

April 11, 2008

ASLA NATIONAL UPDATE – PAM BLOUGH, ASLA, MASLA TRUSTEE

Please see below the update on ASLA National. There are several interesting topics covered. ASLA national is compiling the legislative agenda, so if you have any thought of issues that you would like to see ASLA support, please send in your ideas. Many of you may be interested in the new launch of the Landscape Architecture Continuing Education System which will help you track your education CEU's. Although Michigan licensure currently does not require CEU's, many of you may keep licenses in other states that this may help. This system is also attempting to assist with national standardization of CEU's so that CEU's may be accepted in more than one state at a time.

April 2, 2008

Governance and Administration

- The green roof education page, "The Roof is Growing!" is now online! This new green roof page is geared toward middle school students and comes complete with a movie on how students can keep the environment clean as well as downloadable teacher and student workbooks. The new page covers topics including ways to cool cities, managing stormwater runoff, cleaning the air, and how green roofs can provide a habitat for wildlife in urban areas.
- The Sustainable Sites Initiative's Executive Committee has defined a "Participating Organizations" category for the Initiative. Organizations in this category will agree to share relevant research and data, keep their members informed about Sustainable Sites, assist with identification of case studies, and provide other input and guidance as needed. ASLA is spearheading a fundraising campaign for the Initiative aimed at product manufacturers. The Lady Bird Johnson Wildflower Center is pursuing grant opportunities from environmentally focused foundations. More than half of the five-year budget of \$1.9 million has been raised to date.
- EVP Nancy Somerville and past president Dennis Carmichael, FASLA, met with the board of the American Society of Consulting Arborists (ASCA) last week to discuss the Sustainable Sites Initiative and opportunities for collaboration between ASLA and ASCA.
- Final edits and formatting of the Landscape Architecture Continuing Education System manual and provider application forms are nearing completion. The program is on track for the scheduled "soft launch" in April.
- This week's green roof tours include construction and design professionals from Duke University. Last week's tours included: landscape architecture students from Catholic University; members of the Vegetation and Soil Subcommittees of the Sustainable Sites Initiative; homeowners from Richmond, Virginia, who are interested in putting a green roof on their home; and Boston Globe architecture critic Robert Campbell, FAIA.

Government Affairs

- An [invitation to the 2008 ASLA Licensure and Advocacy Summit](#) was sent today to the chapter presidents. Please select your chapter's representative by May 2. Note that this year the invitation is expanded to a representative from each chapter and each state so that the multi-state chapters no longer are limited to one representative. The event is slated for June 20-22 in Madison, Wisconsin.
- Government Affairs Vice President Jon Mueller, FASLA, and Government Affairs Director Julia Lent presented a session on advocacy at the Wisconsin chapter's Annual Meeting on March 26. "Landscape Architecture and Public Policy" explored current policy challenges and the role of landscape architects in reaching solutions. The Wisconsin Chapter paired up with its APA counterpart for this event.
- This year's ASLA Lobby Day is scheduled for Thursday, May 8. Members will advocate for funding for the Historic American Landscapes Survey and passage of comprehensive climate change legislation. To assist government affairs staff with scheduling your congressional meetings, please RSVP directly to Federal Government Affairs Manager [Roxanne Blackwell](#) with your complete home address, including zip code and a cell phone number that may be used to reach you on Lobby Day with any last minute schedule changes that may arise.
- ASLA joined other members of the Complete Streets Coalition to meet with staff from Senator Gordon Smith's (OR) office to discuss cosponsoring S. 2686, the Complete Streets Act of 2008. The bill, introduced by Senator Tom Harkin (IA), would encourage states and localities to incorporate Complete Streets policies when planning and constructing transportation corridors. The coalition will continue to seek bipartisan support for the bill, which is currently under consideration in the Senate Commerce Committee. ASLA has signed on to a letter with other coalition members, including AARP, APA, and Smart Growth America, urging all U.S. Senators to cosponsor S. 2686.
- As ASLA begins to develop its 2009-2010 federal agenda, we are seeking your input on legislative issues that are relevant to you, your chapters, and the profession as a whole – we want to hear from you! Please take a moment to log on to the [Advocacy Network](#) and answer ASLA's "Call For Issues." Rest assured, ASLA is not starting from scratch and will build on current efforts for HALS, sustainability, small community visioning, and more. This process will assist in the evolution of the ASLA agenda for the next Congress.
- ASLA activated the [Advocacy Network](#) nationwide asking members to urge Congress to reinstate funding for the National Arboretum. The President's proposed 2009 budget slashes \$2 million from the National Arboretum's budget, which will be taken from the Gardens Unit and the Education and Visitor Services Unit—the two branches of the Arboretum that serve the general public. To date, approximately 160 ASLA members have contacted their member of Congress. Without adequate funding, the Arboretum may have to lay off staff, neglect its world-renowned gardens, and restrict access to its 446 acres of open green space. ASLA urges members who have not yet taken action to contact Congress and urge them to restore \$2 million in funding for the National Arboretum.
- As part of its coalition work, ASLA has successfully worked with the High Performance Building and Energy Efficiency Coalition (HPB-EE) to create the Congressional High Performance Building Caucus. Congressman Russ Carnahan (MO) has agreed to chair the caucus, which would focus on creating and supporting legislative policies that

promote high performance and energy efficient buildings. The coalition is currently working on developing a website for congressional leadership approval.

- ASLA signed on to a letter asking Congress for additional funding for the National Landscape Conservation System this week. The President's Fiscal Year 2009 Budget proposes to fund the NLCS at \$51.8 million, which would be the lowest funding level ever for the Conservation System. The letter also requests an additional \$3 million in funding for BLM cultural resource management and protection.
- Federal Government Affairs Manager Roxanne Blackwell met with staff of Congressman Earl Blumenauer, Hon. ASLA, (OR) to discuss his plans to introduce a water infrastructure bill. ASLA is advocating for the Congressman to include provisions for green infrastructure projects to address stormwater management and combined sewer overflow problems in our nation's aging water infrastructure systems.
- Government Affairs staff participated in a meeting to discuss legislative and policy opportunities to better link the built environment and public health constituencies. Opportunities for collaboration on climate change, active living issues and open space policy were discussed along with the possibility of developing an informal coalition.

Public Relations and Communications

- The results of the latest economic survey for the *Business Quarterly* will appear in the next issue of the *Business Quarterly* this month. Key firm contacts were asked to rank their billable hours, inquiries, and hiring plans for the first and second quarters of 2008.
- The most recent issue of LAND Online was delivered Tuesday, April 1. Popular articles included ASLA Releases Industry-Specific Standard Contracts, National Landscape Architecture Month Begins, and ASLA President-elect Candidates Field Questions.
- PR staff is finalizing the recently-recorded Eddie George, ASLA, public service announcements (PSAs). The PSA footage will be airing in second week in April for NLAM.
- As National Landscape Architecture Month approaches, ASLA's news releases on career discovery have been used nearly 900 times, representing nearly half a million dollars in equivalent advertising. A series of press releases, television news segments featuring Eddie George, ASLA, and web videos will launch in the coming weeks. Over 300 copies of *Landscape Architecture* magazines have been sent to chapters nationwide for their use during National Landscape Architecture Month.
- Staff provided more than two dozen before and after images of residential landscape design which will be used for a feature story in an upcoming issue of *Kiplinger's* magazine.
- Both ArchNewsNow.com and AECCafe.com have included the April 1, 2008 press release announcing National Landscape Architecture Month. This translates to the article reaching over 25,000 viewers in one day. More hits expected to follow.
- As part of National Landscape Architecture month, a video on landscape architecture by Dean Hill, ASLA, has been posted to the residential section of ASLA.org: <http://www.asla.org/residentialinfo/>.

Member and Chapter Services

- The second leadership development workshop was announced to the chapter presidents; it will be held June 5-6, 2008, in Seattle. This is a free workshop for two of each chapter's future leadership. The chapter is responsible for travel and additional expenses not listed below. ASLA will cover workshop registration fee, hotel for Wednesday, June 4, and Thursday, June 5, and breakfast and lunch on Thursday, June 5, and Friday, June 6. Chapters have the option of sending additional attendees; however, the chapter is responsible for the hotel room expenses. Chapters should consider targeting future leaders—those members that you see as possessing leadership potential. The workshop is designed to develop their leadership skills. To register chapter attendees, email Membership Director Barbara Drobins (bdrobins@asla.org). Attendees are responsible for making their own hotel reservations by calling 1-888-627-7056; mention the ASLA meeting when making the reservation. Reservations must be made by May 12, 2008.
- Last week ASLA Student Honor & Merit certificates were sent to the Utah, San Diego, Michigan, Upstate New York and Southern California chapters.
- Other department activities included processing LAM gift subscriptions, new member kits, returned mail, and the New Member List, which includes 162 names, for *LAND Online*.

Information and Professional Practice

- ASLA released the 2008 Standard and Standard Short Form Contract for Professional Services Between Landscape Architect and Client and Guidelines as a licensed package for use and in draft format for review. On the first day the documents became available, seven licensed and seven draft packages were purchased. Login to order now!
- ASLA hosted a meeting of the Sustainable Sites Initiative Soils and Vegetation Subcommittees at headquarters on March 26-27. The Materials Subcommittee met at the U.S. Botanic Garden on March 24-25. Subcommittee work is focusing on further defining performance benchmarks for sustainability, using ecosystem services (e.g., maintain or enhance hydrologic cycle, control erosion and retain sediment, conserve energy) as organizing principles.
- ASLA has joined an impressive list of organizations signing on to Science Debate 2008, thanks in part to a suggestion posted by Roland Beinert, Associate ASLA, on the Sustainable Design and Development PPN's e-community. This initiative, noting the important scientific and technological issues facing the U.S. and the world, calls for a public debate in which the U.S. presidential candidates share their views on issues of the environment, medicine and health, and science and technology policy. The organizations signed include the American Academy of Sciences, the Ecological Society of America, and the National Academy of Sciences. Additional signers include a number of universities and several thousand individuals, including Nobel Laureates, government leaders, and private citizens.
- The Building Information Modeling (BIM) LATIS is in the proofreading stage. This is the first LATIS report that will incorporate the revised process for assigning continuing education units, which will require review of each LATIS by five ASLA members, who will report the length of time it takes to read the publication. Based on average reading time, professional development hours (PDHs) will be assigned, and the number of self-test questions to be answered will be determined.

- Professional Practice Staff attended a lecture at the National Building Museum on Smart Growth: Revitalizing Urban Neighborhoods. Jair Lynch, President and CEO of the Jair Lynch Company, presented his firm's experience applying smart growth techniques to revitalize urban neighborhoods in Washington, DC. The firm constructed the first LEED Silver building in the City, and has since built several other LEED-certified structures that incorporate vegetated roofs and other green landscape elements. Lynch emphasized the importance of working with neighborhood leaders and affinity groups throughout the building process and designing structures for mixed use and mixed incomes.

Landscape Architecture Magazine

- The upcoming May issue of *LAM* includes: Landscape architects in British Columbia construct landscape scenarios of global warming; after five years, *LAM* returns to San Francisco's Union Square to see whether the public likes it; Teddy Eisenmann writes a thoughtful overview of the Sustainable Sites Initiative; Chip Sullivan amazes and instructs with one of his LA comics; soil gurus Barrett Kays, ASLA, and Jim Urban, FASLA, teach about clay soils; and a resident in San Francisco takes advantage of spectacular views.

Education and Academic Relations

- The Landscape Architectural Accreditation Board met on March 28-29. It discussed revisions to the accreditation standards and reviewed five programs that have applied for renewal of accreditation.
- On March 31, the ASLA Council on Education held a conference call and discussed a draft survey to landscape architecture programs. The survey results will be used to prepare a paper on educational trends.

Publishing and Resource Development

- Forty-six student entries have been received to date for the 2008 Student Awards Program. The entry deadline is Friday, May 9. A second Call for Entries brochure will be mailed next week to more than 3,300 student and student affiliate members. Additional email marketing efforts targeting educators and schools with landscape architecture programs will occur in the coming weeks as well.
- An email blast was sent March 24 to all current, former, and prospective ASLA members and magazine subscribers promoting JobLink. The email was delivered to 21,658 individuals and 5,309 individuals (25 percent), opened the message. ASLA will target firm key contacts with a direct mail piece this week and JobLink was featured in this week's LAND Online.
- Jason Hellendrung, ASLA, of Sasaki Associates will represent ASLA at the U.S. Green Building Council (USGBC) Program Committee Retreat in Boston this week. The committee advises USGBC on education programming for its annual meeting.
- ASLA will be presenting a workshop for developers at the Urban Land Institute's annual Green Conference, April 7-8, in Charlotte, NC. Featured workshop speakers include past president Dennis Carmichael, FASLA, José Alminana, ASLA, Debra Guenther, ASLA, Kurt Culbertson, FASLA, and Kevin Robert Perry, ASLA.
- The Council of Fellows jury convened March 28-30 to consider the 61 nominations submitted for elevation to the Council this year. The results will be announced in a few

weeks. Meanwhile, the Council of Fellows executive committee members are reviewing the 12 scholarship applications submitted by landscape architecture students.

- Participants have been confirmed for the 2008 Annual Meeting and EXPO keynote panel on Sunday, October 5, *Sustainable Lessons from Abroad: A Global Perspective*: Susan S. Szenasy, Hon. ASLA, moderator; James Corner, ASLA; Kathryn Gustafson, ASLA; Adriaan Gueze, International ASLA; Mario Schjetnan, FASLA; and Kongjian Yu, International ASLA.
- The 2008 EXPO is projected to be the largest in ASLA history, with 88,600 total square feet available. To date, 56,500 square feet have been sold to 296 exhibitors for \$1,653,900 or 64 percent of budget.
- Annual Meeting sponsorship opportunities were sent to current exhibitors. To date, \$25,000 has been confirmed toward the goal of \$250,000.
- *LAM* Production Manager Marceia Cork has been working on ways to transition to a greener *Landscape Architecture* magazine. Beginning with the July issue, *LAM* will print on paper certified by the Forest Stewardship Council (FSC), meeting the standards of responsibly-managed forests for harvesting wood for paper-making. In addition, the magazine will be co-mailed with other titles, saving significantly on shipping costs as well as reducing carbon emissions and fuel usage.
- *LAM* began using SRDS Instant Editions to post issues of the magazine online as printed to promote to current and prospective advertisers. Prospective advertisers will be able to flip through *LAM* page-by-page to browse content, keyword search ads and editorial to find specific topics, and locate advertisers using the advertiser index. This will provide faster access for prospective advertisers and save significantly on postage and production costs. Work continues on putting *LAM* online for user-friendly searching and downloading for archival purposes by professional readers.
- The *LAM* sales goal for the June issue is \$230,000. As of April 1, June issue revenue is \$207,246 and the close date is April 15. First time advertisers include HLH Walls and Kalamazoo Outdoor Gourmet.

MICHIGAN ASLA LOBBY DAY | APRIL 29, 2008 – MICHIGAN STATE CAPITOL

Register now and join your fellow MASLA and fellow profession members for a day of grassroots lobbying.

Michigan Landscape Architecture Lobby Day is an event where our profession needs to make the state legislature aware of the value, benefits and roles that landscape architecture plays in our state. The day begins with time for members to visit with legislators and staff over lunch inside our State Capitol. From there MASLA members visit legislative offices to introduce landscape architecture to our elected leaders and explain landscape architecture issues of importance.

Your participation is essential for the MASLA and the landscape architecture profession to make a difference and show the importance of the landscape architecture within Michigan.

Schedule:

11:00 am Issues Briefing at the Capitol

MASLA lobbyists will explain the legislative issues the profession faces, the importance of the issues, and how to communicate them to our elected leaders.

11:30 am – 1:00 pm Lobby Day Luncheon in the Capitol

A catered lunch with plenty of opportunities to share information about landscape architecture with key elected leaders and staff.

1:00 – 3:00 pm Visits to the Senate and House of Representatives

Your chance to make a difference! Visit your elected Senator and Representative and explain the importance of landscape architecture and the issues affecting the profession.

2008 Landscape Architecture Lobby Day Registration Form

Name _____

Company _____

e-Mail (or phone if email address is not available) _____

Please return completed volunteer registration form to the MASLA office by April 25, 2008.

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