

April 23, 2008

## **MICHIGAN ASLA LICENSURE UPDATE –DEREK DALLING & BRAD COMMENT, MICHIGAN ASLA LOBBYISTS**

There is good news to report on one hand on the legislative front and some cause for concern on the other.

First, the good news is that our legislation will have its first hearing tomorrow. The Senate Economic Development and Regulatory Reform Committee will hear the legislation tomorrow afternoon (Wednesday, April 23, 2008). Kenn Rapp, chapter President, will be testifying on behalf of Michigan ASLA.

The concerning portion is that as of today, we have just 8 members of the profession attending the chapter Lobby Day event scheduled for next Tuesday, April 29, 2008 at the State Capitol. We are hopeful that as many members as possible will be attending to give a wider array of areas where the profession resides, works, and develops projects. A greater attendance is also essential to giving the Legislature a favorable impression of just how much the profession wants this legislation.

It is also essential that members are coming to Lansing to invest time and meet with legislators to explain why licensure is needed for the profession. Again, the more visits the profession is able to accomplish, the more likely we are to have success with this effort.

Attached is a Lobby Day registration form. If you are planning on coming, please fill this form out and return it the chapter office as soon as possible.

If you are not able to attend yourself, Keith Cheli, chapter GAC Chairman, requests that you call 2 or 3 of your fellow professionals and encourage them to attend AND that you call or write your legislators right away and let them know you support Senate Bills 382 and 383 and let them know how important they are to you and your profession.

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

Register now and join your fellow Michigan ASLA and 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 Michigan ASLA 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 Michigan ASLA 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**

Michigan ASLA 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 Michigan ASLA office by April 25, 2008.*

**MICHIGAN CHAPTER ASLA**

1000 West St. Joseph Hwy., Suite 200 | Lansing, Michigan 48915

Phone: (517) 485-4116 | Fax: (517) 485-9408 | Web: [www.michiganasla.org](http://www.michiganasla.org) | e-Mail:

[manager@michiganasla.org](mailto:manager@michiganasla.org)

**YOUR OPINION COUNTS: WHAT ARE MICHIGAN'S BEST WALKING AREAS?**

Simply out of curiosity, Michigan ASLA is conducting the following survey from its membership. Ideally, your input in the following survey will help the chapter promote walking in Michigan and raise the visibility of the important role of landscape architecture. The Michigan ASLA survey celebrates the idea of walking as an inexpensive, enjoyable form of exercise and rewards cities that strive to make their communities walker-friendly. Walking is still the most popular form of exercise, with 87.5 percent of all Americans walking to stay in shape.

Your input is needed on a few questions that will rank Michigan's best walking areas. The information in this survey may be used in future legislative and public relations efforts or a story for "Sites" magazine. It only takes two minutes to complete our survey.

To participate, click on the link below or paste it in your web browser:

[http://www.surveymonkey.com/s.aspx?sm=edaAVzj6VHFJozdRIYXZgg\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=edaAVzj6VHFJozdRIYXZgg_3d_3d)

An executive summary of the results will appear in a future issue of this e-newsletter.

## **MSU LA GRADUATE ALUMNI RETREAT**

Dear MSU LA graduate:

This May, there is a tremendous opportunity for all Spartans to come together and help define what the MSU Landscape Architecture Alumni Center and Field Station will become. Many of you received post cards announcing the event, which will take place, May 16-18, on the Old Mission Peninsula, north of Traverse City. The event asks YOU, as MSU alumni, to vision what the center and field station will become as a resource for the program, the alumni, and the community in which it resides. It also gives you a chance to renew old acquaintances with your classmates and the MSU faculty, while enjoying the beautiful surroundings of the 40 acre site. Please join us for this event.

As many of you know, the Landscape Architecture Program is now within the School of Planning, Design, and Construction. In the School, other units include interior design, planning, and construction management. A new director, Scott Witter, was selected last September to revitalize the programs under the auspices of the School. The Landscape Architecture faculty have undertaken major revisions in the program's curriculum, and they are proposing a fast track, BLA/Masters of Environmental Design combined degree that is accredited at the BLA level. One of the interesting opportunities that presents itself with the alumni center is the creation of research activities that complement teaching in the program. But we need your input and ideas on how the center can benefit you in terms of continuing education opportunities, and students who are in the program, the School, and the College of Agriculture and Natural Resources. Please consider attending the retreat to provide your input to this exciting development. We currently are serving as the ad hoc advisory board that will eventually lead to a non-profit MSU LA Alumni Association. Come and join us for this major event that will determine, in part, the future of graduates in the LA program.

For more information, contact Patty Daughenbach for a timetable and meeting location at (517) 353-7880 or on-line at <daughenb@msu.edu>. There is no charge to attend, but alumni are asked to secure their own accommodations and transportation. We will cover the food and educational materials. We hope to see you there. Best wishes.

Dave Yocca  
Frank Clements  
John Campbell  
Russ Clark  
Pam Blough

Go Green...Go White...Go Spartans!

# **GREEN ROOF TRAINING COURSES - ANN ARBOR 2008**

## **Green Roof Infrastructure Waterproofing & Drainage 301 Thursday, May 15, 2008**

This is GRHC's third course in the Green Roof Accreditation Program. This new course will provide participants with an overview of waterproofing and drainage construction and maintenance for green roof assemblies. It lays out technical vocabulary and materials and presents detailed design solutions and implementation best management practices for waterproofing and drainage in green roofs.

Tuition: \$399

[\*\*View Event Summary\*\*](#)

[\*\*View Event Agenda\*\*](#)

[\*\*Register for Event\*\*](#)

## **ASLA NATIONAL UPDATE – PAM BLOUGH, ASLA, MICHIGAN ASLA TRUSTEE**

I have included the newest national ASLA news. On May 7-10 I will be at ASLA National in Washington D.C. for the 2008 National ASLA Lobby Day. Following the Lobby Day I will be attending the two day Board of Trustee Meeting representing the Michigan Chapter. If you are interested in either the happenings of Lobby Day or the upcoming Board of Trustee meeting you can click on the links below to find out more. If you would like to express your opinion on any of the issues to your legislators, or to me to take with me, please jump right in. Together we can make a difference. Our Michigan Chapter will be represented by Kenn Rapp, Chapter President, Brian Mulligan, President Elect, Tim Heuer, MSU student and Jeff Edmonds, MSU student, and myself. Kenn and Brian will be staying after Lobby Day for the Chapter Presidents Council.

### **Governance and Administration**

- Busy days on the green roof: In keeping with National Landscape Architecture Month's "Each One, Reach One" campaign, ASLA hosted 24 second, third, and fourth graders at headquarters last Thursday. The students were shown a slide show on the positive effects of a green roof and how to be more environmentally conscience overall. They were then taken to the green roof to see firsthand what one looks like, and back to the lower level to build their own green roof from a shoebox. The students were given "Junior Landscape Architect" certificates for completing the exercise. One student judged the experience "the best field trip ever!" Today, ASLA hosted 45 middle school students and 10 chaperones from Athens, Georgia, today. The group included Georgia chapter president Dale Hall, ASLA. In addition to a roof tour and presentation, the students participated in a question and answer session.
- Other green roof tourists last week included landscape architecture students from Penn State University who were in town for their own lobby day (see Government Affairs) and students from Iowa State University.

- The agenda and backup materials for the midyear BOT meeting were posted online on Wednesday, April 9.
- Terence (Terry) Poltrack joined the ASLA staff on April 14 as Director of Public Relations and Communications. Poltrack has extensive experience in all facets of media, advertising, branding, and marketing, as well as writing and editing. Previous experience includes a long tenure at the Newspaper Association of America and, more recently, serving as Managing Director of Communications for The American Institute of Architects.

## Government Affairs

- Mark your calendars: Lobby Day webinars have been scheduled to assist you with your advocacy efforts. You must sign up at the links provided to receive the log-in information.
- Wednesday, April 23 at 1:00pm EDT (one hour): an overview of what to expect on Lobby Day and tips on lobbying. To sign up for this webinar: <https://www1.gotomeeting.com/register/913986073>.
- Tuesday, April 29 at 1:00pm EDT (one hour): Background information on 2008 Lobby Day issues. (This is not a substitute for the May 8 Issue Briefing). To sign up for this webinar: <https://www1.gotomeeting.com/register/529108975>
- Lobby Day information packets have been mailed to all ASLA members that have confirmed their participation. The packets contain talking points and other background materials on ASLA's 2008 Lobby Day legislative issues. Your one-stop shop for all Lobby Day information is the Lobby Day website. If you have not confirmed your attendance in Lobby Day activities, please contact Federal Government Affairs Manager Roxanne Blackwell immediately, so that staff may begin scheduling your Congressional meetings.
- RSVPs for the chapter representatives to the 2008 ASLA Licensure and Advocacy Summit are due May 2. The event is slated for June 20-22 in Madison, Wisconsin. CLARB, CELA, and CSLA have also been invited to attend.
- The ASLA Advocacy Network was activated today to urge ASLA members in California to contact their senators in support of funding for the Historic American Landscape Survey (HALS). Both California senators will play a critical role in HALS funding with Senator Feinstein serving as chair of the Senate Interior and Environment Appropriations Subcommittee that will set funding for HALS and other heritage documentation programs and Senator Boxer a key supporter of historic preservation in California and throughout the country.
- ASLA hosted the annual visit for students from Penn State University's Department of Landscape Architecture on April 8. Each year, the students visit Washington, D.C., to lobby Congress on issues important to them as they begin their careers in landscape architecture. Government Affairs staff addressed the students on the importance of continued advocacy and discussed ASLA's upcoming Lobby Day. The visit culminated in a presentation and tour of ASLA's green roof.
- The House passed H.R. 2016, the National Landscape Conservation System Act, by a vote of 278-140 on April 9. The legislation, sponsored by Congressman Raul Grijalva (AZ), would provide permanent recognition of the 26 million acre National Landscape

Conservation System (NLCS), ensuring the existence of over 800 premier national conservation areas, national monuments, wilderness areas, wilderness study areas, wild and scenic rivers, and national historic and scenic trails. ASLA along with other members of the Conservation Alliance led a grassroots effort that was critical to building momentum for the bill. Seventy percent of the Representatives contacted by ASLA members voted in favor of the bill. ASLA will continue to work with the Senate to pass S. 1139, companion legislation that passed the Senate Energy and Natural Resources Committee last year.

- Potomac Chapter Trustee Faye Harwell, ASLA, Paul Kelsch, ASLA, Meg Maguire, Hon. ASLA, and Manager Blackwell are meeting with the National Park Service to discuss and make recommendations on preserving and maintaining the historical and cultural resources of the National Mall Plan. The group will meet regularly over the next year to provide consultation to the National Park Service as it prepares its new National Mall Plan.
- ASLA has met with congressional affairs staff of the National Trust for Historic Preservation to urge their support for funding for the HALS.
- The Clean Water Network is beginning the process of developing the coalition's upcoming legislative agenda. Manager Blackwell participated in a recent strategy session in anticipation of partnering with the group on water conservation, stormwater management, and other water issues.

## **Public Relations and Communications**

- A multi-media news release was sent out yesterday featuring former NFL star and landscape architect Eddie George, ASLA, promoting careers in landscape architecture. The release includes a one-minute public service announcement (PSA) with clips of George saying how proud he is to be a landscape architect and includes information about what landscape architects do and earn. The PSA will be distributed to MTV, BET, and other cable networks that reach a young and diverse audience. The release also includes a [web landing page with the video clip, news release, links to career discovery resources](#). The release has already been picked up by [Fox Business](#), [Yahoo!](#), and several small newspapers. More video clips with various messages are being edited from the taping George did for ASLA in February and will be distributed to chapters, members, and target audiences.
- The latest issue of *LAND Online* was delivered Tuesday, April 15, to more than 16,000 subscribers. Most popular articles include [ASLA Announces 2008 Professional Awards](#), [ASLA President Perry Howard reports on first quarter firm survey results](#), and [Top Practitioners to Judge Student Awards](#).
- The ASLA *Business Quarterly* was delivered to members Friday, April 11. The quarterly economic outlook survey results indicate the demand for landscape architecture services remains strong.
- The ASLA Facebook group now has more than 1,300 members.
- A [press release announcing the 2008 ASLA Professional Award winners](#) was distributed nationwide as well as posted onto the ASLA website, complete with jury comments and high-resolution photos. Media have placed more than 15 calls to date wanting to cover ASLA Professional Award winners in their areas.

- *Outside Magazine*, with a circulation of 675,000, listed landscape architecture as number two on its Best Jobs list in the May 2008 issue, currently on newsstands. Included was a profile of the profession and link information to ASLA.
- Staff continue to promote National Landscape Architecture Month and chapter activities across the country. This week the chapter activity page has added 21 new events, with 7 additional chapters adding content. Total numbers are now 71 activities from 40 chapters.

## **Member & Chapter Services**

- The Chapter Deposit and Rebate Report for March has been posted on [www.asla.org](http://www.asla.org) on April 14. An email notice was sent to the chapter presidents and treasurers. An email notice was also sent to the chapter membership chairs notifying them that the chapter membership reports have also been updated.
- National Landscape Architecture Month is filled with chapter visits including President Howard attending the Utah Chapter 2008 ASLA conference, April 11 and 12; President Howard in New Mexico on April 15 to discuss attracting minority students to the profession; and President-Elect Dye attending the Southern Nevada Section luncheon earlier today, then traveling to Reno for the Northern Nevada Section lecture series in the evening.
- The Member Services Committee launched a new monthly email, the Membership Minute, for all chapter membership chairs and chapter presidents. Each month, the email will focus on a different membership recruitment or retention issue. The first Membership Minute was distributed on Monday, April 7; the subject was creating a chapter prospective member database.

## **Information and Professional Practice**

- ASLA co-hosted a post-conference workshop "*Successful Low-Impact Development: Practical Strategies and Techniques for Developers*" at the Urban Land Institute's "Developing and Investing Green" Conference in Charlotte, NC, on April 8, 2008. Moderated by Dennis Carmichael, FASLA, the speakers included Jose Alminana, ASLA, Kurt Culbertson, FASLA, Debra Guenther, ASLA, and Kevin Robert Perry, ASLA. The panel discussed how sustainable design strategies can positively affect the economics, ecology, and aesthetics of public and private development and featured case studies from the speaker's respective firms. Professional Practice Manager Guthrie attended and represented ASLA at the workshop.
- A new [Sustainable Design and Development PPN newsletter](#) is now available on the PPN's website. Staff is beginning production on the next Urban Planning and Design PPN newsletter.
- A new system has been devised for assigning professional development hours for LATIS (Landscape Architecture Technical Information Series) publications. Beginning with the Building Information Modelling LATIS, now in final production, 5-8 volunteer reviewers will read the unpublished LATIS and track the amount of time it takes to read and comprehend the publication. The average number of reading hours will equal the number of credits offered, and will also be used to determine the number of questions

included in the self test. In return, volunteer reviewers will be allowed to take and submit the self-test at no charge, rather than paying the usual \$40 fee for members.

## ***Landscape Architecture Magazine***

- Editor Bill Thompson, FASLA, participated on a panel on April 11 with Glenn Harper, editor of *Sculpture* magazine, and Glenn Weiss, blogger of *Aesthetic Grounds* for Artsjournal.com. The setting was Public Art 360, a national conference that brought together arts administrators, artists, and landscape architects at the University of North Carolina in Chapel Hill. *LAM* is gaining recognition in the arts community as a magazine that publishes public art in the landscape. Walter Hood, ASLA, also spoke at the conference.

## **Publishing and Resource Development**

- President Howard has personally notified all Fellows-elect of their selection by the Council of Fellows (COF) jury. Letters have been sent to all nominees who were not selected, along with constructive comments from the jury to assist them with a future nomination. The list of members to be inducted into the Council of Fellows in October will be released to the membership and the media in May. Plans are underway for providing better direction to chapter leaders and one-on-one assistance during the annual meeting to aspiring COF nominees and nominators.
- The deadline for firms to post a free JobLink internship opportunity is April 30. Nearly 50 firms have posted internships as of today, several posting multiple opportunities. Feedback from the firms has been extremely positive, indicating a strong response from applicants. Ten new members joined ASLA through JobLink in March.
- Eighty-two student entries representing 35 landscape architecture programs have been received to date for the 2008 Student Awards Program. The chair of each program is being contacted to encourage faculty support. An email from President Howard was sent to nearly 800 educators and 3,000 ASLA student and student affiliate members encouraging them to enter. The deadline for entry forms is May 9.
- The Marketing, Education, and Member Services departments collaborated on an email blast targeting students yesterday promoting several student initiatives, including JobLink, the student awards program, and the graduating student survey. The email was delivered to 2,532 student members, and so far 32 percent have opened it.
- Marketing is working with the Member Services department to start up telemarketing recruitment and reinstatement campaigns for 2008. Historically, telemarketing has provided a great return on investment for ASLA, particularly in the full professional member category.
- ASLA will participate in the EPA's National Sustainable Design Expo this weekend. The booth will promote the Sustainable Sites Initiative and the ASLA green roof. ASLA will also sponsor the awards reception for the students on Tuesday, April 22.
- June *LAM* advertising sales as of today are \$215,786 toward the \$230,000 goal. An initial meeting was held with the American Nursery and Landscape Association (ANLA) staff to plan for a nurseries directory and continuing education content for the December issue of *LAM*.

Please book travel through [GoodShop](#) to benefit the ASLA Fund. Be sure to designate "ASLA Fund" as the recipient and select Travelocity, Expedia, or Orbitz to purchase tickets as usual. ASLA will reimburse purchase of carbon offsets for ASLA business air travel to the midyear meeting. [TerraPass](#) and [Native Energy](#) are two of the best known carbon offset providers.