

# ASLA Leaders E-Express ...

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July 14, 2010

## Governance and Administration

- The **call for committee volunteers** ended last Friday with **over 200 volunteers responding**. **President-Elect Jon Mueller, FASLA**, is meeting with staff on Friday at the national office to review the committee appointments.
- **[Last call for potential candidates](#) for the 2011 national officer slate.** Please forward your suggestions to Corporate Secretary Mary Hanson ([mhanson@asla.org](mailto:mhanson@asla.org)) by July 23 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.
- 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](#).
- **EVP Nancy Somerville, Hon. ASLA, and CFO Michael O'Brien have completed individual meetings with the staff directors to review budgets** and prepare background information for next week's Executive Committee meeting in Chicago. ExCom members are paying their own way to the meeting, since funds for the meeting were eliminated in last year's budget cuts. The Chicago meeting will include a review of program priorities and previous budget cuts and proposed enhancements, as well as a discussion of membership issues.
- The **Sustainable Sites Initiative™ (SITES™)** Executive Committee met by conference call today to review and discuss: the progress of the pilot project phase; current and future year budgets; logos and graphics for pilot projects and certification levels; and preparations for an upcoming meeting of the SITES Coordinating Committee. Members of the SITES Executive Committee are EVP Somerville, Lady Bird Johnson Wildflower Center Executive Director Susan Rieff, U.S. Botanic Garden Executive Director Holly Shimizu, and Dean at the University of Texas at Austin Fritz Steiner, FASLA.

## Government Affairs

- **Great News! Last week, Senator Tom Udall of New Mexico introduced S. 3561, [The Green Infrastructure for Clean Water Act](#)**, the Senate companion bill to Congresswoman Donna Edwards' (MD) H.R. 4202. Senator Sheldon Whitehouse (RI) joined as an original co-sponsor to the measure. As part of its Green Infrastructure Campaign, ASLA is working toward passing it into law. **Please visit the [Green Infrastructure Campaign page](#) and use the [Advocacy Network](#) to contact legislators about co-sponsoring the Green Infrastructure for Clean Water Act, (H.R. 4202, S. 3561) in both the House and Senate.**
- ASLA is also actively involved in a strategy for introducing a Senate companion to **[HR 3734, the Urban Revitalization and Livable Communities Act](#)**. Legislative Analyst Kevin O'Hara met with Senator Whitehouse's staff to brainstorm on potential Senate co-sponsors when Whitehouse introduces the bill in the near future. It's not too late to use the [Advocacy Network](#) to urge your legislators to support this important measure to create more parks and recreational space around the country.
- ASLA joined other members of the **Urban Parks Coalition** and the conservation community in sending a letter asking senators to fully fund the **Land and Water Conservation Fund (LWCF)** and also urged senators to ensure the State Assistance program receives funding equal to the federal

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program. LWCF, funded through oil and natural gas leases, funds a myriad of conservation projects including parks and trails.

- Listening sessions are being held this summer for public input on the [America's Great Outdoors Initiative](#), a new program of the Obama Administration to promote and support innovative community-level efforts to conserve outdoor spaces and to reconnect Americans to the outdoors. These listening sessions are hosted by the U.S. Department of the Interior, U.S. Department of Agriculture, Environmental Protection Agency, and White House Council on Environmental Quality. **Landscape architects are encouraged to participate in these listening tours in your community. Upcoming tours are scheduled for Asheville, NC (July 15), Denver, CO (July 16), Albuquerque, NM (July 17), and Philadelphia, PA (July 27).**
- **Help With Mitigation Efforts in the Gulf:** If you or your firm has expertise in disaster mitigation and recovery and ecosystem management, please take a moment to complete the [ASLA survey](#). ASLA plans to send a list of landscape architects and firms that could be helpful with recovery efforts in the Gulf Region to former Senator Bob Graham, Hon. ASLA, who is the co-chair of President Obama's National Commission on the BP Deepwater Horizon Oil Spill and Offshore Drilling.
- **ASLA was recently invited by Congresswoman Marcia Fudge (OH) to serve on the [National Council for Childhood Obesity Awareness Month](#).** The Council is comprised of organizations committed to marshaling resources across disciplines to drastically reduce childhood obesity rates within a generation. ASLA's role will be to highlight the interactions between well-designed built environments and healthy lifestyles.
- ASLA has sent a letter to **Melody Barnes, Chair of the President's Task force on Childhood Obesity**, offering the assistance and expertise of ASLA members in designing the built environment to foster healthy, active lifestyles. The letter also highlighted a number of pieces of legislation that would help the administration move their anti-obesity agenda forward, including **Safe Routes to Schools, Complete Streets, the Urban Revitalization and Livable Communities Act** and more.
- **The 2010 Advocacy Summit is fast approaching.** Even though budget considerations meant a limited roster, ASLA will host 32 participants from 27 chapters on July 30-August 1 in Alexandria, Virginia. The agenda features Virginia state legislator Glenn Oder, ASLA, and Maryland Chapter lobbyist Jack Neil, as well as sessions on building an advocacy agenda, coalition building, and grassroots strategies.

## Public Relations and Communications

- The **Business Quarterly** survey for second quarter 2010 was sent to primary contacts at firms. Deadline is July 16.
- Director Terry Poltrack and CEO Somerville met with new National Endowment for the Arts **Design Director Jason Schupbach** to explore goals and how we can work together.
- The latest **LAND**, June 29, was sent to 17,520 recipients and has so far earned a 32.02 percent open rate. **The most read story focuses on the ASLA Honors recipients.**
- Recent coverage of ASLA has appeared in [Earth Times](#), [Daily Commercial News](#), [News Tribune](#), [AZoBuild](#), [South Coast Today](#), [Yard and Garden](#), [Scientific Computing](#), [Wheaton Gazette](#), and [BuildingGreen.com](#) among others. In addition, Representative Judy Biggert [thanked ASLA on C-Span](#) for the Society's efforts during National High Performance Building Week. Staff are also working with the *New York Times* and *Los Angeles Times* on stories about landscape architecture.

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- **ASLA's reach into the social media world continues to grow.** Currently, there are 4,137 members of ASLA's [group](#) on Facebook and 1,000 [fans](#) there; 3,610 members of the ASLA group on [LinkedIn](#); 2,937 followers on [Twitter](#), and about 1,000 subscribers to our [RSS feeds](#), primarily for *The Dirt*. [ASLA's YouTube videos](#) have received over 67,000 views. The Fan page on Facebook is new...[Become a fan today!](#)
- Staff [issued a news release](#) in support of the new **Senate Green Infrastructure for Clean Water Act** (S 3561). It was also posted via ASLA Twitter, LinkedIn, and Facebook platforms, and featured it in *LAND*.
- The new **awards search** has been added to all awards sites from 2005 to 2010.
- Content for phase two of the **Sustainable Landscapes** has been completed. A new section will also feature high-quality sustainability education videos plus links to games, and curricula. Online resources are being collected now.
- Planning has begun on migrating the current version of the content management system (CMS) to an updated version. The migration process will continue through the summer.
- Among pick-ups from *The Dirt*: ArchNewsNow, [Streetsblog](#), and [City Parks](#) blog featured the series of posts on the "Future of the City" forum; [Fresh Kills Park](#) blog featured a post on James Corner, ASLA, and Field Operation's National Design Award win; ArchNewsNow featured a post on the TEDx Oil Spill conference, as did the [Chesapeake Climate Action Network](#); staff attended an NBM event on a novel [green street model](#) in Maryland and Streetsblog featured the post; Streetsblog also featured the [Build a Better Suburb](#) design competition post

## Publishing and Resource Development

- **Registration for the [annual meeting and EXPO](#) climbed to 2,271 this week**, which is nearly identical to the same week prior to the 2009 meeting and significantly ahead of the same week prior to the 2008 meeting. Tours and Field sessions are beginning to sell out, so buy your tickets soon.
- **Four of the six hotel blocks are sold out**, but the [Grand Hyatt](#), which is the headquarters hotel, and the [Renaissance](#) both have space, so please book your hotel room if you haven't done so already. Staying at one of the official meeting hotels helps ASLA negotiate lower room rates and keeps registration fees low for future annual meetings. **Due to the increased demand, both hotels have reduced their room rates to \$235.**
- **EXPO and sponsorship sales now total 93 percent of the budgeted annual revenue goal.** This surpasses total sales for 2007 and 2009, and is less than one percent away of smashing the 2008 record.
- **Landscape Architecture magazine (LAM) 2010 advertising contracts now total 84 percent of the budgeted annual revenue goal.** In terms of dollar value, this is nine percent ahead of the same week of 2009. Plans are underway for the 2011 sales kit to mail the end of August, which will jump start sales for the end of year issues, as well. An email was sent last week to the more than 4,000 firm key contacts inviting them to advertise at a reduced rate in October's centennial issue of *LAM* and several firms have already signed contracts to run celebratory ads in the issue.

## Membership and Chapter Services

- On July 5, 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 speaking the language of small business owners.**

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- The **Welcome to ASLA** email was sent to the 15 new members processed and the **Thank You for Renewing** email was sent to the 66 renewing members processed the week of June 28- July 11. Dues collection letters were sent to 7 members submitting underpayments for their dues renewal.
- Director Barbara Drobins attended the **American Society of Association Executives' Membership Idea Swap** on July 8. Sixty-two membership professionals shared ideas (both success and learning lessons) related to retention, acquisition, and marketing. Drobins is pleased to report that ASLA is already doing the "bright" ideas mentioned, such as the monthly payment plan option.
- **Renew Your Membership reminder emails** were sent to the following open renewal periods with valid emails: 163 members with an April 30 expiration date (90-day grace period concludes on July 29); 613 members with a July 31 expiration date. The **Sorry to See You Go** email was sent to the 200 March 2010 non-renewals.

## Professional Practice

- Edmonston, Maryland's Mayor Adam Ortiz presented a lecture at the National Building Museum July 8 about the **ongoing transformation of the town's main street into one of the greenest streets on the East Coast**. The green street's plans and design concepts are "open source", and will all be available online for other communities to use, replicate, and improve. See [Edmonstonmd.gov/GoingGreen](http://Edmonstonmd.gov/GoingGreen) for more information. ASLA professional practice, communications, and government affairs staff attended. The lecture met the criteria for ASLA's LA CES continuing professional development.

## Deadlines and Reminders

- **[Last call for potential candidates](#) for the 2011 national officer slate.** Please forward your suggestions to Corporate Secretary Mary Hanson ([mhanson@asla.org](mailto:mhanson@asla.org)) by July 23 for the following offices: 2012 president-elect and 2012-2013 vice presidents for communications, education, and government affairs.
- 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 Manager Jim Lapidés; e-mail, [jlapides@asla.org](mailto:jlapides@asla.org).
- The [Leadership Calendar](#) can be accessed on the web.