

ASLA Leaders E-Express ...

August 25, 2010

Governance and Administration

- **President Gary Scott, FASLA**, EVP Nancy Somerville, Hon. ASLA, and Julia Lent, Director of Government Affairs, will be **attending the Council of Landscape Architectural Registration Boards (CLARB) meeting this weekend** in Baltimore. President Scott will provide an ASLA report to the meeting attendees; Lent will participate in a meeting of the board administrators and will moderate a session highlighting how ASLA chapters and licensing boards work together to defend licensing laws; and Somerville will provide an overview of the Sustainable Sites Initiative.
- **President Scott** gave an ASLA report at and participated in the **annual meeting of the Canadian Society of Landscape Architects** in Edmonton, Alberta, on August 19-22.
- **Building improvements continue** at ASLA headquarters in time for the annual conference. In addition to recent work done in the green roof area, the front façade will be cleaned and painted, and a new awning will be added.

Government Affairs

- On August 6, St. Louis Chapter Trustee **Hunter Beckham, ASLA**, presented **Congressman Russ Carnahan (MO), Hon. ASLA**, with a certificate acknowledging his ASLA honorary membership. Congressman Carnahan visited the offices of SWT Design of St. Louis to receive the certificate and to learn more about the Sustainable Sites Initiative (SITES) and one of its [pilot projects at the campus of SWT Design](#).
- Federal government affairs staff continue to **advocate for the introduction of a Senate companion to HR 3734, The Urban Revitalization and Livable Communities Act (URLC)**. ASLA sent a letter to all U.S. senators asking them to join Senator Sheldon Whitehouse (RI) in introducing this important piece of legislation. Please continue to encourage your chapter members [to contact their legislators](#) about cosponsoring this legislation important to landscape architects.
- The **Urban Parks Coalition**, of which ASLA is a member, is currently working on gaining co-sponsors for legislation that designates the third week of July as [National Take A Child to a Park Week](#).
- ASLA has joined with other coalition members of the [High Performance Building Congressional Caucus Coalition](#) in sending a letter to Congress requesting that adequate funding be appropriated for the General Services Administration's Office of Federal High-Performance Buildings to carry out its mission of implementing energy efficiency and environmental goals.
- Recently, **ASLA joined the Cultural Resources Preservation Coalition**. The Cultural Resources Preservation Coalition (the Coalition) is a group of historic preservation, tribal, archaeology, anthropology, trails, recreation, business, and place-based organizations, led by the National Trust for Historic Preservation. The Coalition advocates for **the protection of irreplaceable cultural resources located primarily on federal public lands** managed by the Bureau of Land Management, the United States Forest Service, and the National Park Service.

Public Relations and Communications

- Recent coverage of ASLA has appeared in the [Los Angeles Times](#), [Virginia Pilot](#), [Greenhouse Management & Production](#), [the Advocate](#), and [Lawn & Landscape](#). Staff are working with the **McClatchy-Tribune News Service** and **Cincinnati Enquirer** on stories featuring landscape architecture.

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- ASLA [issued a news release](#) promoting the annual meeting and EXPO. To date, 16 press organizations have registered to attend.
- The **students greening the grounds of the U.S. Mission in Geneva completed their internship on August 13 with a presentation to the ambassador, mission staff, press, and invited guests.**
- **ASLA's new online [sustainability toolkit on social models](#)** has been highlighted in ArchNewsNow, [Reed Construction Data](#) and [ICLEI's blog](#) and has received more than 500 page views in its first few days.
- ASLA web communications conducted two new interviews: [one with Jeb Brugmann](#), a founder of ICLEI and author of "Welcome to the Urban Revolution: How Cities are Changing the World," and [Kristina Hill, PhD, Affiliate ASLA](#), on climate change adaptation. The Brugmann interview has been featured by ArchNewsNow and [ICLEI's blog](#).
- A number of websites and blogs featured *The Dirt* posts, including [Planetizen](#) and [Pruned](#).

Publishing and Resource Development

- **Registration for the [annual meeting and EXPO](#) has risen to over 3,500 as of today, keeping pace with 2009 and slightly higher than 2008 in Philadelphia**, indicating attendance will be extremely high. Ticket sales are going well, particularly for the Gala, Fellows Dinner, and President's Dinner. Several tours and field sessions have sold out. Targeted marketing efforts are underway with AIA, APA, and USGBC to encourage allied professional attendance. Advertising is planned for *The Washington Post* and the local weekly *Current* newspapers promoting the trade show to allied design professionals.
- **EXPO and sponsorship sales are up to 99 percent of the annual budget goal**—only six booth sales away from 100 percent and 12 percent higher than sales for the same week prior to the 2009 EXPO. A marketing push went out earlier this week to reach new exhibitors.
- **Education manager Clark Ebbert is looking for education session hosts to greet attendees**, make housekeeping remarks, and ensure programs start and end on time. The Professional Practice Networks have already been solicited, but **additional volunteers are needed**. If you are interested in volunteering for this, please email cebbert@asla.org.
- The annual **ASLA/ACE Mentor Program Legacy Project** at the District's Coolidge High School has been adopted by the National Capital Planning Commission (NCPC) as a key project for the city. The outpouring of support from ASLA members, ACE volunteers and students, Coolidge alumni, and EXPO exhibitors is incredible. NCPC has posted [information, photos, and diagrams](#) on its website.
- **Advertising sales for *Landscape Architecture* magazine are now at 91 percent of the annual budget goal**. Sales for the October "centennial" issue are particularly strong, making it second only to the September show issue for the year in terms of revenue. The sales team reports advertising sales are increasing significantly over late 2009 and earlier this year.
- **JobLink job postings are back up to 29 after a dip in the middle of the summer, boding well for the economic recovery**. Job listings were at 15 for the same week in 2009 and were as low as 6 at times during the previous year.

Membership and Chapter Services

- ASLA membership is 16,355; see detailed chart below:

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MEMBER CATEGORY	TOTAL
Affiliate ASLA	708
Associate ASLA	1,541
Corporate ASLA	172
Full Member	10,081
Full-Fellow	626
Honorary ASLA	118
International ASLA	187
Student Affil ASLA	509
Student ASLA	2413

- The **Emerging Professionals Committee (EPC)** hosted a **conference call on Wednesday, August 11**. The agenda items included **review of ASLA web content targeted at emerging professionals**, discussion on the online professional-student chapter relationship survey, ASLA Annual Meeting & EXPO activities, and 2011 EPC goals.
- **The 2010-2011 Chapter Executive Committee members have been entered in iMIS for 43 chapters**. The deadline for chapters to submit their leadership was Tuesday; five chapters have yet to submit.
- The **Member Services Committee (MSC)** hosted a **conference call on August 16**. Agenda items included **working group project reports** and 2011 MSC goals.
- The MSC also hosted a **Chapter Membership Chair conference call on August 17**. **Twenty attendees** called in to hear **Patrick Gay, ASLA** (New Mexico Chapter), and **Sean Rotar, ASLA** (Indiana Chapter), present successful examples of **chapter retention programs**. The next call is scheduled for November 16. The topic is marketing the value of membership.
- The **July Rebate and Deposit reports** were emailed to the chapter presidents and treasurers on Wednesday, August 18.
- The **Leadership Development Committee finalized its CPC Leadership Development presentation** via conference call on Monday, August 23.
- A **Welcome to ASLA email** was sent to the 50 new members processed and a **Thank You for Renewing email** was sent to the 338 renewing members processed the week of August 9-21.
- **Billing reports were completed and invoices were mailed to:**
 - Membership first renewal (10/31/10) – 1,059 members
 - Membership second renewal (9/30/10) – 1,317 members
 - Membership final renewal (7/31/10) – 600 members
 - Firm Finder first renewal (10/31/10) – 2 firms
 - Firm Finder second renewal (9/30/10) – 3 firms
 - Firm Finder final renewal (7/31/10) – 9 firms
 - LAM subscription first renewal (10/31/10) – 209 subscribers
 - LAM subscription second renewal (9/30/10) – 98 subscribers
 - LAM subscription final renewal (7/31/10) – 72 subscribers

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Professional Practice

- The **Healthcare and Therapeutic Design PPN** has published its second [newsletter](#) of the year. Articles address: the Veterans Affairs Puget Sound Fisher House™, the roof garden at the Mercy Medical Center in Baltimore, Maryland, the value of multi-sensory elements in contemplative landscapes, and bringing the outdoors inside for an inpatient.
- The 2010 **U.S. National Committee of the International Council of Monuments and Sites (US/ICOMOS)** international interns were recognized for their completed projects at a reception and recognition presentation at the National Trust for Historic Preservation in Washington, DC. US/ICOMOS Director of Programs Don Jones introduced the interns and awarded the certificates. **Past President Darwina Neal, FASLA**, and Managing Director Susan Cahill attended.
- The **Green Infrastructure Community of Practice (GI-COP)** met on August 19 in Washington, DC. Key presentations were on the National Park Service's Rivers, Trails and Conservation program regarding its assistance on various non-federal green infrastructure projects; the National Association of Regional Councils, which facilitates cooperation among multi-jurisdictional regional planning organizations on green infrastructure concerns, among others; and the Mid-Atlantic GI-COP, which is a peer group of federal, state, local and non-governmental organizations that share green infrastructure in the mid-Atlantic region. Professional practice staff represented ASLA.

Deadlines and Reminders

- The deadline to [submit 2010-2011 chapter leadership](#) rosters was Tuesday, August 10. **Five 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.**
- 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.
- The [Leadership Calendar](#) can be accessed on the web.