

May 9, 2008

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

Last week the Michigan Chapter held another successful Lobby Day at our State Capitol. Eighteen chapter members took time from their schedules to represent the profession and the chapter and push our Legislature to enact the licensure legislation promoted by the Chapter. Those members met with senators, representatives or staff from 54 different districts. In all, 13 state senators, 24 state representatives, staff from 8 different senate offices, and staff from 9 different representative offices took part in the Michigan ASLA Lobby Day. The 18 chapter members also witnessed the State Senate take some action on the legislation promoted by the profession.

The momentum continued this week as the State Senate voted unanimously in support of Senate Bills 382-383, the legislation sponsored by Senator Wayne Kuipers on behalf of the profession. The legislation now is in the State House.

It is up to every landscape architect to keep our momentum! And the time has come to contact our state representatives just as many of us did earlier this year with our state senators.

Please take the time to write your state representative and request support for our effort. It is up to all of us to finish our goal and pass our legislation. Our elected leaders need to hear from us to learn why our licensure effort is so important to our profession. If you have time, you may want to consider not only contacting the senator where you live and vote, but you may also want to contact the senator who represents the area where you work or senators in areas where you have had recent projects. You can use the talking points (below) to send a separate letter to other senators. Background information is available on the Michigan ASLA website at: www.michiganasla.org/chapter/licensure.html as well.

If you are uncertain who your state representative is or if you need to find contact information, you can locate the information at the following website address: <http://house.michigan.gov/representatives.asp>. Or you can always contact your chapter staff who would be happy to point you in the right direction.

As a reminder, if you haven't already made a financial contribution to the Landscape Architects of Michigan political action committee, now is the time. While contributing to the PAC is a personal decision, keep in mind we must support those candidates that support our profession and our efforts. Even a token amount would be very helpful. The most influential and recognized organizations are those with strong PACs.

With your help, we can finish our effort this year!

CALL FOR NOMINATIONS

It is that time of the year again! Per the Chapter Bylaws, Michigan ASLA is hereby making a call for nominations for the Executive Committee offices. Michigan ASLA seeks volunteers for the following positions:

- ✓ Member at Large;
- ✓ Associate at Large;
- ✓ President-Elect.

Anyone interested or wanting to nominate someone should contact Norm Cox, Nominations Committee Chairman.

MICHIGAN ASLA AWARD RECOGNITION

The 2007 Michigan ASLA Awards and the Michigan ASLA Medallion projects have been added to the Michigan ASLA website. A link has been created that will allow you to view these awards using Google Earth.

[Please click here to view the 2007 Michigan ASLA Awards](#)

[Please click here to view the Michigan ASLA Medallion Awards](#)

Nominations for the 2008 Michigan ASLA awards will be sent out soon. Please look for more information in your email and the SITES Magazine.

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

Thank you to all of you who joined me in Lansing this week for our Lobby Day effort for our licensing legislation and to promote the profession of landscape architecture. It was by far our best to date. If you missed it, we would love to have you join us next year.

Next week I will be representing all of you at the ASLA National Lobby Day and at the Mid Year Board of Trustee Meeting both being held in Washington, D.C. I look forward to this opportunity to bring Michigan to be involved in these very important events for our profession. I will report back in my next email.

April 30, 2008

Governance and Administration

- Preparations for the midyear meetings are proceeding at a furious pace. Agenda items for the Board of Trustees include: approval of FY 09 and FY 10 budgets; action on dues increase recommendations; review of ASLA strategic priorities; election of vice presidents for professional practice, finance, and membership; and selection of 2008 medal and firm award recipients.

- Special Assistant to the EVP Keith Swann and EVP Nancy Somerville will be attending the Green Roofs for Healthy Cities (GRHC) conference in Baltimore, Maryland, this week. ASLA is an exhibitor. Somerville will also be the recipient of the GRHC's Civic Award of Excellence. Somerville is being recognized for her work promoting the environmental benefits of green roofs. The education sessions at the GRHC conference include a presentation on the Sustainable Sites Initiative.
- EVP Somerville wrapped up chapter visits to Vermont and South Carolina last Saturday. The Burlington trip included visits with members' firms, dinner with leadership, and a presentation on the headquarters green roof and Sustainable Sites to chapter members. The following morning, Somerville did an education session on green roofs for the annual conference of the Vermont Chapter of the Construction Specifications Institute (CSI). The trip concluded in Charleston, S.C., where Somerville gave the "State of the State" address at the ASLA Tri-State conference.
- ASLA juggled green roof tours around work that was taking place on the green roof. A sealant paint was added to the staircase and elevator shaft and the metal trellis was cleaned and sealed. Designer Michael Van Valkenburgh, FASLA, is sending a representative from his New York office to add a wooden trellis above the metal trellis, a temporary modification to encourage growth of the trumpet vine. Recent tours included a presentation for landscape architecture firm Oehme, van Sweden and Associates in Washington, D.C.

Government Affairs

- The Vermont Chapter held its Lobby Day on April 22 and received a positive response from legislators to the chapter's ongoing efforts to establish licensure, even without legislation pending.
- Michigan upgrade legislation passed unanimously through its first committee on April 24 and now awaits action on the Senate floor. The Michigan Chapter held its annual Lobby Day on April 29, a great opportunity to support this legislation at a critical juncture.
- On Tuesday, April 29, ASLA hosted its final Lobby Day webinar which focused on Lobby Day legislative issues. If you were unable to attend this issues webinar or the first webinar on effective advocacy, recorded versions are posted on the ASLA Lobby Day page. As Lobby Day fast approaches, we encourage you to visit this website for important legislative issues information, advocacy tips, and last minute updates.
- On April 22, Rep. Doris Matsui (CA-05) introduced H.R. 5867, The Energy Conservation Through Trees Act of 2008. This legislation would establish a grant program to strategically plant shade trees in residential areas in order to reduce energy usage and improve air quality across the country. ASLA Government Affairs staff, in conjunction with Casey Trees, provided technical recommendations to the Congresswoman's office as they drafted the legislation. ASLA is specifically mentioned in the text of the bill.
- ASLA activated the Advocacy Network this week to support S. 2686, the Complete Streets Act of 2008, legislation that would ensure that future transportation projects consider the safety and use of pedestrians, bicyclists and transit riders in addition to drivers. ASLA members sent nearly 500 letters to their senators asking them to cosponsor the bill. ASLA will continue to work to increase support for the bill within the

Senate Commerce, Science and Transportation Committee, where the bill is currently under consideration.

- ASLA participated in the 2008 Sustainable Design Expo this week. Staff from Government Affairs and the Professional Practice departments joined over 40 exhibitors and over 50 students from universities across the country to display innovations in green buildings and construction materials, alternative energy technologies, and stormwater management strategies. ASLA highlighted the Sustainable Sites Initiative and the ASLA Green Roof by distributing educational materials, demonstrating a model of the roof, and discussing the benefits of green roofs with guests and fellow exhibitors. Both topics were very well received, and staff helped to coordinate several tours of ASLA's green roof.

Public Relations and Communications

- The news clip with Eddie George, ASLA, promoting landscape architecture as a career, has been used on multiple networks targeting K-12 students, including BET, MTV, MTV2, ESPN, ESPNU, ESPN Classic, ESPN News, ESPN II, NFL Network, Big Ten Network, Versus, Outdoor Channel, CSTV, Speed Channel, Tennis Channel, Golf Channel, and others through DirecTV.
- ASLA's radio news release promoting career discovery has been used 633 times reaching, over 48 million listeners in the past five months.
- Aggressive media outreach to promote the profession in conjunction with National Landscape Architecture Month resulted in substantive coverage, including stories in USA Today, Boston Globe, Outside magazine, Detroit Free Press, Austin American-Statesman, and the Akron Beacon-Journal.
- As April draws to a close, 41 chapters, plus Puerto Rico, have hosted 86 events for National Landscape Architecture Month to date. Photos continue to be submitted to complement NLAM activities; 11 chapters have been chosen to receive chapter certificates for their outreach efforts during NLAM.
- Alison Jumper, ASLA, and Greg Bland, ASLA, present landscape architecture to elementary-school students as part of the Botanical Garden of the Ozarks Earth Day Celebration, April 23. The students participated in a "Design Your Park" project staged by the ASLA Arkansas Chapter, a certificate recipient.
- ASLA issued a press release endorsing the Energy Conservation Through Trees Act. The release includes a quote from Representative Doris Matsui (CA-5) promoting the value of landscape architecture and the bill specifically cites ASLA.
- On The Dirt blog, a recent post on Outside magazine's selection of landscape architecture as number 2 on a list of "best jobs" has garnered nearly 700 views, several comments, and has been forwarded to colleagues more than 20 times.
- The most recent issue of LAND Online was delivered Tuesday, April 29, to more than 16,000 subscribers. The most popular articles to date include Tanner Fountain to Receive Landmark Award, Marketing for the Landscape Architecture Firm: Getting Busy and Staying Busy, and New Green Roof Education Page Launched.

Information and Professional Practice

- The Green Infrastructure Community of Practice held a meeting April 25th at the Greater Washington Board of Trade hosted by the Department of Defense. The Green Infrastructure Community of Practice is intended to function as a collaborative network of organizations and agencies that are actively involved in some aspect of the strategic green infrastructure approach to conservation and environmental protection or restoration. More than 30 organizations and public agencies were represented at the federal, regional, and local levels. Managing Director Cahill represented ASLA and had an opportunity to give an update on the work of the Sustainable Sites Initiative.
- Professional Practice staff have secured a sufficient number of PPN volunteers to review the first LATIS (Landscape Architecture Technical Information Series)—Building Information Modeling—to be subject to new procedures for assigning professional development hours (PDH) to LATIS exams. The level of difficulty will determine the number of credit hours that should be given for the LATIS self exam. This review process should be completed in about two weeks.
- On April 23, Professional Practice staff attended the fifteenth Abel Wolman Distinguished Lecture of the Water Science and Technology Board of the National Research Council in Washington, D.C. Dr. Peter Gleick, co-founder and president of the Pacific Institute, and one of the world's preeminent water experts, delivered the lecture "A Sustainable Vision for Water in the Twenty-First Century." Dr. Gleick stressed the need to integrate land use planning with water use planning. He also said that any future water use plans must also consider the effects of climate change as a related element. Finally, he emphasized that green industries will likely be the leaders in generating change. As green entrepreneurs develop profitable alternatives to current wasteful water use, the public will adapt to the changes.
- Professional Practice and Government Affairs staff participated in the Fourth Annual National Sustainable Design Expo April 20-22 on the National Mall in Washington, D.C. Over 60 student teams demonstrated sustainable designs. Also showcased were new products for green buildings, innovative alternative energy technologies, strategies for rainwater collection and purification, and many more sustainable technologies demonstrated by more than 50 exhibitors. Staff operated an exhibitor's booth with handouts on the Sustainable Sites Initiative, the ASLA green roof, as well as Landscape Architecture magazine, recycled plastic tote bags, ASLA pins, Firm Finder cards, and landscape architecture career information, and had a green roof model on display. Professional Practice staff represented ASLA at the Awards Ceremony to honor the winning student designs. ASLA sponsored the reception at the ceremony.

Landscape Architecture Magazine

- Writer/editor Daniel Jost, Associate ASLA, will join LAM full time on May 1. Jost is a graduate of Cornell's landscape architecture program and has worked for a landscape architecture office in Las Vegas for a last two years. His most recent article for LAM as a freelancer was "The View from Above" in the May 2008 issue. LAM is happy to welcome Jost to the ASLA staff.

Publishing and Resource Development

- New Education Program Manager Clark Ebbert joined the meetings staff today. He will be responsible for organizing speakers and education programming for the annual

meeting, submitting ASLA proposals for topics and speakers at allied organizational meetings, and managing ASLA's participation in allied organizational trade shows and meetings.

- President Howard has personally notified all Fellows-elect of their selection by the Council of Fellows jury. Letters were sent to all nominees who were not selected along with constructive comments from the jury to assist them with a future nomination. 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 list of Fellows-elect will be released May 20 through LAND Online and a press release.
- Over 100 student entries representing 30 landscape architecture programs have been received to date for the 2008 Student Awards Program. The deadline for entry forms is May 9. All winners will receive complimentary registration for the annual meeting. Award of Excellence recipients in each of the seven categories will also receive travel and hotel accommodations, courtesy of Landscape Structures.
- Honorary ASLA membership will be presented to 13 friends of the profession on Thursday evening, October 2, at a reception at the Crystal Tea Room in Philadelphia. Members of the Board of Trustees, Chapter Presidents Council, and other distinguished guests will be invited. The new Honorary ASLA members will receive complimentary travel, accommodations, and registrations to the annual meeting and a number of them will be asked to speak at education sessions as appropriate.
- Two emails were sent to targeted member groups in support of agreements with allied organizations: The Cultural Landscape Foundation's Roystonland Rediscovered tour promotion was delivered to 1,859 members in California, Oregon, and Washington and the CELA call for abstracts was delivered to 10,591 ASLA professional members.
- ASLA is exhibiting at two national shows this week: the American Planning Association and Green Roofs for Healthy Cities. ASLA staff will be promoting Landscape Architecture (LAM) magazine, membership opportunities, Firm Finder, and the Sustainable Sites Initiative at each show.
- The newly reorganized ASLA sales team completed comprehensive long-term planning to significantly increase LAM advertising, EXPO, sponsorship, and corporate membership revenue. Projects include database software upgrades and training, cleanup of the more than 13,000-prospect database, purchase of prospect mining subscription services, coordination with marketing to plan for trade show promotions, and targeted daily prospect contact goals. The sales team has collaborated with LAM production staff to identify special sales opportunities and with the finance staff on new protocols for collecting past due payments from EXPO exhibitors and LAM advertisers.
- Revenue highlights include: sales for the June issue of LAM closed at \$221,794.62; EXPO is 66 percent sold with ten new exhibitors signing contracts for \$49,600; annual meeting sponsorships are at \$132,500; and JoBe Lighting has joined as a new corporate member.
- An email blast was sent to nearly 4,000 advertising and EXPO prospects with the positive results of the latest ASLA Business Quarterly economic outlook survey. The message encouraged increased marketing to the landscape architecture market, which remains strong despite trouble in the housing industry.

- An initial meeting was held with the American Nursery and Landscape Association staff to plan for a nurseries directory and continuing education content for the December issue of LAM.
- The quarterly email was sent to all members and LAM subscribers offering free information from LAM advertisers. Advertisers are reporting a very strong response to this offer, which will encourage them to continue and possibly increase advertising support for the magazine. Response to this email supports the sales team in meeting its goals for 2008 advertising sales.
- The Council of Fellows (COF) executive committee met via conference call on April 18 and selected two students to receive \$4,000 scholarships as well as complimentary registration and airfare to the 2008 Annual Meeting and EXPO. The spring 2008 COF Chair's Report was distributed via email and contained status updates on the COF Scholarship applications, the scholarship endowment, and the jury weekend. The COF Scholarship Endowment Challenge web page was updated to reflect those who have contributed to the program in the last quarter. Pledges and contributions now total \$239,264.
- Lawrence A. Selzer, president and CEO of The Conservation Fund has been confirmed as the opening keynote speaker for the 2008 Annual Meeting in Philadelphia, on Green Infrastructure: Linking Landscapes and Communities. Meetings staff continues to confirm presenters for the education sessions at the meeting. Michael Van Valkenburgh, FASLA, has agreed to host an additional half-day field session exploring landscape legacies at Princeton University as well as a full-day session on his projects in New York City.

Deadlines and Reminders

- 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.