

# ASLA Leaders E-Express ...

---

July 28, 2010

## Governance and Administration

- The **Executive Committee met in Chicago on July 23-24**. Since funding for the summer Executive Committee meeting was eliminated as part of last year's budget cuts, committee members paid their own way to attend. Discussion focused on budget planning for FY 2011 and membership issues. A summary of the meeting will be emailed to the trustees later this week.
- Last Friday, ASLA staff attended a **tour of several Smithsonian Institution gardens hosted by landscape architect and Smithsonian employee Bill Donnelly, ASLA**. The tour included five gardens and gave the employees a firsthand account of just a few examples of the work landscape architects do in the field.
- The **green roof donor wall has been completed**. Designed by Michael Van Valkenburgh Associates, the "names" wall is at the top of the staircase just before exiting onto the green roof and acknowledges all those who donated \$1,000 or more to the project.
- EVP Nancy Somerville, Hon. ASLA, and PR and Communications Director Terry Poltrack attended a reception July 20 for the winners of the **2010 Cooper-Hewitt National Design Awards**. This year's winner for landscape design was **James Corner Field Operations**; finalists were **Andrea Cochran Landscape Architecture** and **Stoss Landscape Urbanism**. Also in attendance was Fritz Steiner, FASLA, who served on this year's National Design Awards jury.

## Government Affairs

- This weekend, ASLA chapters will convene for the first **ASLA Advocacy Summit**, which will share information to chapters to support advocacy programs at the state and local level. **This event replaces the Licensure Summit**; however, its program will continue to support the advocacy of licensure and protection from restraints to practice. The summit will feature Virginia legislator Glenn Oder, ASLA.
- Great News! Senator Ben Cardin (MD) has joined in sponsoring [S. 3561, the Green Infrastructure for Clean Water Act](#). Thanks to all Maryland advocates for urging the Senator to sign on.
- ASLA's **Green Infrastructure Campaign continues to draw attention**, with over 1,700 visitors to the campaign page, and over 1,000 advocacy messages sent. If you haven't already sent your member of Congress a message in support of HR 4202/S 3561, please visit the [Green Infrastructure Campaign](#) and do so today.
- With the news coming out of the Gulf region last week that the oil spill has been controlled, the focus will soon shift to remediation and clean-up efforts. **Currently, 60 landscape architects or firms have completed an ASLA survey to volunteer their expertise in remediation efforts in the region**. ASLA will soon forward the list of volunteers to President Obama's [National Commission on the BP Deepwater Horizon Oil Spill and Offshore Drilling](#). If you or your firm has expertise in these areas please let us know!
- Recently, ASLA activated the **Advocacy Network** to send out a series of alerts that highlighted the nexus between ASLA federal legislative initiatives and local issues. In [Missouri](#) and [Michigan](#), local Complete Streets policies are gaining interest and momentum. While in [Illinois](#) and [Pennsylvania](#), green infrastructure for stormwater management is a hot topic. Also, Maryland and New Mexico advocates can use the network to thank Senators [Ben Cardin \(MD\)](#) and [Mark Udall \(NM\)](#) for their efforts in supporting S.3561.

# ASLA Leaders E-Express ...

---

- This week marks the 20<sup>th</sup> anniversary of the passage of the **Americans with Disabilities Act**. As part of the celebration of this milestone, President Obama announced the U.S. Department of Justice has issued **final regulations revising Title II and III, including the ADA Standards for Accessible Design**. These regulations will be published in the Federal Register. In anticipation of this the National Recreation and Parks Association will offer three dynamic [webinars](#) in September to highlight the key changes and additions to help you understand, adopt, and implement the new regulations.

## Public Relations and Communications

- The second-quarter **Business Quarterly** closed July 16, and findings were shared in a [Second Quarter Business Quarterly](#) press release and [in the July 27 issue of LAND](#). Responses suggest a stabilizing of economic conditions among the 245 responding firms, though admittedly at a low point in the profession's business picture.
- ASLA has contracted with **Daniel Tal, ASLA**, to create a series of animations illustrating sustainable landscape design principles. Work is part of the second-phase development of the [Sustainable Landscapes](#) pages on [asla.org](#) and is funded in part by the National Endowment for the Arts.
- The U.S. Department of the Interior released **the final edition of the National Mall Plan**. **The plan prominently features the Sustainable Sites Initiative**, and is highlighted in [Secretary Ken Salazar's statement on the plan](#).
- Recent coverage of ASLA has appeared in [China Daily](#), [Cape Cod Times](#), [Laboratory Design](#), the [Shelterpop.com](#) (1.1 million unique monthly visitors), [Detroit Free Press](#), [Arizona Foothills magazine](#), [Greenhouse Grower magazine](#), [Irrigation & Green Industry magazine](#), [Deseret News](#), and [Environmental Design + Construction](#). Staff are working with AOL and *Garden Design* magazine on stories featuring ASLA members.
- Students and faculty advisors head to Geneva this upcoming weekend for the [ASLA/U.S. Mission to the United Nations program](#) to green the Mission's grounds. Director Poltrack, **Communications VP Richard Hawks, FASLA**, and **Terry Clements, ASLA**, visited **the U.S. State Department's Bureau of Overseas Building Operations (OBO)** to preview the project with OBO Landscape Architects **Alain deVirgie, FASLA**, and Tetsuya Yamamoto; OBO Chief Architect Patrick Collins; and OBO Architect Ronald J. Tomasso, who oversaw greening of the Geneva Mission building. Information was exchanged on the program and the site in what all agreed was a very productive meeting.
- Staff issued a [press release](#) on the **41 members who have been named as ASLA Fellows**.
- ASLA's main Twitter feed [@landarchitects](#) has surpassed 3,000 followers, averaging more than 200 new followers each month.
- **Unique visitors to asla.org** for the month of July, to date, number 49,318, a slight drop of 1.5 percent compared to July 2009, while the number of overall visits increased slightly to 91,089, up 2.1 percent. Year to date, the site is running considerably ahead of 2009 in key measures.

## Publishing and Resource Development

- **Registration for the [Annual Meeting and EXPO](#) has grown to nearly 2,500**, keeping pace with 2009 and significantly outpacing 2008, the second largest meeting in terms of attendance in ASLA history (5,135). **Several tours and field sessions have sold out. Four of the six hotel blocks are sold out**, but **the Grand Hyatt, which is the headquarters hotel, and the Renaissance both have**

# ASLA Leaders E-Express ...

---

space and have reduced their rates to \$235 per night for ASLA members (for new and existing reservations). *Please encourage members to stay in one of the official meeting hotels.*

- **The New York State Board for Landscape Architecture has pre-approved 100 of the 134 education programs to be offered at the annual meeting.** The **Florida Board of Landscape Architecture is still reviewing the programs submitted, but had approved 57 of them as of last week.** A message alerting all members to this good news will go out as soon as Florida completes its approval process.
- **The 2010 EXPO is now officially the largest in ASLA history** on all counts: in terms of revenue, exhibitors (416), and square footage sold. Sales have reached 95 percent of the annual budget revenue goal and are tracking more than 20 percent ahead of 2009 sales at the same point in the year.
- **Advertising contract sales for *Landscape Architecture* magazine are picking up steam and now total 87 percent of the annual budget revenue goal.** Sales for the September “show” issue close this week and a push has already begun for the October “Centennial” issue sales. A number of landscape architecture firms have signed on to run commemorative ads in the October issue, celebrating the 100th anniversary of the magazine.

## Membership and Chapter Services

- The **Welcome to ASLA email** was sent to the 45 new members processed and the **Thank You for Renewing email** was sent to the 143 renewing members processed the week of July 16- July 23. Dues collection letters were sent to 4 members submitting underpayments for their dues renewal.
- The **June Rebate and Deposit reports** were emailed to the chapter presidents and treasurers on July 14, 2010.
- **Billing reports were completed and invoices were mailed to:**
  - Membership first renewal (9/30/10) – 1,444 members
  - Membership second renewal (8/31/10) – 1,144 members
  - Membership final renewal (6/30/10) – 419 members
  - Firm Finder first renewal (9/30/10) – 2 firms
  - Firm Finder second renewal (8/31/10) – 2 firms
  - Firm Finder final renewal (6/30/10) – 1 firm
  - LAM subscription first renewal (9/30/10) – 121 subscribers
  - LAM subscription second renewal (8/31/10) – 116 subscribers
  - LAM subscription final renewal (6/30/10) – 72 subscribers

## Professional Practice

- The invitation to participate in the **2010 ASLA Business Indicators Survey** was sent on July 15 via email to all key contact members with landscape architecture, multi-discipline, architecture, engineering, or design/build firms. The purpose of the survey is to collect, analyze, and disseminate firm data for information and research purposes. Survey questions address private sector market and business indicators. The survey data results are continually in demand by private practitioners, economic analysts, and researchers. The data from both **ASLA’s National Salary Survey and Business Indicators Survey** are **shared with the U.S. Department of Labor Bureau of Labor Statistics** and **used in its online *Occupational Outlook Handbook* to promote landscape architecture as a career option.** The ASLA media relations staff uses the data frequently throughout the year to provide a portrait of landscape architecture services. The online survey will close on Friday, July 30.

# *ASLA Leaders E-Express ...*

---

- ASLA has released an **updated paper in the Landscape Architecture Technical Information Series (LATIS): Reclamation Planning of Pits and Quarries, 2<sup>nd</sup> edition**, by **Anthony M. Bauer, FASLA, and Robert E. Ford, ASLA**. In addition to updates by the authors, the paper has been reviewed and the self-test exam **approved for professional development hours (PDH)** under the Landscape Architecture Continuing Education System (LA CES). Members and non-members may access [LATIS](#) papers via the ASLA website. **Members may download these publications at no charge.** Both members and non-members pre-pay a small fee for the processing of the self-test exams.

## **Deadlines and Reminders**

- 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 Lapidès; e-mail, [jlapides@asla.org](mailto:jlapides@asla.org).
- The [Leadership Calendar](#) can be accessed on the web.