The **Welcome to ASLA** email was sent to the 24 new members processed and the **Thank You for Renewing** email was sent to the 452 renewing members processed between May 17-31.
- **Renew Your Membership reminder emails** were sent to the following open renewal periods with valid emails: **184 members with a February 28** expiration date (90-day grace period concluded on May 29); **336 members with a May 31** expiration date; **434 members with a June 30** expiration date, and to the **153 members with a March 31** (90-day grace period concludes on June 29).
- The **FREE Associate Member** benefit email was sent to the **521 student members with a 2010 graduation date** (this email is also sent around the December graduations); a total of 113 students have responded.

Professional Practice

- On May 28, Professional Practice Manager Rachel Shaw attended the **quarterly Smart Growth Network (SGN) steering committee meeting at EPA headquarters in Washington, DC.** Topics of discussion included growth of the SGN, review of draft policy statements on housing and rural issues, and consideration of topics and speakers for the SGN meeting in September.
- **Membership in the Professional Practice Networks (PPN) as of May 28, 2010 was 10,899**, which represents an increase of 65 over the previous month. PPN membership is up over 460 since the beginning of 2010.
- **"Reclamation of Pits and Quarries, 2nd edition" is being updated and reviewed as part of the Landscape Architecture Technical Information Series (LATIS).** It will be eligible for certification under the Landscape Architecture Continuing Education System (LA CES) once the review process is completed. Staff contacted Professional Practice Network (PPN) members who have agreed to report the number of hours it takes to read the LATIS paper. This information will be used to determine the number of professional development hours assigned. **Members may also take the self-test without charge for participating in the review.**

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- ASLA has **provided the Digital Technology PPN with a blog**. It will be tested by the PPN's Co-chairs, **Mark Lindhult, FASLA**, and **Richard Powers, ASLA**, prior to making it available to the PPN members.
- Professional Practice Manager Liz Guthrie, ASLA, was invited to participate as a reviewer for the Civic Places category on the external panel for the [U.S. Environmental Protection Agency's 2010 National Award for Smart Growth Achievement](#). Now in its ninth year, the EPA awards program recognizes achievements of the public and private sector in five categories—Overall Excellence; Smart Growth and Green Buildings; Programs, Policies and Regulations; Civic Places; and Rural Smart Growth.

Deadlines and Reminders

- **Voting for 2010-11 president-elect ends tonight at midnight PDT!** 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 made by June 4, 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.
- The [Leadership Calendar](#) can be accessed on the web.