ASLA Leaders E-Express …

June 16, 2010

Governance and Administration

- **The Tellers Committee** convened at ASLA headquarters on June 11 to review and verify the annual election results. **Susan Hatchell, FASLA,** has been elected 2011 president-elect and will assume office on September 13, 2010, at the conclusion of the annual meeting in Washington, DC. Congratulations to Susan and very sincere thanks to **Brian Dougherty, FASLA,** for his willingness to serve and for an excellent campaign. The final results included 3,851 ballots returned (1,645 via the web and 2,206 paper) from 12,266 eligible members for a participation rate of 31.4 percent. In addition, 1,503 voters opted out of receiving a paper ballot in future ASLA elections.

- The Call for Potential Candidates **for the 2011 national officer slate is open through July 23.** Nominating Committee chair **Jonathan Mueller, FASLA,** strongly encourages you to forward your suggestions to Corporate Secretary Mary Hanson, Hon. ASLA, for the following offices: 2012 president-elect and 2012-2013 vice presidents for communications, education, and government affairs. Your participation in the process is extremely important because it is the only way to bring forward those individuals who might otherwise not be recognized as potential national leaders.

- Today, **ASLA met with U.S. Environmental Protection Agency staff to discuss a proposed national rulemaking to strengthen stormwater regulations.** EPA requested the meeting to gather information on how landscape architects as a profession are involved with stormwater management that incorporates low-impact development and green infrastructure technologies. **David Yocca, ASLA, LuGay Lanier, FASLA, and Sharon Bradley, ASLA,** participated in the meeting along with EVP Nancy Somerville, Hon. ASLA, Government Affairs Manager Roxanne Blackwell, Legislative Analyst Kevin O'Hara, and Professional Practice Manager Liz Guthrie, ASLA. ASLA will continue to assist the agency as the rule is developed.

- Tonight, ASLA hosted a **green roof and green infrastructure briefing and reception** as part of **High-Performance Building Week.** Government affairs staff organized the event, which was attended by over 50 **congressional and agency staff** and members of the High-Performance Building Congressional Caucus Coalition. EVP Somerville shared examples of member-designed green infrastructure projects and Government Affairs Manager Blackwell briefed attendees on the **Green Infrastructure for Clean Water Act.** David Yocca and LuGay Lanier also participated.

- EVP Somerville will be a guest speaker at the **South Carolina Chapter meeting on Friday**. Somerville will present on the Sustainable Sites Initiative (SITES).

- Last Thursday, EVP Somerville briefed the leadership of the **Greater Washington Board of Trade** on **regional water issues and green infrastructure solutions.** As a result of the meeting, a fall forum on regional water issues will be planned.

- **Green roof visits this week included: Kipp Shrack, FASLA,** who was visiting from Colorado Springs with his family. Shrack chaired **the ASLA Green Roof Committee,** which helped provide project oversight and assisted staff with the selection of the design team for the roof. Also visiting this week was a **representative from the Royal Botanic Gardens in Sydney, Australia**, who was doing green roof research; a visitor from Los Angeles who is interested in becoming a landscape architect; and a **design director for a firm in Rochester, New York,** who manages several properties in the area that **have green roofs or will have green roofs built into the designs**.

Government Affairs

- **Heads Up! TIGER Grants for Transportation Planning Available—**ASLA activated the Advocacy Network to inform members about a recent announcement of the "Transportation Investment

Generating Economic Recovery" or TIGER II Discretionary Grants. The grants will be available for proposals for highway or bridge projects, public transportation projects, passenger and freight rail projects, and port infrastructure investments. **The three types of grants include Planning Grants, TIFIA Payments, and Projects in Rural Areas.** Of the available $600 million, $35 million will be available for TIGER II planning grants.

- **Safe Routes To Schools Program Under Attack!** Send your legislators a message urging them to support the Safe Routes To Schools programs, which helps children safely walk and bike to school. The **program relies heavily on the skills and expertise of landscape architects to design and plan these safe transportation corridors** for young people.

- ASLA participated in **a conference call on the Obama Administration's response to the BP Gulf oil spill.** The call featured Valerie Jarrett, Senior Domestic Policy Advisor to the President; Carol Browner, Director of the White House Office of Energy and Climate Change Policy; and Nancy Sutley Director of the White House Council on Environmental Quality. The abbreviated call highlighted recent Administration activities on the oil spill. Recently, ASLA wrote to former Senator Bob Graham, Hon. ASLA, who is co-chairing the president's commission on the BP oil spill, **to remind him of the expertise landscape architects can bring in mitigation efforts in the Gulf region**. Government Affairs staff will continue to monitor federal developments in addressing this catastrophe and will continue to highlight the role of the profession in remediation and mitigation strategies that will be in high demand as this battered region begins to recover.

- ASLA members are encouraged to participate in the listening tours for the America's Great Outdoors initiative, a new Obama Administration **program to promote and support innovative community-level efforts to conserve outdoor spaces and to reconnect Americans to the outdoors**. The listening tours will provide opportunities for interested parties to voice their opinions about policies and strategies to develop a national conservation and recreation agenda. The next listening tour stop will be held on June 25 in Annapolis, MD, from 1:00-5:00pm.

- Legislative Analyst O'Hara and ASLA Summer Intern Amanda Rosenberg attended a Senate Banking, Housing, and Urban Affairs Committee Hearing on S 1619, The Livable Communities Act. Chairman Christopher J. Dodd (D-CT) invited representatives from national organizations of local officials from around the country. The hearing featured testimonies from local entities about their perspectives on dealing with issues of housing, transportation, environmental policies, and community development at the local level. **Government Affairs will continue to track this bill, which aims to provide comprehensive planning and implementation grants to foster vibrant and sustainable communities**, and could serve as a possible vehicle for our Urban Parks and Green Infrastructure bills.

Public Relations and Communications

- Staff announced the launch of the Sustainable Sites Initiative Pilot Program with media outreach around the country. To date, the effort has generated **50 stories reaching over 33 million people**. Examples of coverage include ***Fast Company***, ***Reuters***, ***Environmental Leader***, ***New Orleans Times Picayune***, ***Memphis Commercial Appeal***, ***Engineering News Record*** and dozens of others.

- Other recent coverage of ASLA has appeared in ***Architecture Week***, ***Cleveland Plain Dealer***, and the ***Orlando Sentinel*** among others. Staff are working with the ***Wall Street Journal*** and ***PRO Magazine*** on stories about landscape architecture.

- In **coordination with ASLA's letter to former Sen. Bob Graham, Hon. ASLA**, applauding the efforts of President Obama's commission on the BP oil spill to work quickly on a remediation and mitigation strategy for affected areas along the Gulf Coast, staff created a featured page on asla.org

with an offer of support and links to where to donate time and money. Staff are working with Government Affairs to host an open forum on the spill at the annual meeting.

- Staff are working with the **National Science Foundation** to highlight ASLA's green roof as part of a new video program aimed at **educating middle-school students** about green technology.

- Staff attended a **National Building Museum** briefing by Peter Harnik, director, Center for City Park Excellence, Trust for Public Land, on revitalizing cities with innovative urban parks and wrote it up on ***The Dirt***. The Trust for Public Land's blog and Planetizen featured the post.

- Design work continues on phase two of the **Sustainable Landscapes** site. Test animations are being developed using Google Sketchup.

- The second part of the **Sustainability Toolkit**, focused on economic models, launched. Kaid Benfield, one of the top experts on smart growth at National Resource Defense Council, gave the toolkit a positive review.

Publishing and Resource Development

- **Registration for the** annual meeting and EXPO **now totals 776** and ticket sales to special events, tours, and field sessions continue to be brisk. The most exciting news is on the continuing education front:

  - **119 sessions have been approved by LA CES** (up from 106 in 2009)
  - **78 sessions have been approved by AICP** (up from 42 in 2009)
  - **72 sessions have been approved by GBCI for USGBC's LEED-AP designates** (new this year)
  - **52 sessions have been approved by AIA CES** (up from 24 in 2009).

- **Some room blocks at the annual meeting hotels are close to selling out. Staff are encouraging attendees to book rooms at the Grand Hyatt Washington,** the annual meeting headquarters hotel, where several of the ticketed events will be held, including the Alumni Reunion, the Fellows Investiture Dinner, and the President's Dinner and Officer Installation. The Renaissance Washington, DC Hotel, located directly across the street from the Walter E. Washington Convention Center, is also a great hotel option for attendees.

- **EXPO and sponsorship sales for the annual meeting now total 89 percent of the annual budget revenue goal.** The sales team and *Landscape Architecture* magazine (*LAM*) Editor Brad McKee participated in the AIA Convention last week in Miami, meeting with many current and prospective exhibitors and magazine advertisers. Several new EXPO contracts have come in this week as a result of this outreach.

- **Advertising contracts for Fiscal Year 2010 issues of *LAM* now total 81 percent of the annual budget revenue goal.** There are six issues remaining to sell. Sales close this week for the August issue, which will include a special Water Products Directory.

- **The Student Awards jury will meet next weekend at ASLA headquarters in Washington, DC, to review 276 submissions.** The official entrant of each student award-winning project will receive a complimentary registration to the annual meeting ($240 value). The official entrant of each project receiving the award of excellence in each of the seven categories will also receive travel, hotel, and expenses for the meeting, courtesy of Landscape Structures. **There are 188 new student members who joined through the awards program this year**. More than $215,000 has been received through the 2010 awards program entry fees; 13 percent over the annual budget revenue goal.

***Landscape Architecture* Magazine**

- From June 10 to 12, Editor Brad McKee **attended the American Institute of Architects' national convention** in Miami Beach and accompanied Senior Sales Manager Daryl Brach and Advertising Sales Managers Mark Frieden and Tammy Workman on several visits to current and prospective *LAM* advertisers.

Membership and Chapter Services

- **Membership is back above 16,000!** See detailed chart below.

MEMBER CATEGORY	TOTAL
Affiliate ASLA	681
Associate ASLA	1,523
Corporate ASLA	177
Full Member	9,989
Full-Fellow	629
Honorary ASLA	119
International ASLA	180
Student Affil ASLA	548
Student ASLA	2,355
	16,201

- On June 7 the **Membership Minute** was distributed to 208 leadership records, which included chapter membership chairs, presidents, president-elects, and the Board of Trustees. This month's focus was phone banking.

- The **Welcome to ASLA** email was sent to the 149 new members processed (increased number due to student awards) and the **Thank You for Renewing** email was sent to the 350 renewing members processed the week of June 1-13.

- The **May Rebate and Deposit reports** were emailed to the chapter presidents and treasurers on June 9. Per the request of the chapters, the rebate report was reformatted to included members' contact information.

- The Member Services Committee hosted a **Chapter Membership Chair conference call on June 8. Twenty-nine attendees** called in to hear Jenny Richmond, ASLA, and Bethany Rydmark, ASLA (Oregon Chapter) and Marq Truscott, ASLA (California Sierra Chapter), present successful examples of **engaging student chapters**. The next call is scheduled for August 17. The topic is chapter recruitment and retention programs.

- The **Emerging Professionals Committee** hosted a conference call on June 9. The EPC discussed plans for the annual meeting, including a student portfolio review on Sunday, September 12.

- On May 28, **Past-President Pat Caughey, FASLA, was the keynote speaker at the annual UC Davis Student Chapter's Professionals Dinner**. A total of 85 attendees heard Caughey's presentation on the effects of the economic recession on the profession. His lecture was titled "Will Draw for Food; How is This Recession Good for Our Profession?"

Professional Practice

- Professional Practice staff has received information to **update the LATIS publication *Geographic Information Systems: Using the Tools for Informed Growth***, written by Karen C. Hanna, FASLA, and originally published in 2002. The new edition of the LATIS will then be re-evaluated for professional development hours to be assigned under LA CES guidelines.

- The **PPN Council**, including chairs, council leaders, the vice president for professional practice, and staff met via conference call on Monday. Topics of discussion included annual PPN meetings and agendas, possible ways to encourage and improve PPN communications, and status reports on individual PPNs from chairs.

- The **International Practice Professional Practice Network** has submitted content for a newsletter to be published. Professional practice staff and communications staff are preparing to post the newsletter on the ASLA website soon.

- The ASLA Professional Practice Library donated 16 books and 165 journals to the Washington Alexandria Architecture Center (WAAC) of Virginia Tech as part of the ongoing ASLA / Virginia Tech Inter-Library Program. ASLA members and staff have access to the WAAC library for reference and research, and may arrange for visits during regular library hours.

- On June 9, Peter Harnick, director of the Center for City Park Excellence at the Trust for Public Land, gave a lecture at the National Building Museum in Washington, DC on his book, *Green: Innovative Urban Parks for Resurgent Cities*. **Harnick addressed several strategies for creating new parks in built-out cities. Among the spaces that could be adapted for park land are: schoolyards, landfill areas, storm water retention areas, cemeteries, community gardens, rooftops, decking reservoirs, rail trails, and boulevard perimeters.** He also raised cost issues and the financial benefits to communities that repurpose spaces into parks. Professional practice, communications and other ASLA staff attended.

- On June 15, the **Historic American Landscapes Survey (HALS) Subcommittee** conducted a quarterly conference call in which professional practice staff participated. Topics included an overview of the 2010 ASLA Annual Meeting field session on HALS documentation, the status of the "Theme Park Challenge" for documenting historic theme parks (deadline: July 31, 2010), and planned revisions in standards for submitting HALS documents.

Deadlines and Reminders

- **The Call for 2011 Committee Volunteers is open through Friday July 9**. Please send expressions of interest to Corporate Secretary Mary Hanson**.**

- **The Call for Potential Candidates** for the 2011 national officer slate is open through July 23. Please forward your suggestions to **Corporate Secretary Mary Hanson** for the following offices: 2012 president-elect and 2012-2013 vice presidents for communications, education, and government affairs.

- Chapters are encouraged to submit their ***LAND* Chapter Chat items** (e.g. events, partnerships, accolades, etc) to ASLA Public Relations Manager Jim Lapides; e-mail, **jlapides@asla.org**.

- The **Leadership Calendar** can be accessed on the web.