



7-1-08 Trustee's Report:

Some of the National ASLA highlights this past month are as follows:

Governance and Administration

- **Gary Scott, FASLA, won the election for 2008-2009 ASLA President-Elect.** A total of 4,199 ballots were cast, representing 30.67 percent of eligible voters.
- **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.

Public Relations and Resource Development

- 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.

Publishing and Resource Development

- The **2008 annual meeting education session offerings have been completed** and will feature 86 90-minute sessions and 193 faculty members. The 2008 annual meeting registration brochure is in the final stages of production and will be sent to nearly 50,000 contacts (up from 30,000 in 2007) later this month. The website will go live at that time. The first early bird deadline for registration is July 23.
- **The annual meeting registration brochure will be mailed next week to approximately 45,000 recipients.** The website will go live next week as well and an email alert will be sent to all members at that time. The early bird deadline for registration is July 23. The size of the print brochure was reduced by half and a carbon neutral facility produced it on FSC certified recycled paper using soy inks. The new design enables ASLA to mail 15,000 more brochures this year for \$2,500 less than 2007 postage costs.
- **Nine new exhibitors signed up for the EXPO** for a total of 332 exhibitors and \$1,817,600 in sales. EXPO is 71 percent sold.

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.

Dave