

Washington, DC
ASLA Chapter Presidents Council

May 3–6, 2006, 2006 Midyear Meeting
Hyatt Regency Hotel
400 New Jersey Avenue, NW, Washington, DC 20001
202–737–1234

Report of Events

Prepared on July 31, 2006

Oregon ASLA Executive Committee Officers in Attendance:

Beth Flanagan, Secretary (Alternate for Tara Byler)
Tracy Johnson, Vice President, Member Services
P. Annie Kirk, Vice President, Chapter Services

(Dave Walters, Trustee, attended the Board of Trustees Meeting held during same event. See Trustee's report under a separate cover.)

Summation for Wednesday and Thursday, May 3 - 4, 2006

Early May found four of the Oregon Chapter's Executive Committee members at the annual "Lobby Day" and Chapter President's Council semi-annual meeting in Washington DC, ASLA headquarters' city. Lobby Day Training was provided, conducted by National ASLA staff and "how to lobby" consultants on Wednesday, informing attendees of the inner workings of lobbying on the Capitol and preparing attendees for the "who, what, and how" to share speaking points about the profession and specific goals. Additionally, attendees were trained on "the ask" – requesting an action on topic by Congressional representatives.

This yearly professional lobbying event represented 47 states and attendees held more than 170 meetings with state senators and representatives. Briefing and individual appointments for each attendee/state were conducted during working business hours. The Oregon chapter met with representatives from Senators Wyden and Smith's offices and Representatives Hooley, Wu, and Blumenauer's offices, electing to visit as many of the briefings together as a team as possible. (Thank you notes have been sent from the Oregon chapter.) Hot topics determined in advance by National staff were security design and disaster/hazard mitigation and wetland/water quality mitigation. As a result of this event, National ASLA Government Affairs staff has received several requests from Members of Congress across the country for photos of effective and ineffective security design.

Both Representative Blumenauer and Hooley have put forward bills supporting planning efforts for potential disasters such as Tsunami's and or Wildfires. Both Representatives' staff expressed interested in pursuing an ASLA Congressional Fellow to assist when issues related to landscape architecture arise. Since the Oregon chapter's lobbying efforts in early May, ASLA Federal Government Affairs Manager, Scott Kovarovics has given an ASLA Headquarters' green roof tour to staff with Senator Ron Wyden of Oregon. Senator Wyden's staff was particularly interested in touring the roof because Senator Wyden is developing legislation concerning green buildings.

Following Lobby Day activities, debriefing for all attendees was held in a "happy hour" format. During this exchange, National staff learned of the various follow up measures requested from Congressional representatives. National staff intends to provide information and make local connections, building upon the Lobby Day activities, as an important means to building relationships for the future and raise awareness about how landscape architects can provide sound (better) security design and disaster/hazard mitigation and wetland/water quality mitigation solutions. Government Affairs staff will follow up with Congressional offices and report any major developments.

Summation, Friday, May 5, 2006, Chapter Presidents Council (CPC) Meeting

The CPC meeting comprised of a full and detailed day's agenda. The following is a summary of notable items:

Chapters' Financial Management

CPA Consultant, David Lowenthal, LLM gave a training session on ASLA Chapter Incorporation (non-profit) issues, various organizational policies and possibilities, and tax filing responsibilities. Mr. Lowenthal is available to the Oregon chapter for more in depth consultation, should that be required.

Public Relations

In an effort to lend greater support to Chapters conducting events, National ASLA Public Relations staff provided a briefing for CPC attendees on remitting media advisories, AP format/style, press releases, "one-pagers", question and answer sheets, and use of state media lists compiled by National. All are urged to review the Chapter Operations Workbook on ASLA website for more tips. Erin Maguire, Coordinator of PR at National is available to review PR materials and to visit individual chapters during big PR events to assist with marketing efforts.

Members are encouraged to send materials to Erin (emaguire@asla.org) of great successes so that National might assist with promoting good work and success stories on LANDonline, DIRT, and various other avenues.

The National ASLA website is under terrific remodeling with new staffer, Tedra at the helm. Oregon ASLA's website was held up as an outstanding example of web design, user interface, and information exchange.

National Landscape Architecture Month success stories were shared. More than 28 chapters celebrated NLAM by planning local events that helped their communities "Discover Landscape Architecture". Dozens of wonderful events were held across the nation and 11 chapters went "above and beyond" the call of duty to plan events that were original, creative, and fun for the general public. Oregon ASLA was recognized by National staff and Executive Director, Sommerville with a certificate for "setting a new standard for all chapters to follow." Other chapters "...will be inspired by..." the events held and the public outreach for the *Pacific Northwest Design, A Retrospective* 15 month series of events.

CPC Business

- Nominating Committee Recommendation
 - Looking into annual election software. Have a quote from current provider. Works out to \$4-5 per member. Could be made available to chapters for elections. Several chapters expressed surprise at the cost. The old fashioned way is labor intensive, but much cheaper.
- CPC Chair Designate Letters of Intent
- Chapter Elections – Electronic Software Service

ACE Mentor Program

Pamela Mullender, Executive Director, ACE Mentor program gave a presentation. ASLA has joined the ACE Mentor Program as a national sponsor and partner, and will work with ACE to introduce high school students to career opportunities in landscape architecture and other design and construction professions. The ACE program targets young adults to introduce them to the challenges and rewards of a career in the design and construction industry and makes a special effort to reach out to minority and underserved populations. Members are encouraged to visit the web for more information: <http://www.asla.org/press/2005/release11906.htm>.

Licensure Grant Program

Funds are available to all states for advocacy as well as for licensure needs. Matching grant just like CIP program.

Government Affairs

- Website Resources

- Lobbying CIP Grants
- Lobbying Consultants – CT, NJ case studies

National President Candidate Presentations

Attendees heard from the two Presidential candidates up for election. Members are encouraged to review qualifications, positions, and vote.

- Van Cox, FASLA
- Perry Howard, FASLA

ASLA Student Representative Report

Richard Bensmen

Richard Bensmen thanked ASLA for providing him with the opportunity to be a part of the organization. He noted that the skills he gained being the ASLA Student Representative will be valuable throughout his career. The most memorable parts of his term were planning La Bash- the student ASLA conference and having the opportunity to talk to students all over the US to find out how their landscape architecture programs are run. He welcomed the new ASLA Student Representative, Jeffrey Orkin.