

# ASLA Leaders E-Express ...

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June 30, 2010

## Governance and Administration

- [Last call for 2011 committee service!](#) All ASLA members are eligible to serve on national committees and new terms will begin at the close of the Washington, DC, annual meeting in September. Please send expressions of interest to [Corporate Secretary Mary Hanson](#), Hon. ASLA, by July 9.
- Recently, Executive Vice President Nancy Somerville, Hon. ASLA, provided background materials for and met with the **Renewable Natural Resources Foundation** (RNRF) program committee to assist with development of plans for an RNRF Congress on **green infrastructure and natural resources in urban environments**.

## Government Affairs

- **Join the Green Infrastructure Campaign!** To highlight the work of landscape architects and the importance of green infrastructure projects in solving many of our nation's problems, including managing our water issues, ASLA has initiated a [Green Infrastructure](#) campaign. The campaign is also designed to encourage advocacy on behalf of the [Green Infrastructure for Clean Water Act \(H.R. 4202\)](#), which would promote the use of green infrastructure projects to help manage our nation's water issues. **Nearly 400 persons have visited the campaign in the short time that it has been active.** Please urge your chapter members to visit the campaign page and take action to tell their legislators to support H.R. 4202.
- In connection with its [Greening America's Capitals](#) initiative, the U.S. Environmental Protection Agency is soliciting letters of interest from mayors of state capitals, although any city department, office, or agency may submit the letter of interest. The application period closes on July 9.
- **Landscape architects are preparing to help in the Gulf crisis.** As part of ASLA's commitment to assist the President Barack Obama's Commission on the BP Oil Spill, Government Affairs has created a survey to identify individuals and firms with expertise to assist in helping Gulf states respond to the ongoing environmental catastrophe stemming from the BP Oil spill. **If you or your firm has expertise in natural disaster mitigation and remediation please take a moment to fill out this brief online [survey](#).**
- **Federal Planning Grant Opportunities Available:** Late last week, the Department of Housing and Urban Development (HUD) announced the availability of \$100 million in [Sustainable Communities Regional Planning](#) grants. HUD also announced the availability of \$75 million in [Community Challenge Planning Grants and the Department of Transportation's TIGER II Planning Grants](#). Both of these grant opportunities are part of the Obama Administration's Sustainable Communities Partnership between HUD, EPA and the Department of Transportation. For more information on these grant opportunities visit [www.hud.gov/sustainability](http://www.hud.gov/sustainability).
- **America's Great Outdoors Listening Tour – Join the Conversation.** On June 25, Maryland Trustee Deb Schwab, ASLA, Legislative Committee Chair for the Maryland Chapter Vernon Husted, ASLA, Legislative Analyst Kevin O'Hara, and over 400 others attended the Obama Administration's [America's Great Outdoors Listening Tour](#) in Annapolis, MD. Speakers included U.S. Department of Interior Secretary Ken Salazar, Maryland Governor Martin O'Malley, Senator Ben Cardin (MD), Rep. John Sarbanes (MD), and other administration officials. The Listening Tours were created to start a national dialogue about conservation in America to learn about some of the smart, creative ways communities are conserving outdoor spaces. The next scheduled listening sessions will be held Thursday, July 1, in Seattle, Washington [REGISTER HERE](#); The Department of Interior is planning on hosting 15 or more additional listening sessions across the country between now and September,

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including in Los Angeles, CA, on July 8. **ASLA encourages all chapters to join the conversation and submit your ideas online at: <http://ideas.usda.gov/ago/ideas.nsf/>.**

- **ASLA Congressional Green Roof Tour a Huge Success!** On June 16, as part of [High Performance Building Week](#), ASLA Government Affairs hosted a Congressional Green Roof Tour and Reception for nearly 60 congressional staff, Obama Administration and agency officials, affiliated organizations, and members of the public. The briefing featured a [presentation](#) by EVP Somerville that highlighted the importance of green infrastructure, like green roofs, rain gardens, permeable pavements and others in helping to deal with critical water quality issues, carbon sequestration, and urban heat island effect. **Click [here](#) to view photos of the highly successful briefing and reception.**
- Recently, ASLA advocates used the [ASLA Advocacy Network](#) to swing into action to help protect the [Safe Routes To Schools Program](#) (SRTS), which provides critical funding for walking and bicycle paths to help children safely get to and from school. The program was targeted for attack by Rep. Eric Cantor (VA). However, thousands of concerned citizens and advocacy groups contacted their legislators about the importance of the program and a vote was *not* scheduled to cut the program. **More than 550 messages from ASLA advocates were sent to legislators on behalf of this measure.**
- The **South Carolina Chapter successfully promoted legislation that improves upon their practice act**, adds continuing education requirements, and moves the licensing board from the Department of Natural Resources to the Department of Labor, Licensing, and Regulation. The bill was signed by Governor Mark Sanford and will go into effect July 1.

## Public Relations and Communications

- This week, staff launched news releases on the **ASLA 2010 Honors** and the continuing education opportunities at the **2010 ASLA Annual Meeting and EXPO**.
- ASLA created a new [Facebook Fan page](#) to expand ASLA's social media presence. In one day of promotion, ASLA received more than 800 new "fans," who will receive news and information about the profession and Society. Link today and "Like" it!
- LAM Editor Brad McKee and Web Content Manager Jared Green attended the **Technology Entertainment Design (TED) conference on the BP Oil Spill** held in downtown Washington, DC. The day-long conference featured world-renowned ecologists, oceanographers, conservationists, and energy experts. A number of speakers **argued that the use of dispersants on the oil slick was misguided and has had catastrophic impacts on ocean ecosystems**. Read [full coverage](#) of the conference in *The Dirt*.
- Since staff's May 24 announcement of the Sustainable Sites Initiative pilot projects, the release has generated more than **70 stories reaching over 33 million people** around the country about SITES.
- Recent coverage of ASLA has appeared in [NorthJersey.com](#), [Daily Local News](#), [Aspen Times](#), [Lisle Sun](#), and the [West Side Leader](#).
- The strategy of aggressive, exclusive content development and promotion appears to be successfully driving traffic to [www.asla.org](http://www.asla.org). For the first half of 2010 through June 17, **unique visitors were 300,735, up 25.4 percent over the same period in 2009; visits were 686,878, up 28.5 percent; and pageviews were 2,289,997, up 13.1 percent.**
- Staff worked with Government Affairs to launch a new [green infrastructure campaign page](#), formalizing ASLA's new campaign template. It was also highlighted in this week's *LAND*. Staff are

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also working with Government Affairs to revise the Advocacy landing page and enable easier access to advocacy content.

- Staff implemented a new [Google search](#) for ASLA professional and student awards sites. <http://www.asla.org/2010awards/>. The search covers all student and professional awards between 2005 and 2010. The search tool is in the process of being added to earlier awards sites.
- **Laura Kendrick**, a new intern entering the **MLA program at the University of Maryland** this upcoming fall, who will split her time with the PR and Communications and the Government Affairs teams, began work on incorporating information on the profession and ASLA into dozens of relevant topic areas on **Wikipedia**.
- Staff attended parts of a National Building Museum symposium on design diplomacy, which featured discussions among Danish and American policy makers and architects. [Planetizen](#) and ArchNewsNow featured the resulting **Dirt** post on the symposium.
- Staff covered *Atlantic* magazine's **Future of the City Forum**, which featured a range of Obama Administration officials and top thinkers on sustainable transportation, smart grid energy technologies, and green cities. Here is a series of posts on **The Dirt** from the multi-day forum: [The Effect of Place on Energy Use and Climate Change](#); [Building Information and Energy Technologies into Cities](#); [The Future of the City](#).
- *Planetizen* featured a **Dirt** post on [Cairo's plans to invest in a downtown pedestrian plaza](#) and *ArchNewsNow* featured posts on Nanjing's brownfield redevelopment project, revitalizing cities through urban parks, and a call to action for landscape architects to use market power to push for sustainable materials.

## Publishing and Resource Development

- **Annual meeting and EXPO registration increased this week to 1,437** and ticket sales continue to sell well, particularly for the Gala and the four residential tours. Registration and ticket sales continue to track very closely with the same week prior to the 2009 meeting and significantly ahead of the same week prior to the 2008 meeting, which was held in Philadelphia and may be more relevant. A **Facebook** ad drew more than 19 million impressions and nearly 6,000 click-throughs to the annual meeting web site. Three email marketing promotions have gone out in the past two weeks. Spikes in online registration directly correlate to the advertising and messages. **The deadline for early bird registration is tomorrow, July 1.**
- **A message will go out this week** to all annual meeting pre-registrants encouraging them to [book hotel rooms now](#), as several of the blocks are filled, and to **mention the ASLA meeting when booking to ensure the discount rate is received.**
- **EXPO and sponsorship contracts now total 92 percent of the budget revenue goal.** In terms of dollar value, sales are 17 percent ahead of sales for the same week of 2009.
- **Contracts for advertising in the 2010 issues of *Landscape Architecture* magazine surged this week 83 percent of the budget revenue goal.** Five 2010 issues remain open for sales. In terms of dollar value, sales are nine percent ahead of the same week of 2009.
- **President Gary Scott, FASLA, has called each of the 41 members selected for elevation to the Council of Fellows this year** (chapters are being notified this week). Letters went out last week to the nominees who were not selected (their chapters were copied on the letters). The press release will go out July 13 to coordinate with the *LAND* article.

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- The [Student Awards jury](#) convened last weekend at the ASLA offices to review 278 submissions representing 33 schools. The recipients are being notified this week and the awards will be announced via a press release the first week of September, when most schools have reconvened. Revenue from the awards program set a new record, surpassing the budget goal by 13 percent. Nearly 200 new members joined ASLA this year through the awards program, as well.

## Membership and Chapter Services

- ASLA membership is at 16,069; see details below:

MEMBER CATEGORY	TOTAL
Affiliate ASLA	672
Associate ASLA	1,529
Corporate ASLA	169
Full Member	9,913
Full-Fellow	628
Honorary ASLA	119
International ASLA	172
Student Affil ASLA	538
Student ASLA	2,329
	16,069

- President-Elect Jon Mueller, FASLA, was the keynote speaker at the **Kentucky chapter's annual meeting at the historic Shake Village near Harrodsburg, Kentucky**. Fifty-five members attended the meeting.
- The **Welcome to ASLA** email was sent to the 39 new members processed and the **Thank You for Renewing** email was sent to the 237 renewing members processed the week of June 15 -27.
- An **Emerging Professionals Committee** [short online survey](#) was distributed to the chapters which focused on the connections between the professional and student chapters. The data collected will be shared with all chapters at the next CPC meeting. The survey will close on July 23.
- On June 21 the Member Services Committee hosted a conference call. The committee made progress on the talking point and script projects.
- The **Leadership Development Committee** hosted a conference call on June 28 to coordinate their CPC Annual Meeting presentation.
- **Billing reports were completed and invoices were mailed to:**
  - o Membership first renewal (8/31/10) – 1,323 members
  - o Membership second renewal (7/31/10) – 1,080 members
  - o Membership final renewal (5/31/10) – 337 members
  - o Firm Finder first renewal (8/31/10) – 2 firms
  - o Firm Finder second renewal (7/31/10) – 17 firms
  - o Firm Finder final renewal (5/31/10) – 5 firms
  - o LAM subscription first renewal (8/31/10) – 178 subscribers
  - o LAM subscription second renewal (7/31/10) – 109 subscribers
  - o LAM subscription final renewal (5/31/10) – 71 subscribers.

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## Professional Practice

The **International Practice Professional Practice Network** has published a [newsletter](#). Topics include Vigeland Park in Oslo, Norway; the Memorial to the Murdered Jews of Europe in Berlin; Longmen Grottoes of China; and the gardens of Chaumont, France.

The **Smart Growth Network** (SGN) met June 16 for its quarterly meeting. Speakers included Vernice Miller Travis of Maryland's Commission on Environmental Justice and Sustainable Communities, who explained the vital connection between smart growth and environmental justice. She expressed the thought that the smart growth movement needs to address the unintended consequences of the policies it promotes and to plan for cities that are not only livable, but affordable and diverse. The SGN will meet again in September. ASLA is an active organizational member of SGN. Professional Practice Manager Shaw participated in the meeting.

## Deadlines and Reminders

- [Last call for 2011 committee volunteers](#). Please send expressions of interest to Corporate Secretary Mary Hanson ([mhanson@asla.org](mailto:mhanson@asla.org)) by July 9.
- 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 ([mhanson@asla.org](mailto:mhanson@asla.org)) 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](mailto:jlapides@asla.org).
- The [Leadership Calendar](#) can be accessed on the web.