

**September 19, 2008**

## **MICHIGAN ASLA ANNUAL FALL CONFERENCE & AWARDS GALA**

THE ART OF LANDSCAPE ARCHITECTURE | OCTOBER 23, 2008  
FREDERIK MEIJER GARDENS & SCULPTURE PARK

### **Featuring Keynote Speaker Bill Thompson, FASLA, Editor of *landscape architecture***

Mr. Thompson draws upon his travels to landscapes worldwide and his reflections for his monthly "Land Matters" column to raise pointed questions about the role of the art of the landscape and its relation to fashionable trends and to landscape architects' role as stewards.

Are you a first time visitor to Frederik Meijer Gardens and Sculpture Park or a returning guest? Come experience Frederik Meijer Gardens and Sculpture with an Educational Guided Tour

### **This year's conference will also feature the following topics and speakers:**

SketchUp: Redefining the Tools of the Trade | James Greene, ASLA, JJR

**Michigan Licensure Initiative & Grassroots Lobbying – What's in it for you | Keith Cheli, ASLA, Michigan ASLA GAC Chair & Derek Dalling, Michigan ASLA Executive Directory & Lobbyist**

Getting Published in LAM | Bill Thompson, FASLA

**Complete agenda and registration form is available on the Michigan ASLA website.**

**[Please click here for details](#) or see attached brochure.**

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

The annual conference in Philadelphia is only a couple of weeks away and our own Michigan conference in October is coming up quick as well. I hope that you will plan to attend one of these events. A big thank you this week to all who responded to the needed Legislative calls, it looks like our legislation will get moving forward again. Look for more of an update from our Michigan Government Affairs Committee. Hooray for New Jersey this week. Their governor signed into law their practice act.

Within the update take a look at some of the great legislative efforts that are happening. The last few years of our support of staff for lobbying is really beginning to pay off.

### **Governance and Administration**

- EVP Nancy Somerville attended the **Council of Landscape Architecture Registration Boards (CLARB) meeting** in San Diego last week and presented on the **Landscape Architecture Continuing Education System (LA CES)**. The meeting attendees' response to the LA CES was very positive. **Immediate Past President Pat Caughey, FASLA**, also joined CLARB for its annual awards dinner.
- Last week, Special Assistant to the EVP Keith Swann provided a **green roof tour** for the wife of the Swedish ambassador. The **Embassy of Sweden** is interested in adding a green roof and has asked ASLA to visit the embassy to give a presentation about the benefits of the green roof as well as the publicity it has generated for the organization.
- EVP Somerville met with the executive vice president of the **Building Stone Institute (BSI)** today to discuss opportunities for information sharing and collaboration. ASLA Past President Bob Mortensen, FASLA, who is currently serving on the BSI board, set up and also participated in the meeting.

## Government Affairs

- On September 8, Governor Jon Corzine signed **legislation to upgrade New Jersey's licensure law** from a title act to a practice act. New Jersey becomes the 42nd state to regulate the practice of landscape architecture. Congratulations to the **New Jersey chapter and its members for their perseverance and dedication toward passage of the new practice act**. Seven states remain with a title act, and Vermont and the District of Columbia are not regulated at all.
- ASLA has submitted **comments to the Environmental Protection Agency (EPA) in response to its proposed WaterSense guidelines**. ASLA's comments suggest including increased green space on new single-family homes that includes native, non-invasive vegetation, healthy soils, and tree canopies and recommend eliminating the restriction on ornamental water features because of the myriad of environmental benefits they provide. ASLA has also signed onto the Concerned National Green Industry's comments that detail many of ASLA's concerns for EPA's WaterSense guidelines. The comments will be available on the website shortly and if you have any questions, please contact [Federal Government Affairs Manager Roxanne Blackwell](#).
- The latest strategy meeting of the **Sustainable Urban Forests Coalition (SUFC)** featured two USDA Forest Service officials: Jim Hubbard, Deputy Chief of the State and Private Forestry Department, and Steve Marshall, Acting Director of the Urban and Community Forestry Program. **The SUFC discussed the FY 2009 budget for the USDA Forest Service's Urban and Community Forestry Program, as well as ways to incorporate urban forestry into future transportation and residential design projects.**
- The **ASLA Advocacy Network** is gaining support throughout the ASLA membership. In just over a year, **advocates have sent more than 8,500 messages to federal and state representatives**. To date, advocates have sent 1,180 messages supporting the No Child Left Inside legislation and 1,009 messages supporting Complete Streets legislation.

## Publishing and Resource Development

- **Annual meeting registration is at 3,598** and climbing as of this morning and several tours and field sessions are sold out. Badges and tickets are being mailed to attendees who registered prior to August 27. Special emails are being sent to the entire membership and to targeted audiences to promote attendance. If you have not yet registered, you may test-drive the meeting by viewing the [2007 annual meeting highlights video](#).

## Public Relations and Communications

- ASLA distributed a **press release on the 2008 Student Awards**. So far, coverage has appeared in ***Lawn and Landscape***, ***Earth Times***, ***Centre Daily Times***, ***Marketwatch***, and the **University of Virginia School of Architecture**. Staff are preparing additional releases in the next month on the ASLA Annual Meeting, Sustainable Sites, and ASLA's 2008 Honorary Members.
- The ***San Francisco Chronicle*** ran a lengthy story about Sausalito landscape architect **William Callaway, FASLA**, earning **The ASLA Medal**. Additionally, the ***Des Moines Register*** featured **Gary Scott, FASLA**. In the past two weeks, ASLA has appeared in over 40 news stories and websites.
- Staff both within the department and throughout ASLA are actively working with **the new ASLA website** to houseclean, update, format, and prepare for an early October launch. Work continues on the ASLA website. For example, staff have changed the format of the National Landscape Architecture Month (NLAM) chapter activities page to be user friendly and incorporate videos and images with ease. They are also updating the media section to create a **more interactive online pressroom**.
- The **NLAM Chapter Activities Guide** has gone into final edit. The guide will be presented at the Annual Meeting and EXPO in Philadelphia, with post-meeting chapter and firm outreach to follow.
- The September 9 issue of ***LAND Online*** achieved a **37.3 percent open rate** as of this morning. Top accessed stories were a report of findings of the latest graduating students' salary survey and announcement of the Student Award inners. Next issue is September 23; there will be **no issue October 7** during the Annual Meeting. The next regularly delivered issue will be October 21. If you can't make it to Philadelphia, **watch the ASLA website** for coverage of the happenings.

## Information and Professional Practice

- The **"Policy Shapers" column** has resumed publication in ***LAND Online*** with an interview of **30-year member Michael L. Ries**, ASLA, who recently retired from the Wisconsin Department of Natural Resources. The members of the Public Practice Advisory Committee conduct and present the interviews.
- ASLA staff is working to produce the upcoming **Historic Preservation PPN newsletter** using the new content management system associated with the ASLA website redesign now in process.
- The **Smart Growth Network Partners**, hosted by National Association of Realtors, met on September 10 in Washington, DC. Professional Practice Manager Shaw represented ASLA at the quarterly meeting, which focused on suburban redevelopment.

Speakers were John Thomas, EPA, and Planning Director Terry Schum, City of College Park, Maryland.

## Member and Chapter Services

- The September **Membership Minute** was emailed to Chapter Membership Chairs and Chapter Presidents on *Monday, September 8*. The topic for this month was the **Top Five Things Every Good Marketer Knows**.
- Staff contacted **34 Student Chapters** that have not submitted their student chapter president information.
- Director Barbara Drobins contacted the **Texas chapter leadership** in the wake of Hurricane Ike. The Texas leadership is contacting members that reside in Ike's path; we are awaiting an update.

## Education and Academic Relations

- Twelve sessions at the ASLA annual meeting have been approved for **meeting continuing education requirements in Florida**, 10 have been registered with **AICP**, and 27 with the **American Institute of Architects** AIACES program.

## Deadlines and Reminders

- The **Leadership Calendar** can be accessed on the web.

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