

ASLA Leaders E-Express ...

February 4, 2009

Governance and Administration

- The **Sustainable Sites Initiative Steering Committee** met for a preliminary review of the comments received during the public comment period; the process and timeline for revision of the prerequisites and credits; to provide direction to the technical subcommittees; the timeline for report revisions and publication of the next report; and to discuss methodologies for ranking the credits.
- Somerville participated in a meeting of the **Greater Washington Board of Trade Green Committee's Carbon Cut subcommittee** on January 26. The subcommittee is developing a **voluntary carbon offset program** that will fund regional projects including energy efficiency retrofits, green roofs, and tree planting.
- ASLA hosted a group organized by the **U.S. Green Building Council** on January 22. The green roof presentation and tour included representatives from the insurance industry who were interested in learning more about green roofs.
- The **Landscape Architecture Continuing Education System (LA CES) Administrative Committee** met for the first time and elected Landscape Architectural Accreditation Board representative **Tony Barnes, FASLA**, as the committee chair for 2009, approved standards for a new "course equivalents" category of continuing education, and received reports on marketing/promotion plans and discussions with the New York State licensing board regarding acceptance of LA CES.

Government Affairs

- **State legislatures are in full swing, with Virginia, Washington and Vermont all seeing action.** The Virginia upgrade legislation was approved unanimously in committee and then approved by the full Senate. It now awaits action in the House. Washington State has begun its committee hearings for its upgrade legislation. Vermont has its first committee hearing today for legislation that would establish licensure.
- **California landscape architects continue to fight against the elimination of that state's board, the Landscape Architects Technical Committee (LATC).** At this stage, there is no evidence that this would eliminate licensure, although it certainly could affect the resources available to administer the regulatory program. ASLA's Advocacy Network has been activated to allow Californians to fax Governor Arnold Schwarzenegger and state legislators. To date, 328 faxes have been sent to the governor and 278 messages have been sent to the legislature via the Network. **All chapters should be vigilant against possible government "streamlining" efforts.** It is no secret that state budgets are tight and **states may look to eliminate/combine boards or otherwise affect professional regulation to increase revenue or decrease spending.**
- ASLA is pleased to announce that Senator Maria Cantwell (WA) introduced the **Clean Energy Stimulus and Investment Assurance Act of 2009 (S.320)**, legislation geared toward creating high-wage green-collar jobs and revitalizing the economy through clean energy investments. ASLA worked with Senator Cantwell's office to ensure that a section of the bill was dedicated to providing a **tax credit for the installation and maintenance of green roofs on commercial and residential buildings.** For more information on the green roof provision of the bill, please visit the [ASLA Advocacy Network](#).
- Senator Tom Carper (DE) and Congresswoman Ellen Tauscher (CA) are planning to introduce transportation planning legislation in the upcoming weeks and **would like comments, suggestions and recommendation on the drafts. If you have expertise in transportation planning issues, please contact [Federal Government Affairs Manager Blackwell](#)** to discuss the draft legislation.

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- Staff attended the "**Outlook in the States and Localities**" conference. The meeting focused on various state and local issues, the impact that the economic crisis has had on those economies, and how a stimulus package may affect state and local governments. Mark Zandi, Chief Economist and co-founder of Moody's Economy.com, gave the keynote address on how he sees the states in 2009 and how it will impact their spending priorities.
- On January 28, ASLA participated in a conference call with the **National Complete Streets Coalition** to discuss **ASLA's In-District Advocacy Day**. They also discussed the status of congressional efforts to re-introduce Complete Streets legislation. Finally, the coalition reviewed proposed funding for transportation improvements in the House and Senate economic stimulus bills, and outlined strategies to advocate for states and local governments to incorporate Complete Streets principles into newly funded transportation projects.
- The **HALS Subcommittee of the Historic Preservation PPN** held its first quarterly conference call. The group discussed preparations for advocacy efforts for HALS, plus ideas for education sessions, field sessions, and tours for the upcoming ASLA Annual Meetings in Chicago and Washington, DC.
- Last week, the House of Representatives passed H.R. 1, *The American Recovery and Reinvestment Act of 2009*. During last minute negotiations on the bill, funding for the National Mall was stripped for the bill. **ASLA activated the Advocacy Network to request that ASLA members contact their legislators to urge them to restore the funding.** Funding for repair, maintenance and preservation of the National Mall could lead to landscape architecture jobs and contracting opportunities. The House of Representatives passed the stimulus package without the National Mall funding. Contact your legislator to let them know how you feel!!!

Public Relations and Communications

- ASLA issued a statement on the deleted **National Mall provision**. The statement has been used in the [Chicago Tribune](#), [Earthtimes](#), and will also be used in several **Hanley Wood architecture publications**.
- PR Staff are working with *Denver magazine*, *Luxe magazines*, *Builder Architect magazine*, and *Architectural Products magazine* on stories about ASLA and landscape architecture.
- ASLA staff reached out to the Board of Trustees for assistance encouraging Chapters to begin planning National Landscape Architecture Month (NLAM) activities. In addition, staff have **updated the Career Discovery power point and the Public Relations Guide for Chapters**. They will be posted on asla.org this week for use in conjunction with NLAM.

Publishing and Resource Development

- As of early February, nearly 400 **entries have been received for the [ASLA 2009 professional awards program](#)**, nearly 20 percent higher than the same time last year. **The deadline for entries is Friday, February 6, and for submissions is Friday, February 20.**
- **Firms represented by ASLA members receive [one free internship posting in JobLink](#) during February, March, and April.** This special member offer [was announced in LAND Online](#), posted on the Facebook group page and emailed to the group's more than 2,600 members. Five firms have already taken advantage of the offer.
- **The 2009 [annual meeting education program call for submissions](#) is open through February 20.** The Annual Meeting Education Advisory Committee is championing a number of submissions on important topics.

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- More than 30 ASLA member volunteers and staff participated in the **NAHB International Builders' Show in Las Vegas**. Many attendees participated in the free land planning workshops, met with members in the ASLA booth for a free "Ask a Landscape Architect" consultation and received a Firm Finder list of ASLA members in their areas. Over 2,000 copies of *LAM* and the *Garden Design* awards issue were distributed and 29 *LAM* subscriptions were sold on site.
- The deadline for applications for the **two \$4,000 [ASLA Council of Fellows scholarships](#)** available is February 16.

Information and Professional Practice

- At its February meeting, the Executive Committee will consider a **petition to establish a new PPN for Children's Outdoor Environments**.
- PPN chairs are in the process of **BETA-testing the enhanced online communities** (e-Networks) for communications within and among PPNs. The PPN e-communities have been offline because of the database upgrade.

Growing the Profession

- In conjunction with **National Landscape Architecture Month**, ASLA staff will provide an activity for Youth Group Day at the National Building Museum in April.
- Member and Chapter Services staff reviewed and **corrected 291 student records missing school information**; 180 student records require additional research by direct follow-up.
- A **Young Professionals e-network** has been created for ASLA student, student affiliate and associate members. The Emerging Professionals Committee as well as full, fellow, and affiliate members with academic institution as primary practice also have access to the e-network.
- **[LABASH](#)**, the annual student-run international conference for landscape architecture will be at Penn State University, February 26-28.