

**July 3, 2008**

## **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](#)

## **21<sup>ST</sup> ANNUAL MICHIGAN ASLA/CONTRACTORS GOLF CLASSIC - July 30, 2008 | Mystic Creek Golf Course**

Michigan ASLA is sponsoring our 21<sup>st</sup> 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 | Greenleaf Nursery Co.

Hamilton Anderson Associates | King & MacGregor | Michigan Nursery & Landscape Association

The Rhode Island Nurseries, Inc. | Santerra Stonecraft | Tandeski Associates

## **LAM LOOKING FOR WRITER/EDITOR**

LAM has a position open for a writer/editor. If you know of anyone who might be qualified, please send contact Bill Thompson, FASLA. The individual would have to relocate to DC and have to have a demonstrated ability to write and have been previously published.

Any questions, please ask!

J. William "Bill" Thompson, FASLA

Editor

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

Hello, There are so many great tidbits of information included in this national update, that I am not sure which items to highlight. I encourage you to take the time to scan through and find items of your own interest.

I suggest that you read the call for ASLA Committee members. This is open to all members, and a great way to participate. Most meetings of the committees are completed via conference calls, so there is no need to drive. You can be located anywhere and participate in ASLA. It is also a great way to get connected with LA's that are interested in similar parts of the profession.

ASLA staff have also been working to support legislation senate bill S.3017, the Beaver Basin Wilderness Act, which would designate 11,740 acres of land around Lake Superior as a federally protected public land. Senators Levin and Stabenow are co sponsors of this bill. (This area is located adjacent to pictured rocks.

The week of July 7th I will be attending the ASLA Executive Committee meeting in Asheville, NC as a vice president elect. Peter Pollack, FASLA, will also be there at a joint meeting to present and discuss the need to expand the profession of landscape architecture and increase educational opportunities in colleges and universities. This initiative has also been known as "Growing the Profession" and is continuing to move forward.

June 25, 2008

## **Governance and Administration**

- Gary Scott, FASLA, won the election for 2008-2009 ASLA president-elect. The Tellers Committee convened at ASLA Headquarters on June 20 to review and verify the results. A total of 4,199 ballots were cast, representing 30.67 percent of eligible voters. Fifty-two percent of the votes were paper ballots. Many thanks to Rob Tilson, FASLA, for his strong candidacy.
- President-Elect Angela Dye, FASLA, issued a call for 2009 committee volunteers in LAND Online and emails have gone out to national and chapter leaders seeking their participation and asking for their assistance is getting the word out to as many members as possible. Interested members should contact Corporate Secretary Mary Hanson (mhanson@asla.org) by Monday, August 4. Also included in LAND was a request for nominations for national office: 2010 President-Elect; 2010-11 Vice President, Communications; 2010-11 Vice President, Education; and 2010-11 Vice President, Government Affairs. Nominations are also due to Hanson by August 4.
- An ASLA Chapter Assistance Team (CAT) met June 16-20 in Orlando to assist the Florida Chapter with reviewing and enhancing its programs and operations. During the week, in addition to meeting with the chapter's executive committee, the team met with individual members, allied organizations, and chapter committees.
- EVP Nancy Somerville met with the CEO of American Trails last week to discuss information exchange and other collaboration opportunities.
- The Executive Committee will meet in Asheville, NC, on July 8. Agenda items include review of the Sustainable Sites Initiative, the overhaul of the ASLA website, FY 08 financial projections, and strategic objectives, as well as orientation for incoming officers. A special forum to discuss initiatives for growing the profession will be held on July 9. Joining the executive committee for that discussion will be representatives of the Presidents' Council organizations and representatives of selected ASLA committees.
- In the last two weeks, ASLA provided green roof tours for four middle school classes from a D.C. public charter school. In total, almost 100 children had the opportunity to view the PowerPoint presentation, familiarize themselves with landscape architecture, and experience a green roof firsthand. The green roof was also visited by members of the Delaware Nature Society while they were in town.

## **Public Relations and Communications**

- ASLA continues to generate strong media coverage. The Rocky Mountain News, Milwaukee Journal-Sentinel, and In Business Las Vegas all used information from the 2008 Trends in Landscape Architecture release. Additional news coverage appeared in Black Enterprise, Boston Globe, Denver Post, Associated Construction Publications, and Total Landscape Care.
- Public relations staff distributed a press release announcing a \$200,000 sponsorship by Landscape Structures, Inc. for the Sustainable Sites Initiative. Additionally, staff sent out a Boston area press release promoting regional 2008 ASLA Honors and Awards winners. This was the first in the series of targeted regional media outreach campaigns to

highlight landscape architects, projects, and award-winning designs to raise the visibility of the profession on a local level.

- PR staff completed a new video featuring Eddie George, ASLA, promoting careers in landscape architecture. Posted on youtube.com, the video has been viewed more than 300 times in less than a week. To help promote the video and career discovery, PR staff will target landscape architecture graduate programs to use the video to help promote the profession. The University of Arkansas inspired this outreach by posting the original Eddie George video on its program website.
- Work has begun on a new comprehensive public relations guide for members. The guide will fit the specific needs of ASLA members and lead them through each step of the media outreach process. Pitching tips, press release templates, and crisis communications are a just a few of the topics the manual will cover.
- Work has also begun on a Career Discovery Activities resource for chapters and members that will outline the planning and execution of 10 exercises to introduce students to landscape architecture. Barbara Berry & Associates, who developed the Roof is Growing! web resource, is working with staff. Target date for release is the fall annual meeting.

## **Publishing and Resource Development**

- The 2008 student awards jury met and selected 20 award recipients from the more than 290 submissions in seven categories. The recipients have been notified and will be officially announced to ASLA's membership and the media on September 9 via a press release and an article in LAND Online.
- The 2008 ASLA Honors press release was distributed and featured in LAND Online.
- The 2008 Council of Fellows scholarship recipients will be announced in the July 1 issue of LAND Online. The program is close to achieving its endowment goal of \$250,000, which will provide up to four scholarships to students pursuing careers in the field of landscape architecture.
- Several ASLA members will be keynote speakers in TCLF's Second Wave of Modernism conference, November 13-15 in Chicago. ASLA featured the conference in an article in LAND Online.

## **Government Affairs**

- The New Jersey legislature approved legislation on June 23 to upgrade the state's title act to a practice act. The bill now awaits action from Governor Jon Corzine. An action alert has been sent to NJ landscape architects to urge them to contact the governor for his support.
- The eighth annual ASLA Licensure & Advocacy Summit was held June 20-22 in Madison, Wisconsin. More than 50 landscape architects represented 44 states, 40 chapters, CLARB, and CELA at the event. Highlights included a discussion on encouraging students to join ASLA advocacy efforts and the perspective of New Mexico Representative Joni Marie Gutierrez, ASLA.
- The House Committee on Financial Services heard H.R. 6078, the Green Resources for Energy Efficient Neighborhoods (G.R.E.E.N.) Act of 2008. Introduced by Ed Perlmutter

(CO), the bill would create incentives for more energy efficient residential homes. AIA President Marshall Purnell, FAIA, testified before the Committee about the importance of building energy efficient buildings and specifically mentioned that "architects, landscape architects, and other design professionals should work together to maximize sustainable design opportunities like orientation, natural daylighting, and surrounding landscaping."

- The House Select Committee on Energy Dependence and Global Warming met to discuss Smart Growth as a tool to mitigate climate change and decrease energy costs. Witnesses included representatives from Smart Growth America and the Center for Clean Air Policy. Most witnesses agreed that energy dependence can be reduced by establishing walkable neighborhoods and initiating transportation enhancements, and suggested that cities use Smart Growth principles as they rebuild areas damaged by recent natural disasters.
- Federal Government Affairs Manager Roxanne Blackwell participated in the Complete Streets Coalition Federal Advocacy conference call to begin developing a long-term strategy to include Complete Streets language in the upcoming reauthorization of the federal highway transportation bill, which Congress is expected to begin considering next year.
- ASLA has sent letters to the House and Senate Subcommittees on Legislative Branch Appropriations urging the subcommittees to include \$299,000 for the U.S. Botanic Garden's Partnership Support program, which provides funding for ASLA's Sustainable Sites Initiative. Letters were also sent to the House and Senate Agriculture Appropriations Subcommittee to request adequate funding for USDA's Urban and Community Forestry program, which assists states and local communities with tree planting programs and performs critical research on carbon sequestration techniques.
- Manager Blackwell and the ASLA National Mall Plan Working Group (Paul Kelsch, ASLA, and Meg Maguire, Hon. ASLA) met this week to further discuss ASLA's recommendations for the Section 106 review of the National Mall Plan. Comments on the plan are tentatively due in July.
- The Senate Subcommittee on National Parks held a hearing on pending federal lands legislation. Notably, the subcommittee discussed S.3017, the Beaver Basin Wilderness Act, which would designate 11,740 acres of land around Lake Superior as a federally protected public land. The committee also discussed measures that would renew preservation of the Route 66 highway corridor and create new trails in the Pacific Northwest.

## Member and Chapter Services

- Current Membership Data:

### Member Type As of 6/24/08

Affiliate	854
Associate	1,839
Corporate	202
Fellows	606
Full	10,682
Honorary	96
International	262
Student	2,942

Student Affiliate 557  
**Total            18,040**

- Staff recently joined the Maryland Chapter for its annual baseball game event and visited with the Florida Chapter leadership.

## **Information and Professional Practice**

- The latest LATIS report—Integrating BIM Technology into Landscape Architecture is now available online via the ASLA website. Beginning with this report, ASLA has implemented a new process for assigning professional development hours (PDH) to self-exams associated with LATIS documents, as well as a new on-line procedure for purchasing and taking the exams. ASLA members pre-pay a \$40 processing fee for scoring the exam. Non-members may purchase a LATIS report for \$50 and pre-pay the \$40 processing fee for scoring the exam.
- On June 23rd and 24th the “Greening the Heartland—Embracing Change 2008,” 5th Annual Conference of the USGBC St. Louis Regional Chapter was held. Hunter Beckham, ASLA, and Valerie Vartanian, Sustainable Sites Initiative Product Development Committee representative, were part of a panel presentation on sustainable landscape standards featuring Sustainable Sites and Low Impact Development (LID)
- The Professional Practice Committee Specification Review Subcommittee met at ASLA on June 19 to begin development of guidelines for landscape architects for new soil specifications. Subcommittee Chair Vaughn Rinner, ASLA, led the discussion and review by fellow committee members—Barrett Kays, ASLA, Phil McDade, FASLA, and Rob Tilson, FASLA. The group met on June 20 at ARCOM Masterspec’s Alexandria, VA, office to work on a new landscape specification section on soils. Professional Practice Managing Director Susan Cahill participated in the meetings.
- ASLA President-Elect Angela Dye, FASLA, gave a presentation on the Sustainable Sites Initiative at the New York Upstate Chapter meeting in Rochester, New York, on June 12. The theme of this year’s conference focused on “Sustainable Solutions.”
- The 2008-2009 ASLA National Salary Survey questionnaire has been completed by 2,462 members. A final reminder email notice was sent to all eligible members on June 12. We have reached our participation goal of 2,000 – 2,500 completed questionnaires for the 2008 survey data.

## **Deadlines and Reminders**

- Letters of intent to serve as CPC Chair for 2009-2010 should be emailed to Membership Director Barbara Drobins for review by July 21, 2008. These letters should include a short bio and clear goals for one’s tenure as CPC Chair. This service would run one year as CPC Chair Designate (2008-2009) and one year as CPC Chair (2009-2010). Final decision will be made by President Elect Angela Dye.
- The Chapter Initiative Program Intent to Apply Form is due to the CIP Task Force on July 1, 2008. The guidelines and application can be found on the Chapter Operations Workbook (COW).

- 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](mailto:mhanson@asla.org).