

ASLA Leaders E-Express ...

February 16, 2011

Governance and Administration

- The **ASLA Executive Committee** met in Washington, DC, February 11-12. Highlights of the meeting included: review of the fourth quarter Program and Operations Report and the FY 2010 year-end finance and investments report; federal advocacy updates; a meeting with the senior staff of the **Green Building Certification Institute (GBCI)**; review of proposed revisions to administrative policies on conflict of interest and document retention for action by the Board of Trustees at midyear; review of proposed amendments to the ASLA Constitution and Bylaws to bring those documents into conformance with the new ASLA/Landscape Architecture Foundation Memorandum of Understanding; and a briefing from the **U.S. General Services Administration's Commissioner of the Public Building Service, Robert A. Peck, Hon. ASLA**.
- The Executive Committee also continued discussions on **two issues related to member qualifications**: 1) whether licensure should be required for Full membership in the Society; and 2) whether Full membership should be open to internationally educated landscape architects in place of the International membership category. The Licensure Committee has taken the lead on the licensure/membership issue while the Member Services Committee has taken the lead on the international/membership issue, with collaboration between committees for both projects. The committees' reports, which are now being finalized, will be forwarded to the trustees and chapter presidents later this month along with membership survey results and additional background. **Three joint BOT/CPC webinars are being scheduled to present the reports and to allow time for Q&A regarding the research.** Dates and times for the calls are: Tuesday, March 1, 2:00-4:00pm EST; Wednesday, March 2, 2:00-4:00pm EST; and Thursday, March 3, 2:00-4:00pm EST.
- Recently, EVP Nancy Somerville, Hon. ASLA, and Managing Director of Publishing and Resource Development Ann Looper met with **Greenway Group** CEO Jim Cramer and Managing Principal Doug Parker to discuss landscape architecture and design industry trends, professional practice research opportunities, Greenway's annual survey of design education, and additional opportunities for collaboration.
- EVP Somerville represented ASLA at the **American Architectural Foundation's (AAF) Accent on Architecture Gala** on February 4. The event featured a new joint AAF/U.S. Conference of Mayors award named after **Charleston Mayor Joseph P. Riley Jr., Hon. ASLA**. Chicago **Mayor Richard Daley, Hon. ASLA**, was the recipient.

Government Affairs

- **Act Now!** This week, the House of Representatives is considering the fiscal year 2011 Continuing Resolution, (H.R. 1) that seeks to dramatically cut funding from a number of programs critical to the livelihood of the landscape architecture profession. In particular, the measure virtually eliminates funding for the Land and Water Conservation Fund (LWCF). ASLA is also anticipating amendments that would cut the Transportation Enhancements (TE) program, Safe Routes To Schools program and other transportation planning and design programs. ASLA activated the [Advocacy Network](#) to ask members to contact their legislators to urge them restore funding to this vital program. **Please encourage all your chapter members to contact their legislators about protecting the LWCF.**
- **Also in budget news, President Obama has released the [FY 2012 budget](#),** which includes many items of interest to landscape architects. Unlike H.R. 1, the president's budget calls for full funding of the Land and Water Conservation Fund and a robust transportation proposal.
- [Advocacy Network Training Session](#): Do you have chapter members that are new to ASLA or members that want to be more engaged in advocacy? **ASLA Government Affairs will hold an**

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online ASLA Advocacy Network training session on Friday, February 24, at 1:00 p.m. EST.

This training is targeted to ASLA members who would like to learn to use ASLA's valuable grassroots tool, the Advocacy Network. Participants will also learn how participation in the advocacy network helps raise the profile of the profession by supporting federal and state legislation important to landscape architects.

- **Important Reminder!** Chapter leaders, please encourage your members to use the [ASLA Green Infrastructure Projects Survey](#) to submit case studies and background information on their stormwater management projects. **ASLA is working to submit at least 300 case studies to demonstrate to the United States Environmental Protection Agency (EPA) the effectiveness and cost benefits of green infrastructure and Low Impact Development to address stormwater issues.** EPA has begun the preliminary stages of the [Proposed National Rulemaking To Strengthen the Stormwater Program](#), which could call for increased use of green infrastructure techniques, which could provide tremendous employment opportunities for the profession. We need everyone's participation on this critical advocacy effort!
- **The new year is off to a great start on the Advocacy Network front.** Over 1,873 messages have been sent to date to legislators [reintroducing them to landscape architecture](#), congratulating them on their elections, and on the importance of [transportation infrastructure to the economy](#) and on the LWCF. In addition, state leaders have utilized the network to communicate with chapter members on issues of importance in their states. Keep up the good work!
- On February 7, Government Affairs Director Julia Lent and Legislative Analyst Kevin O'Hara participated in an advocacy training session with the Maryland Chapter and its legislative consultant, Jack Neil. The MDASLA had a great turnout at the State House, where we discussed strategies for building relationships with policymakers and effective advocacy. **If you and your chapter would like to continue to build your advocacy capacity visit the [ASLA Advocacy Tools](#) page, where you can download toolkits and resources designed to help initiate and sustain a successful advocacy agenda.**
- The Oregon chapter is participating in a joint advocacy day on February 28 billed as **Design Professionals Day at the Capitol**. ASLA is providing magazines and handouts in support of this effort. If your chapter is planning an advocacy event, be sure to contact [ASLA National](#) to get more information on the materials available.
- **Great News! Congressman Albio Sires, along with 30 original co-sponsors, reintroduced [the Urban Revitalization and Livable Communities Act \(H.R. 709\)](#) this week.** ASLA Government Affairs staff and our grassroots advocates will diligently work to pass this important urban parks legislation.
- The Ohio chapter is working with staff to [encourage Congressman Steven LaTourette \(OH\) to help reintroduce the Complete Streets legislation](#) for this current Congress. Last Congress, after hearing from Ohio advocates, Congressman LaTourette joined in sponsoring the bill and has recently stated that he now understands the importance of including bicycle and pedestrian paths in the overall transportation network.
- **ASLA was invited to participate in a [Let's Move](#) conference call** featuring First Lady Michelle Obama, Interior Secretary Ken Salazar and Let's Move Honorary co-chairs Drew Brees and Dominique Dawes, and Mark Dessauer from [Healthy Kids Healthy Communities](#). The call, which celebrated the first anniversary of Let's Move, focused on the importance of good design in creating the next generation of healthy communities and children. Let's Move is specifically focusing on promoting better connections between kids and [parks](#), [Complete Streets](#), [Safe Routes to School](#), and joint use agreements between schools and communities to use school playgrounds as parks; all of which landscape architects have much expertise to lend.

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- Government Affairs and Public Relations staff attended the [High Speed Rail](#) Conference in Washington, DC. The conference featured a panel discussing the importance of Transit Oriented Development and numerous legislators offering their prognoses on the future of high speed rail in the United States.

Publishing and Resource Development

- **Advertising contracts for *Landscape Architecture Magazine (LAM)* now total 69 percent of the 2011 annual budget goal.** Sales continue to track significantly ahead of the previous year's progress as of this week in 2010. In celebration of National Landscape Architecture Month, the April issue will be posted online for free downloading and viewing. Staff are working with Public Relations staff to coordinate providing free issues of the April *LAM* for chapter events.
- **EXPO and annual meeting sponsorship sales now total 66 percent of the annual budget goal.** Sales for 2011 are tracking similarly to 2010 sales, which holds the record as the largest EXPO in ASLA history.
- **Eighteen schools of landscape architecture have so far signed up to participate in the annual meeting's Alumni Reunion.** Since the last Express, UC Berkeley, UC Davis, Cornell, University of Georgia, University of Idaho, University of Massachusetts, University of Michigan, University of New Mexico, Purdue University, and Utah State University have sent in their forms. Three schools will host a private reception prior to the Alumni Reunion: Louisiana State University, SUNY ESF, and UC Berkeley. Staff have set a goal of besting last year's record of 41 participating schools, so chapter leaders are encouraged to reach out to the schools in their territories. For more information, please contact Coordinator Melissa Soares at msoares@asla.org.
- As of today, **250 entries have been received for the [ASLA 2011 professional awards program](#).** The deadline for entries is Friday, February 25, and for submissions is Friday, March 11.
- **JobLink online job postings are holding steady at 36** with three summer internship postings for the month of February. [Free JobLink summer internship postings](#) are available to ASLA members during the months of February, March, and April.
- **Meetings and Special Programs Director Joyce DePass has been invited to share her convention management expertise at two upcoming events:** the Experient Envision Conference, March 2, in Cincinnati; and the Professional Convention Management Association Capital Chapter, March 17, in Washington, DC.
- **Abby Klar will join the ASLA staff next Wednesday as a sales manager.** She has a strong sales background, most recently working for Standard Rate and Data Service, selling marketing solutions to publishers. Among the number of associations for which she has sold advertising are the Construction Specifications Institute and the National Trust for Historic Preservation.

Member and Chapter Services

- **As of today, the current ASLA membership is 15,776** (see details):

MEMBER CATEGORY	TOTAL
Affiliate ASLA	669
Associate ASLA	1,410
Corporate ASLA	184

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Full Member	9,741
Full-Fellow	663
Honorary ASLA	126
International ASLA	185
Student Affiliate ASLA	425
Student ASLA	2,373

- A total of **107 new and rejoin member applications and 367 renewal invoices** were processed between February 3-15. Note that 55 of the new and rejoin applications are student members.
- **Billing reports were completed and invoices were mailed to:**
 - Membership first renewal (4/30/11) – 932 members
 - Membership second renewal (3/31/11) – 950 members
 - Membership final renewal (1/31/11) – 474 members
 - Firm Finder first renewal (4/30/11) – 1 firm
 - Firm Finder second renewal (3/31/11) – 1 firm
 - Firm Finder final renewal (1/31/11) – 2 firms
 - LAM subscription first renewal (4/30/11) – 166 subscribers
 - LAM subscription second renewal (3/31/11) – 143 subscribers
 - LAM subscription final renewal (1/31/11) – 95 subscribers
- Membership correspondence included: the **Membership Minute to 216 chapter leaders** on February 7 with a focus on balancing the need to for fresh perspectives with maintaining institutional knowledge; the **Welcome to ASLA email** was sent to the 25 new members and the **Thank You for Renewing email** was sent to the 365 renewing members processed between of 2/1/11–2/13/11. **Renew Your Membership** reminder emails were sent to the following open renewal periods with valid emails: **169 members** with a November 30 expiration date (90-day grace period concludes on February 28) and **547 members** with a February 28 expiration date. The **Staying Connected** email was sent to the **202 October 2010 non-renewals**.

Public Relations and Communications

- To date, 36 of the 48 chapters have appointed representatives to attend the **Public Awareness summit** July 22-14 in Alexandria, Virginia. Campaign planning is underway.
- Staff has begun aggressive outreach to chapters to encourage information sharing about their **National Landscape Architecture Month** plans and to offer ideas and support. To date, 24 of the 48 chapters have accepted ASLA's offer to send them 50 copies of the April issue of *Landscape Architecture Magazine* to share at their events.
- Recent coverage of ASLA has appeared in the [St. Louis Post Dispatch](#), [Naperville Sun](#), and [Durability + Design magazine](#). Staff are also working with *Total Landscape Care*, the *Federal Times*, *Prevention* magazine, and *Bloomberg* on stories about landscape architecture.
- Staff uploaded the latest **sustainable landscapes animations** to [Facebook](#) and [YouTube](#) and promoted it via [Twitter](#). The five completed animations were emailed to all ASLA members. So far, they have received more than **5,200 video views**.
- Design writer Allison Arieff, narrator of two of the animations, did a post on the project on [Good magazine's website](#), which receives some 2 million unique visitors per month. [Sustainable Cities Collective](#) also highlighted a new animation, "[Building a Park Out of Waste](#)."

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- **Other online coverage:** Staff conducted an exclusive interview with Peter Calthorpe, author of *Urbanism in the Age of Climate Change* and a leading urban designer. [Planetizen](#) featured the interview, as did ArchNewsNow. Coverage of *The Dirt* included ArchNewsNow and [Planetizen](#) posts on an itema on the BRT systems, and [EMBARQ](#) featured the same post in its “In the News” section. ArchNewsNow featured the new call for case studies for the EPA Rulemaking. [Mongabay](#) featured a post on the new wildlife crossing competition. And [CityFix](#) made the post on the Transbay Transit Center a top pick.

Professional Practice

- **Reclamation and Restoration PPN Chair Lori Woods, ASLA**, was recruited to join a **National Park Service (NPS) committee on invasive plants in urban areas**. NPS had approached ASLA regarding representation on the committee, which will meet several times via conference call until May 2011. The committee will investigate the feasibility of conducting a national forum on managing invasive plant species in urban areas.
- **New LinkedIn groups have been created for the following PPNs:** Sustainable Design and Development, Design-Build, Parks and Recreation, and Landscape Architecture and Transportation.
- The **2011 Annual PPN Member Survey is underway**. Survey administration is being staggered this year. The first PPNs to receive the survey are Campus Planning and Design, Women in Landscape Architecture, Healthcare and Therapeutic Design, and Children’s Outdoor Environments.
- Through the efforts of the Archives and Collections Committee, ASLA has developed a [reference guide for archiving](#) including steps for landscape architects to consider and how to proceed with establishing a collection of materials of their executed works.
- The 10th annual conference of [New Partners for Smart Growth: Building Safe, Healthy and Livable Communities](#) took place January 3-5 in Charlotte, NC, in which ASLA was a sponsor. North Carolina Chapter President Auggie Wong, ASLA, and trustee Matt Langston, ASLA, were recruited to help represent ASLA at the meeting.

Deadlines and Reminders

- The **deadline for the [ASLA 2011 professional awards program](#), entries is Friday, February 25**, and for submissions is Friday, March 11.
- The **call for nominations for 2011 [ASLA Honors](#) is open until March 4**.
- The **2011 midyear meeting dates have been set for May 18-21** at the Grand Hyatt in Washington, DC. The basic schedule has been added to the [Leadership Calendar](#).
- Chapters are encouraged to submit their **LAND Chapter Chat items** (e.g. events, partnerships, accolades, etc) to ASLA Public Relations Coordinator Michael Cowden; e-mail, mcowden@asla.org.
- The [Leadership Calendar](#) can be accessed on the web.