

July 18, 2008

PRESIDENT'S REPORT – KENN RAPP, ASLA

As we reach the half way point in the year I would like to again encourage you to participate in the "Each One, Reach One" campaign. You can find information about the program on our web site. Michigan ASLA has set a goal of doing 50 presentations to Michigan youth during 2008.

To date we have only heard of 3 presentations being given. If you've given a presentation please go to our web site and let us know so that we can count it toward our goal.

If you would like another way to get involved in the "Each One, Reach One" campaign Michigan ASLA is going to have a booth at the Great Lakes Green 2008 Conference at the DeVos Place in Grand Rapids on August 22nd and 23rd. We are going to be in the "Living Green" gallery which is being designed to appeal to children and families. If you could help us staff the booth, even for an hour, it would be appreciated. Please e-mail myself or Michigan ASLA if you can help

2008 MASLA EXECUTIVE COMMITTEE ELECTIONS

Are you ready to help make a difference?

Your Michigan ASLA Executive Committee has been hard at work. Our Annual Conference is in Grand Rapids this fall and will focus on Green Design and Construction. Our licensure effort is in full swing and is poised to benefit landscape architects throughout the state. The annual golf outing will provide loads of fun and even more needed scholarships for state schools. Many of you are taking advantage of our ever improving website (check it out at www.michiganasla.org!) All of this and more is offered by Michigan ASLA members that are serving you.

There are five opportunities opening up this year for you to be involved in making a difference by promoting the profession, providing opportunities for interaction and education, and reaching out to the communities that we live and work in. Whether you have experience serving on the Executive Committee or would like to start serving on the Committee, there is a place for you. The five positions open this year, along with a brief description and current committee members, are as follows:

President-Elect (1 year each as president-elect, president and past president)

Aids the President; presides in the President's absence; assists in preparing the budget for the upcoming year; and oversees the annual meeting commission. Must be a Full Member.

Current President-elect: Brian Mulligan

Kent County Parks and Recreation
president-elect@michiganasla.org

Secretary (1 year term)

Records Executive Committee meeting minutes; prepares, issues and receives ballots; is a member of the Nomination, Application Review and Constitution & Bylaws Committees, and

performs other duties assigned by the Executive Committee. Can be a Full Member or an Associate Member.

Current Secretary: Vanessa Warren
Wilcox Professional Services
secretary@michiganasla.org

Member-at-Large (1 year term/must be a member or fellow)
Represents members; assists the Vice Presidents; and performs special projects. Can be a Full Member or an Associate Member.

Current Member-at-Large: V. Scott Holmgren
Innovative Land Design Associates
member@michiganasla.org

Associate-at-Large (1 year term/must be an associate member)
Represents associate members; assists the Vice Presidents; and performs special projects. Can be a Full Member or an Associate Member.

Current Associate-at-Large: Claire Jagenow
JJR
associate@michiganasla.org

The remainder of the 2008 Executive Committee that will be still serving their terms through the next year include:

Brian Mulligan, President (term ends 2009)
Kent County Parks
president-elect@michiganasla.org

Kenn Rapp, Past-President (term ends 2008)
University of Michigan
president@michiganasla.org

SuLin Kotowicz, Treasurer (term ends 2009)
O'Boyle Cowell Blalock & Associates, Inc.
treasurer@michiganasla.org

Jim Eppink, Vice President of Programming (term ends 2009)
J. Eppink Partners, Inc.
programming@michiganasla.org

Jamison Brown, Vice President of Communications (term ends 2009)
Wade Trim
communications@michiganasla.org

If you have any questions, feel free to contact any of the current Executive Committee members. This could be your year to serve and enjoy being part of a dynamic group whose work benefits all of us. Don't be hesitant to jump right in and please respond by **11 August 2008!**

Please see the attached document for nomination form.

MICHIGAN ASLA AWARD NOMINATIONS – ANGELA HICKS, ASLA

The Michigan ASLA Awards Committee is now accepting nominations for the 2008 Michigan ASLA Awards. Enter one of the following three categories:

- I. Landscape Architectural Design
- II. Landscape Planning & Analysis
- III. Landscape Architectural Research & Communication

Award Description

Honor Award – Given to the most outstanding project in each category.

Merit Award – Given to projects that display superior professional achievement. Any number of merit awards can be given in each category.

Eligibility

Entrants must meet one of the following classifications:

- Fellows, Members or Associates of ASLA.
- Registered Landscape Architects in the State of Michigan
- No student work will be eligible. There are other venues for student awards.

Project involvement by the person submitting the entry is mandatory.

Deadline

All entries must be received by 5:00 p.m. EDT on Friday July 18, 2008.

Awards Programs

Winners will be honored before an audience of Landscape Architects and allied professionals. Award winners will be required to submit display boards of their project(s) for exhibit at the awards banquet and at the annual conference. Award ceremony details will be announced as we approach the date.

[Please click here for more information on the 2008 Michigan ASLA Submission information](#)

21ST ANNUAL MICHIGAN ASLA/CONTRACTORS GOLF CLASSIC - July 30, 2008 | Mystic Creek Golf Course

Michigan ASLA is sponsoring our 21st Annual Golf Outing. We gather professionals from across the green industry for a day of fun, golf, networking, and fund-raising. All proceeds go to our efforts to benefit the landscape industry and to establishing an annual scholarship program for individuals in our related fields.

So gather your friends and register your foursome today! 80 golfers have already registered to join us for this event! Space is limited, so don't delay! Sponsorship opportunities are still available.

Join the over 200 Golfers that played last year! Help make this year our most successful every with your sponsorship and support.

[Please click here to download golf outing details and registration information.](#)

The Michigan ASLA would like to thank the following sponsors for their support of this event:

Gold Sponsor: Oaks Concrete Products

Bronze Sponsors: Landscapeforms | Pine Hall Brick Co.

Hole Sponsors: Botanico, Inc. | Bowers & Rein | GP Enterprises | Greenleaf Nursery Co.
Hamilton Anderson Associates | King & MacGregor | Michigan Nursery & Landscape Association
Red Lava, Inc. | The Rhode Island Nurseries, Inc. | Santerra Stonecraft | Tandeski Associates
Texel, a division of AOS, Inc. | Wade Trim

SAVE THE DATE!



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

Governance and Administration

- ASLA hosted **First Lady Laura Bush** on the green roof on July 3. The **meeting was very informative for Mrs. Bush and her guests** who were very impressed with ASLA's work promoting green roofs, as well as the monitoring data EVP Nancy Somerville provided about stormwater runoff and temperature differences on green roofs vs. conventional roofing systems.

- EVP Nancy Somerville and ASLA management are meeting in North Carolina for the Executive Committee meeting this week. Among the topics discussed will be growing the profession, the new upcoming website launch, and the Sustainable Sites Initiative Update.
- Patricia M. O'Donnell, FASLA, chair, and the IFLA CLC (International Federation of Landscape Architects Cultural Landscapes Committee) have launched a new website (<http://www.iflalc.org/>) to foster cultural landscape preservation through increased communication and to encourage greater awareness of and respect for **our shared global legacy of cultural landscapes**. O'Donnell, who also serves as ASLA's representative to US/ICOMOS (United States/International Council on Monuments and Sites) hopes that all will explore this new tool and that those with relevant projects will submit a summary to the "best practices" section of the site.
- **President Howard** attended the **IFLA World Council and Congress** in the Netherlands last week. ASLA IFLA representative **Patrick Miller, FASLA**, and IFLA Americas Region Vice President **Darwina Neal, FASLA**, also were in attendance.
- Education, meetings, and professional practice staff met with their counterparts at the **American Planning Association** last week to discuss development of joint programming and recognition of education programs through both LA CES and the AICP Certification Maintenance program. EVP Somerville also met with APA CEO Paul Farmer to discuss funding requests for the proposed National Academy of Environmental Design as well as governance and management issues.

Government Affairs

- **Complete submittals for the second round of ASLA's 2008 Licensure and Advocacy Grant Program are due by close of business Monday, July 14.** Guidelines and applications for the program are available in ASLA's [Chapter Operations Workbook](#).
- ASLA's **Texas chapter is mobilizing to defend its licensure** in a hearing July 16 that will consider "streamlining" professional regulation. The committee chair reviewing the issue is an engineer.
- **ASLA activated the Advocacy Network to support H.R. 3036 and S.1981, the *No Child Left Inside Act***, which would fund environmental education programs in public schools across the country. S.1981 is in the Senate Subcommittee Health, Education, Labor, and Pensions. ASLA is very pleased that **the House version of *No Child Left Inside* passed out of the House Education and Labor Committee by a vote of 37-8; it may reach the House floor for debate shortly.** Within only a few hours, ASLA members sent over 224 letters to their Representatives and Senators in support of the bill. ASLA greatly appreciates the participation of its members, and will continue to urge the House to pass this important legislation when it reaches the House floor.
- Government Affairs staff distributed letters to the Chair and Ranking Member of the House and Senate Appropriations Committee encouraging them to support **full funding for Safe Routes to Schools, the National Scenic Byways Program, and the Transportation Enhancements Program in the FY 2009 Transportation Appropriations bill.** The Appropriations Committee may mark up the legislation as

early as this July, and ASLA will continue to advocate for funding of these important programs.

Public Relations and Communications

- ASLA garnered strong news coverage, with a ***Washington Post*** feature on the Society's green roof and Nancy Somerville. This was also picked up by ***Smart Brief***. Additional news coverage appeared in the ***Hartford Courant*** and in ***Boston/SF***. PR staff are working with the ***Associated Press***, ***Home Improvement*** magazine, ***Urban Space Design***, and an author publishing a book on trees and shrubs all to feature ASLA members.
- Work has begun on a **comprehensive Chapter Activity Handbook** for use throughout this year and NLAM 2009. Ten projects of varying complexity were chosen as models for ASLA members to use during their outreach. The handbook will be a resource to all members and chapter leadership, and will include detailed instructions, material needs, and resource estimates (time & money) for each activity.
- **In June, ASLA.org received over 330,000 visits.** Helping drive the strong web traffic are prominent locations in search engines like Google. For example, ASLA.org appears in the top five results for search terms like "green roof," "landscape architecture jobs/careers," "landscape architecture and climate change," and others. Work continues on the new website, and approximately 80% of the content has been migrated over. Next steps include reformatting the old content to the new web design.
- ASLA's online videos at youtube.com have been **viewed a combined 4,500 times**. All of the videos are available at www.youtube.com/landscapearchitects.
- PR staff are preparing a **media advisory promoting the 2008 Annual Meeting and EXPO**. Additionally, staff continues to write regional releases announcing the winners of the 2008 Professional Awards. This week a release will target Chicago-area media.

Publishing and Resource Development

- **Online registration for the 2008 ASLA Annual Meeting and EXPO opened on July 2.**
- In support of its partnership with *Garden Design* magazine, **ASLA sent an email blast about the Oasis Award for Outdoor Kitchen Design to members yesterday.** The Oasis Award recognizes excellence in outdoor kitchen design and is open to landscape architects and other design professionals. Winners will be featured in the October/November joint issue of *Landscape Architecture/Garden Design*. The email was delivered to 13,707 individuals and has already been opened by 28 percent of the recipients. An article promoting the awards will appear in next week's *LAND Online*. The deadline for entries is August 1.

Information and Professional Practice

- **EPA's WaterSense Program: Request for Comments Sent to PPN Members:** On July 2 the Professional Practice staff emailed members of the Water Conservation, Sustainable Design and Development, and Residential Landscape Architecture

Professional Practice Networks about the EPA WaterSense program. As part of this program EPA has released draft guidelines for water-efficient single-family new homes and invites comments through July 21. The guidelines include measures for both interior and exterior water use. They are located at:

http://www.epa.gov/watersense/news/index.htm#new_homes. Staff requested that the PPN members review the materials and provide comments as specified in EPA's notice. Staff also asked for a copy of any comments members submit to EPA so ASLA may consider them in drafting the Society's comments to the proposal. For complete information about the EPA WaterSense program, visit:
<http://www.epa.gov/watersense/index.htm>.

Deadlines and Reminders

- The deadline for responding to the **call for 2009 committee volunteers** and the request for **nominations for national office** is **Monday, August 4**. Send expressions of interest for committee service and nominations to Corporate Secretary Mary Hanson at mhanson@asla.org.

The Michigan Chapter of ASLA Annual Conference	October 23	<i>The Art of Landscape Architecture</i>
Thursday	Frederik Meijer Gardens & Sculpture Park Grand Rapids, Michigan	2008