

**June 5, 2008**

**PROMOTING MICHIGAN ASLA – KENN RAPP, ASLA, Michigan ASLA President**

One of the goals that the executive committee set for 2008 was to begin implementation of the Michigan ASLA marketing plan that was presented at the Annual Meeting last fall. The marketing plan items we've been focusing on involve promoting the profession and being a resource to our members. We've recently made two additions to the Michigan ASLA website that I want to make you aware of. The first is a "Best Of" section that is available under the Chapter section of our website. The site uses Google Earth to show the locations of the 2007 Michigan ASLA Award winners and also the Medallion Awards. We plan to add previous and future Michigan ASLA awards to this site. I would like to expand this further and have members submit projects that you feel showcase the work of Michigan landscape architects. I'm hoping the site will become a way for us to share examples of our work with others. The second is a Sustainability Resource Center located in the Resources section of our website. Our marketing plan told us that our members wanted us to lead in this area. The Sustainability Resource Center provides links to various websites on the topic of sustainability. Again, I would like to see this expand and have members submit electronic information on the topic that they have found useful. I would also like to expand this idea to different topics and hope you will give us input on what those should be. I would like to thank our Immediate Past President Norm Cox for his work on the "Best Of" project and or Member at Large Scott Holmgren fro his work on the Sustainability Resource Center.

**NOTE FOR MSU – SCOTT G. WITTER, School of Planning, Design and Construction**

Dear alums, partners, friends and supporters,

Urban and Regional Planning, Landscape Architecture, Interior Design and Construction Management have come together to create the new School of Planning, Design and Construction at Michigan State University. The School is a bold and exciting opportunity to bring together a wide range of expertise and interests to serve our students and communities. Central to the philosophy of the School is commitment to excellence in education, maintaining accreditation for each of our majors and fostering cutting edge research and teaching. We are also committed to connecting and reconnecting with our alums, partners, friends and supporters as we build the new School.

Starting the fall 2008 semester, the School will be located in one building, Human Ecology, on the north side of campus next to the MSU Union. As we bring the new School together in physical location, we are also working on bringing together our knowledge. As you know, in practice our disciplines work closely together. We are looking at how we can create the best graduate, with expertise in their chosen profession and how to integrate the knowledge of our related professions.

Building the School requires the assistance of many, especially those most familiar with our work and the professions we serve. One of our many activities is to create a web site for the new School. In order to make our website useful we are creating a series of web surveys to gather input from everyone. The link below is to the first survey. We appreciate your time and value

your input. Thank you for helping us build the School of Planning, Design and Construction at MSU.

If you have any questions please feel free to contact me or our Associate Director.

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**[Please click here to begin the survey.](#)**

## **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! 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.](#)

## **REACH ONE, EACH ONE – JOHN EPPINK, VP of Programming**

As the school year begins to wrap up and another year is ending, school age children across Michigan will soon spend most of their time outdoors; in neighborhood parks, on athletic fields, exploring nature areas and exercising on trails and paths. How many of these children will realize that all of these activities are possible because of the involvement, knowledge, vision and design skills of Landscape Architects?

When I was at the University of Michigan earning a Masters of Landscape Architecture degree, I was surrounded by enthusiastic classmates who knew that they were on the path to becoming a design professional. I was amazed how diverse their backgrounds were and how many were changing careers or pursuing something completely different than their undergraduate degrees. Within our small class, there were Art History majors, former Pre-Law students, an Accountant, a Physical Therapist and a Teacher.

When asked to describe why these new Masters candidates had suddenly changed their career track to landscape architecture, they all provided very similar explanations; sometime in their lives they had been inspired by a space created by a landscape architect, such as a park or nature center, but no one had ever told them that the area had actually been created by a design professional. They thought that it was "just always there". Once they realized that these special spaces are deliberately designed and created, they knew they needed to become a Landscape Architect.

Everyone knows that buildings are created by architects and roads designed by engineers, but how many of our youth, in fact, how many adults within our community, ever pause to consider that the very special places within our communities are designed and created by Landscape Architects? Very few I'm afraid.

Perhaps this lack of recognition is positive in some regard. After all, the spaces that we create are often subtle and aim to "mimic" natural systems. As fellow design professionals, we often hold up the most holistic of designs as the best. Inadvertently however, we may in fact be under-promoting or beloved profession.

### **Your Challenge – Promote, Enlighten, Educate**

ASLA President Perry Howard has issued a challenge to all members to simply enlighten students to the possibilities and career opportunities as a Landscape Architect. As our communities continue to change, as people return to a more community centric and environmentally responsible lifestyle, the demands for well planned quality, multi-purpose, ecologically balanced spaces will be greater than ever.

As a member of the Michigan ASLA, you are being asked to "Reach Out" to one Student and enlighten them about the exciting possibilities within Landscape Architecture. Its easy, its fun and there are countless ways to do this.

Over this summer take the challenge and conduct a nature walk at your local park with a group of children. Show them what measures have been taken to create natural habitat and protect the ecosystem. Take a minute to explain to your child's soccer team why the game is made better because of the skill a Landscape Architect used when designing the new civic park in your town. Take two hours to meet with a Boy Scout, Girl Scout or Brownie Scout Troop and conduct a fun design workshop with them. Did you know that all the Scouting groups have a merit badge related to Landscape Architecture?

We've already had many Michigan ASLA members get out there and meet with youth to let them know that there is such a thing as Landscape Architecture and that it is a fun and creative career. Simply taking the time to let kids know that the best parts of our communities are designed and created by Landscape Architects will plant a seed. Let them know that there are countless avenues within the career, that there are several top rated schools here in Michigan, and they can make a positive impact on the world and the environment. This may be just what it takes to light the spark in a single child.

Please contact your Michigan ASLA executive committee members for examples and additional quick ways to "Reach One". Let us know how you did it and the responses you received so that we can share your success and keep track of the number of children reached.

Take the Challenge. Make the time. Use the resources available on the ASLA & Michigan ASLA website, and share the vision and excitement that has made you a great Landscape Architect.

Someone or something inspired you to become a Landscape Architect....***it's time to return the favor.***

Please see attached for more information on what you can do to help promote this program in your community.

## **CALL FOR SITES ARTICLE WRITERS – CLARE JAGENOW, Associate at Large**

**The SITES editorial team is looking for writers for these topics:**

### **Trend Article: Sustainability For our fall 2008 newsletter**

Criteria for a Trend story:

Trend stories highlight up-and-coming approaches to landscape architecture and design. The story will identify a trend and its origin, feature projects in Michigan showcasing the trend and how it has benefited the landscape, and explain why the trend is catching on. In order to be considered for a trend article, it must include input and quotes from multiple sources associated with the trend (landscape architects, planners, clients, engineers, architects).

Word count: 1,000 to 1,200 words

Photos: 5 to 10, high resolution, 300 DPI (Please provide captions for photos)

### **Feature Article: Gardens and Arboreta For our winter 2008/2009 newsletter**

Criteria for a Feature story:

Feature stories highlight a unique project in Michigan that informs the audience of excellence in landscape architecture. Often, these are award-winning projects. The story will not only explain the design of the landscape, but why it was chosen, how the public or client is affected by these choices and any challenges or obstacles that were faced or overcome. In addition to providing quotes and input from multiple contacts within the landscape architecture firm associated with the project, quotes and input should be provided by the other professionals (planners, engineers and architects) and the clients associated with the project.

Word count: 800 to 1,000 words

Photos: 5 to 10, high resolution, 300 DPI (Please provide captions for photos)

### **Why write an article for SITES?**

Writing an article for the **SITES** publication can be advantageous to your firm in the following ways:

- It is free for members to write articles
- Your project will be viewed by almost 2,000 potential clients in the state (and our mailing list is growing!)
- Your firm will be acknowledged at the end of the article and your firm's contact information will be listed
- Photos and illustrations can also be used to showcase your project

If you or your firm is interested in writing an article for **SITES**, please contact Clare Jagenow at 734-669-2691 or [clare.jagenow@jjr-us.com](mailto:clare.jagenow@jjr-us.com). We look forward to highlighting your project in the next issue!

## **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](#)

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

Elections are open for the next National ASLA President. I encourage you all to vote for a candidate. The President is a key role for all of us in moving the profession of Landscape Architecture forward as well as our relationships with sister organizations. You should have received a ballot in the mail and an email offering electronic on-line voting. I voted on-line in less than 5 minutes. ([www.asla.org](http://www.asla.org)). At the ASLA website, or in back issues of LAND On-Line are written summaries by each of the candidates. I personally know both of the candidates and they will both make a great president. I do think that if you read the materials you will find that one may be more slated to your own personal agendas. Please take the time to participate in your organization.

Secondly, I want to encourage all of you, if you have not already, to notify your State of Michigan Representative (and Senator) to support the bills for upgrading our licensure for landscape architects. You can use the ASLA Advocacy Network at [www.michiganasla.org](http://www.michiganasla.org) for a pre-written

letter that will automatically be addressed to your representative, or look at [www.mi.gov](http://www.mi.gov) for a listing of your legislators by your address. Either way, we need to show broad state-wide support of these bills. A few of us have carried the bulk of this issue, but now we need letters to go out from all of you. Please take 5-10 minutes on your lunch hour or break today to participate. You don't even need to leave your office or to spend gas money. Make my day and let me see your name on list of those who sent letters!

## **Governance and Administration**

- President-Elect Angela Dye, FASLA, represented ASLA at the Landscape Architecture Foundation (LAF) Board meeting in Charleston, SC, on May 18. Agenda items included: review of audited financials; investment reports and policies; the 2008 LAF benefit dinner; and the Olmsted Scholarship. Dye and President Perry Howard, FASLA, also attended the LAF symposium "Leadership and Landscape Change" in Charleston on May 19-21. Howard participated in a panel on the impacts of technology.
- President Howard and EVP Nancy Somerville visited the offices of Carol R. Johnson Associates, Inc., and the Halvorson Design Group while in Boston attending the AIA Convention on May 15-17. Howard and Somerville also met with Boston Chapter Trustee Tom Doolittle, ASLA, and chapter officers Bob Corning, ASLA, and Joe Geller, ASLA.
- ASLA is finalizing a display for the U.S. Botanic Garden's "One Planet—Ours!" exhibit, which will run from late May to October 2008. The goal of the exhibit is to highlight ASLA's work and provide the public with take-home messages on sustainability. The exhibit includes a green roof using some of the same plants from ASLA's roof.
- Green roof tours continue to be strong. Recent visitors included landscape architects from the Naval Facilities Engineering Command and the executive director and staff of the Environmental Literacy Council, and the firm Cunningham/Quill, which is designing the building adjacent to ASLA's headquarters. The firm was interested in touring ASLA's roof because a green roof is planned as part of the project.

## **Publishing and Resource Development**

- Director of Meetings and Special Programs JoAnn Brown has resigned to take a position with the Congressional Hispanic Caucus Institute. Managing Director Ann Looper is interviewing candidates and Meetings Coordinator Cassie Banks will handle meetings and Council of Fellows responsibilities until a successor is on board.
- Summer intern Hannah Winant, Student Affiliate ASLA, has started working with the honors and awards program. Winant is a rising junior at Ohio Wesleyan University and plans to become an urban designer. She will assist with administration of the student awards program and public relations coordination on the honors and awards results, as well as other publishing and resource development programs.
- The 2008 Fellows-elect profiles are now featured on the ASLA [Council of Fellows webpage](#).
- The 482 entries to the ASLA student awards program represent 78 schools, 17 of which are international schools. The program drew 174 new members, including 44 student affiliate members. The jury meets June 13-15.

- More than 75 subscriptions to *Landscape Architecture* magazine (*LAM*) have been ordered by Urban Land Institute members in response to the email sent to more than 22,000 of its members. Developers are the largest client group for landscape architects.
- Sales revenue highlights include: advertising sales for the July issue of *LAM* closed at \$238,024, more than \$18,000 above goal; 11 new exhibitors signed contracts for \$71,300 in EXPO space; and HNTB has signed up to sponsor the Sunday general session of the annual meeting for \$10,000, bringing total sponsorships to \$155,000 to date—a new record for ASLA.
- Email and fax blasts soliciting advertisers for the August awards issue of *LAM* were delivered to nearly 8,600 sales contacts. A sales marketing postcard mailed to approximately 4,500 sales prospects as a follow up effort to the email/fax marketing.
- President Howard, EVP Somerville, several local members, and a number of staff participated in the AIA Convention in Boston recently. More than 1,000 copies each of *LAM* and the 2007 joint *Garden Design/LAM* issue were handed out. Many attendees were interested in information on the green roof and the Sustainable Sites Initiative. Seventeen *LAM* subscriptions were sold on site and several AIA members indicated interest in joining as Affiliate ASLA members.

## Government Affairs

- The New Jersey legislation to upgrade that state's law from a title act to a practice act passed the Assembly by a wide margin (75-5) on May 19. Action now moves to the Senate, where companion legislation was introduced this week.
- Manager Roxanne Blackwell discussed strategies for moving the Complete Streets legislation through the legislative process with the Complete Streets Coalition. The Coalition is requesting that ASLA target certain members of Congress and Senators from Florida and Pennsylvania to urge them to co-sponsor current Complete Streets legislation.
- The HALS subcommittee of the Historic Preservation PPN held its quarterly conference call this week to discuss recent HALS activities. The group discussed the current HALS legislative strategy which includes urging Congressman David Price (NC), Congresswoman Betty McCollum (MN), Congresswoman Barbara Lee (CA) and Congressman Ed Pastor (AZ) to make personal calls to Chairman Norm Dicks (WA) to request that his subcommittee draft a bill that includes funding for HALS.
- ASLA activated the Advocacy Network to ask ASLA members to urge their Representatives to cosponsor H.R. 5867, the Energy Conservation Through Trees Act. Thanks to ASLA members advocacy this week, Congressmen Blumenauer (OR), Berman (CA), Grijalva (AZ) and Levin (MI) joined Congresswoman Matsui (CA) as cosponsors of the bill. If you have not already done so, please contact your Representative today and ask him/her to cosponsor the bill.

## Public Relations and Communications

- ACE Mentor Program President Pamela Mullender reports that landscape architects participated in every one of the initiative's 61 affiliated markets this year. ASLA is a sponsor of the program, which offers formal, hands-on internships to high-school students.

- A survey of 16,000+ *LAND Online* readers to gauge interest in 15 different subject areas regarding ASLA news has been completed. Staff will now analyze the 800+ responses and comments as they work to improve ASLA communications.
- MSN.com featured landscape architecture as an “Amazing Job” for college graduates. This adds to publications like *More* magazine, *Outside* magazine and *US News and World Report* (recently picked up by the *Columbus Dispatch*) who also named landscape architecture as a top job for 2008. Other recent news coverage of ASLA appeared in the *Rocky Mountain News*, *Honolulu Star-Tribune*, the *Daily Journal of Commerce*, and *Qualified Remodeler*. Staff are also working with *Home Improvement* magazines on a series of stories featuring ASLA members.
- Staff distributed a press release on the 20 new Fellows-elect. Additionally, staff continues to follow up on *The Roof is Growing!* education resource with over 150 education and children’s reporters, as well as teachers organization from around the country.
- More than 50 journalists are considering invitations to participate in this year’s media roundtables at the ASLA annual meeting and EXPO. Architecture critics, real estate editors, and consumer and industry/design magazine journalists will share their perspectives on trends in the profession and what attracts their attention when considering projects to cover.
- PR Coordinator Tara Walker is developing a regional media relations campaign to localize the promotion of the ASLA professional awards and Fellows announcements in service to the chapters.
- The next issue of *LAND Online* will be delivered to subscribers Tuesday, June 3, and will include articles on state and federal government affairs and the announcement of ASLA honors and awards. The most popular articles in the May 20 issue of *LAND* included ASLA Names 20 Members to Council of Fellows, Ethics: Revealing Confidential Information, and People.
- Traffic to asla.org continues to grow at a steady pace. In April 2008, nearly 500,000 unique visitors came to asla.org. The most popular pages continue to be the ASLA.org homepage, the Dirt blog, JobLink, and *LAND Online*.

## **Member and Chapter Services**

- Member reports were provided to Public Relations for Land Online; 3 reports were provided to Marketing and an updated member voting file was provided to the e-ballot service.
- Member Services staff processed 5 LAM gift subscriptions, collated 153 new member kits, processed 159 returned mail items (82 provided new addresses) and fulfilled 3 Standard Contracts package orders.
- The June 4, 2008, Chapter Membership Chair conference call was announced. The topic is Using Green Issues to Attract Membership. Representatives for the Southern California and Georgia Chapters will be presenting their green activities that promote and attract membership.

## **Information and Professional Practice**

- The Lady Bird Johnson Wildflower Center hosted the Sustainable Sites Initiative Human Health and Well-Being Technical Subcommittee this week. The committee met in Austin, TX May 21 - 22 to discuss the public comments submitted and to further develop and refine performance benchmarks for the Initiative's draft report due for release in November. The 10-member committee includes Len Hopper, FASLA, Rodney Swink, FASLA, and Jerry Smith, ASLA, LEED AP, who is the Sustainable Sites Manager for the HDR Sustainable Design Solutions Group. Professional Practice Manager Liz Guthrie represented ASLA staff at the meeting.
- Since the April 1 release of the licensed [ASLA Standard Contracts](#) and the DRAFT version, 69 packages of the standard form and short form agreement and accompanying guidelines have been sold via the ASLA website.