

# ASLA Leaders E-Express ...

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August 11, 2010

## Governance and Administration

- The agenda and background materials for the **September Board of Trustees meeting** were posted online yesterday.
- An introductory conference call for the new **Sustainable Sites Initiative™ (SITES™) Coordinating Committee** was held last week. Focuses included committee member introductions and briefings on the history, mission, and status of SITES. The Coordinating Committee serves as an upper-level review body for technical and content issues for the guidelines and rating system. Organizations represented on the committee are: ASLA; Lady Bird Johnson Wildflower Center; Center for Sustainability at the University of Texas at Austin; U.S. Botanic Garden; U.S. Environmental Protection Agency; U.S. National Park Service; U.S. Air Force; U.S. General Services Administration; American Society of Civil Engineer's Environment and Water Resources Institute; American Nursery and Landscape Association; City of Chicago; National Association of County and City Health Officials; National Recreation and Park Association; Office of the Federal Environmental Executive, Council on Environmental Quality; Professional Landcare Network (PLANET); and U.S. Green Building Council.
- On July 30, the **SITES Executive Committee** and staff **met with the Green Building Certification Institute (GBCI) to discuss project certification and professional accreditation** for SITES. GBCI is the wholly owned subsidiary of the U.S. Green Building Council (USGBC) that was created by USGBC to handle LEED® project certification and the LEED Green Associate and LEED AP accreditations. The meeting was a positive one. Next steps include developing market data and defining the range of services GBCI would be asked to take on for SITES. Staff will be following up over the coming weeks and a follow-up meeting will be scheduled in early October.
- EVP Nancy Somerville, Hon. ASLA, represented ASLA at the **U.S. Air Force (USAF) Design Awards** on July 29 in Arlington, Virginia. The awards for architecture and landscape architecture, as well as the remarks of Major General Byers, the USAF Civil Engineer, show that sustainability has become a core focus of the USAF design and construction program.
- An introductory conference call for the new **Sustainable Sites Initiative™ Coordinating Committee** was held last week. Focuses included committee member introductions and briefings on the history, mission, and status of SITES™. The Coordinating Committee serves as an upper-level review body for technical and content issues for the guidelines and rating system. Members of the committee are organizational representatives.
- **Major issues in the ASLA neighborhood** last Wednesday: electrical issues caused by a rogue construction crew, a bomb scare, and a stabbing outside the corner bank. ASLA's own quick-thinking and even quicker-acting Special Assistant to the EVP **Keith Swann tackled the assailant after she dropped the knife**, and then another man helped hold her until police arrived. Swann was unhurt except for some scrapes and scratches; his trousers, however, are a write-off.
- **President-Elect Jonathan Mueller, FASLA, has finished contacting all incoming and outgoing committee chairs.** Staff and officer contacts with other committee members are in process.
- Preparations for the September governance meetings and the annual meeting are going full throttle. The **Board agenda will be posted next week.**

## Government Affairs

- **ASLA's inaugural [Advocacy Summit](#) was held July 30-August 1** in Alexandria, Virginia. The summit, which replaced the annual licensure summit, included representatives of 27 chapters, and

# ASLA Leaders E-Express ...

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**focused on building successful advocacy efforts at the chapter level.** Virginia Delegate **Glenn Oder, ASLA**, gave opening remarks that urged landscape architects to use their creative energies to get engaged in public policy. Sessions also included developing an advocacy agenda, building coalitions and grassroots, and closed with lobbyist Jack Neil of Jack Neil Associates, who represents the Maryland chapter in Annapolis, offering his perspective on working with a lobbyist. Resources from the summit were emailed to chapter leaders this week.

- On July 30, the House of Representatives passed [HR 3534, the Consolidated Land, Energy, and Aquatic Resources \(CLEAR\) Act](#) by a vote of 209-193. The bill seeks to address the Deepwater Horizon oil rig explosion and implement reforms in federal offshore and onshore oil and gas leasing program. The measure also **includes language to reauthorize the Land and Water Conservation Fund (LWCF)** through the year 2040 and authorizes full funding for the program. The Senate is expected to address this issue after the August recess. **Please [contact your Senators about supporting funding for the LWCF](#).**
- Before heading back home for the August recess, the Senate Banking Committee passed [S 1619, the Livable Communities Act](#) and referred it to the floor for future action. This bill would formalize and fund the Administration's [Interagency Partnership for Sustainable Communities](#) between the Department of Transportation, Department of Housing and Urban Development, and the Environmental Protection Agency, and authorizes \$300 million dollars to help localities plan for and optimize their future growth. ASLA joined with the American Planning Association and the American Institute of Architects in **sending a letter to the Senate Banking Committee expressing support for this legislation.**
- Contact Your Senators about Urban Parks! Government Affairs staff continues to work on developing, promoting and moving [HR 3734, The Urban Revitalization and Livable Communities Act](#) in the House and continuing to develop strategy on the introduction of companion legislation to in the Senate. ASLA sent a detailed letter to all Senators encouraging original co-sponsorship of urban parks legislation in the Senate. We need ASLA leaders to reach out to their Senators. **Use the [ASLA Advocacy Network](#) and ask your Senators to join Senator Sheldon Whitehouse and become an original co-sponsor of this important legislation.**
- Kudos to the New Mexico Chapter! Congressman Martin Heinrich (NM) has agreed to sign onto [H.R. 4202, the Green Infrastructure for Clean Water Act](#). The Congressman's staff personally contacted New Mexico Chapter President Patrick Gay, ASLA to thank him for bringing the legislation to their attention. The legislation currently has 43 co-sponsors in the House and S. 3561, the Senate companion has 3 sponsors. All chapters are encouraged to use the [Advocacy Network](#) to reach out to their legislators to support this critical stormwater management legislation.
- ASLA was one of 70 organizations that signed onto a letter from Senator Kirsten Gillibrand (NY) and Congresswoman Marcia Fudge (OH) asking First Lady Michelle Obama to serve as Honorary Chair of the National Childhood Obesity Awareness Month to take place in September.

## Public Relations and Communications

- Recent coverage has appeared in the [Star-Telegram](#) and the [Daily Journal of Commerce](#) (subscription required). Staff are working with **Bon Appetit** magazine, the **Miami Herald**, **Kansas City Star**, **Recreation Management** magazine, **Architectural Products** magazine and the **Desert Sun** on stories featuring ASLA members. Staff also worked with several university and local press members on stories about individual student members of the **Greening Geneva** internship team.
- Follow the **ASLA team currently in Geneva** as they green the U.S. Mission grounds. Their blog can be found at <http://green-mission.info/category/journal/>.

# ASLA Leaders E-Express ...

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- With help from the executive office, staff supplied the **Landscape Architecture Foundation** with a case study of the **ASLA headquarters green roof** for its Landscape Performance Series.
- ASLA's [Twitter feed](#) has surpassed **3,100 followers**, and ASLA's new [Facebook Fan page](#) has surpassed **1,100 fans**.
- Landscape architecture made Buzzle.com's list of [top careers for introverts](#).
- Work is underway to **upgrade Ektron, asla.org's content management system**, to its newest version. Moving to the latest version of the software will enable the web team to develop more advanced features planned for next year.
- **The Dirt** has hit 400,000 pageviews since relaunch in December 2008.
- Popular blog Planetizen featured **Dirt** posts on the new [Bay Bridge Gateway Park](#) and the [Terreform One Urban Agriculture ideas competition](#), and ArchNewsNow and GHP Digest featured the post on [Edmonston's green street](#). ArchNewsNow also featured a post on the National Park Service's Designing the Parks awards the new ASLA toolkit focused on [social sustainability](#).

## Publishing and Resource Development

- As of this morning, **more than 3,000 attendees have preregistered for the [annual meeting and EXPO](#)**, keeping pace with last year and outpacing 2008 significantly for the same week prior to the meeting. If you have not already done so, **please do not forget to make your [hotel reservations at the special ASLA rate](#)**.
- **The Florida Board of Landscape Architecture has pre-approved a total of 99 field sessions and education sessions.** This information has been added on the [meeting website](#).
- **EXPO and sponsorship sales are now at 97 percent of the annual budget revenue goal.** Sales for 2011 launched this week and more than 40 companies have already reserved space.
- **Advertising contracts for FY 2010 issues of *Landscape Architecture* magazine now total 89 percent of the annual budget revenue goal.** There are four issues remaining for sales, including the October "centennial" issue. A number of well-known landscape architecture firms have scheduled congratulatory ads for the issue.

## Membership and Chapter Services

- ASLA membership is at 16,246; see details below:

Member Category	Total
Affiliate ASLA	711
Associate ASLA	1,515
Corporate ASLA	171
Full Member	10,048
Full-Fellow	625
Honorary ASLA	119
International ASLA	187
Student Affil ASLA	504

# ASLA Leaders E-Express ...

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Student ASLA	2,366
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- **Renew Your Membership** reminder emails were sent to the following open renewal periods with valid emails: **165 members with a May 31 expiration date** (90-day grace period concludes on August 29); **690 members with an August 31 expiration date**. The **Staying Connected** email was sent to the **194 April 2010 non-renewals**.
- On August 2, the **Membership Minute** was distributed to 211 leadership records, which included chapter membership chairs, presidents, president-elects, and the Board of Trustees. **This month's focus was using chapter public relations efforts to support member retention and recruitment.**
- The **Welcome to ASLA** email was sent to the 22 new members processed and the **Thank You for Renewing** email was sent to the 254 renewing members processed between July 26 – August 8. **Dues collection letters** were sent to 14 members who submitted underpayments for their dues renewal.
- **The 2010-2011 committee appointment emails** were sent to the **Leadership Development, Member Services, and the Emerging Professionals committees.**
- Yesterday, **the 2009-2010 Student Chapter Presidents & Facility Advisors** (102 individuals) were contacted via email **requesting the names of their 2010-2011 student leadership**. An [online form](#) was provided to submit the new president and advisor.

## Professional Practice

- Professional Practice Manager Rachel Shaw is participating in the **session proposal review process for the [10<sup>th</sup> Annual New Partners for Smart Growth: Building Safe, Healthy and Livable Communities](#)** conference, to be held February 3-5, 2011, in Charlotte, North Carolina. Proposals in 16 broad categories are being reviewed weekly through the end of August.
- Nearly 200 ASLA private practice firm key contacts completed the **2010 ASLA Business Indicators Survey** questionnaire. The 2010 ASLA National Salary and Business Indicators Surveys will be released via online subscription in September.

## Deadlines and Reminders

- The **deadline to [submit 2010-2011 chapter leadership](#) rosters was yesterday**, Tuesday, August 10. Sixteen chapters have not submitted their 2010-2011 executive committee roster. The leadership transition takes place at the conclusion of the annual meeting on September 14.
- The Emerging Professionals Committee (EPC) **reopened the [online survey](#)** regarding professional chapter involvement with local student chapters. The EPC is compiling this information for a presentation to the CPC at the Annual Meeting. **The survey will close on August 31, 2010.**
- The next **chapter membership chair conference call** is scheduled for **August 17 from 4:00-5:00 pm EDT**. The topic is **Recruitment and Retention**; two chapters discuss their recruitment and retention programs. These programs include contacting non-members and lapsed members, connecting with firms to promote membership, and coordinating events that attract non-members. An email notice was sent to chapter membership chairs and presidents on August 4.
- 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](#).

# *ASLA Leaders E-Express ...*

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- 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.