



APR  
2011

# PERSPECTIVES

UTAH CHAPTER OF THE AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

## MESSAGE FROM THE PRESIDENT

by Cory Shupe President-Elect, Utah ASLA

*As Landscape Architects, we play an important role in the building and shaping of the worlds built and natural environments. Consider for a moment the types of projects that involve the talents and skills of a Landscape Architect, an intimate private garden, parks of all sizes and uses, developments both residential and commercial, college campuses, corporate offices, local and regional transportation plans, governmental and medical campuses, shopping centers, land use planning, environmental resource management plans, city and regional planning, and the list goes on. The profession of Landscape Architecture is integral in nearly every aspect of the world around us.*

*For those that truly understand the wide range of services provided by Landscape Architects, our profession is considered to be very versatile and highly valued. However, there are many that are not familiar with the range of services that we provide. The challenge of informing community leaders, decision makers and the public in general what our services include is an ongoing battle. As we are experiencing and witnessing a life style paradigm change, the services that we provide are becoming more and more important in everyday life styles and valued in our communities.*

*April marks National Landscape Architecture Month. As members of ASLA and as professional landscape architects, I encourage you to look for opportunities to publicize projects of all shapes and sizes that involve our profession. As projects that involve the professional services of a landscape architect are made known, we strengthen our position in the design profession.*



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# EXCOM APRIL MEETING MINUTES

## **Calendar of Events /Member Services:**

April social is sponsored by Hunter Industries, Justin Hamula, at Rio Tinto Stadium May social is sponsored by Orepac Building Products, Shawn Whitney, at 4640 South 5400 West - West Valley City June social is sponsored by Rainbird, Kirk Miller Next Excom Meeting is on May 2nd at 4:00 pm at Landmark Design.

Conclusions / Action Items: Excom will begin tracking social attendance. More discussion had about incorporating more of an educational component into the socials. Excom to look at what other similar organizations do. EPG is the sponsor for the August social at the Jordan Valley Water Conservancy District garden.

## **President:**

Victor Stanley Tour, UASLA Annual Meeting – Waive fee for ExCom members in the future? HALS Liaison

Conclusions / Action Items: Victor Stanley Tour to be May 14-17th. Ten spots are available. If spots are not filled by Excom members, JoLynn to fill with general membership. The UASLA Annual Meeting was a large success. The need for a HALS Liaison will be brought up at the national meeting in May. The Excom will revisit the discussion in June.

## **President Elect:**

Landscape Architecture Month - Cost of Signs

Conclusions / Action Items: We will be delivering Landscape Architecture magazines to notable members of the community and clients to increase awareness of the profession in honor of landscape architecture month. We will not be doing the sign blast that was discussed last month.

## **Treasurer:**

1st Quarter Financial Report, Status of 2010 Taxes, Final Report on 2008 Taxes

Conclusions / Action Items: The 2010 Taxes are done and have been filed.

## **Executive Director:**

Social Ideas

Conclusions / Action Items: Still working on.

## **Additional & Follow Up Items:**

Video Conferencing System (Sean Michael) Student Mentor Program

Conclusions / Action Items: Sean inquired about multiple possible uses for the Memorial Fund, including:

- o Using the fund to provide a match with the University to install a video conferencing system.

- o Using the fund to provide an economic impact analysis.

- o Using the fund to create the interactive map.

Sean to prepare a formal proposal for the above items. Joe and Geoff to discuss the feasibility of using the fund for the video conferencing system. The success of the mentor program was discussed. It was suggested to put out a survey to the mentors to get their feedback. Russ to send out the follow up survey. Changing the required experience level of the mentors was also discussed.



# ASLA NATIONAL NEWS

## Governance and Administration:

ASLA is the recipient of the District of Columbia Department of the Environment Partner of the Year! This award is given to an organization that promotes environmental practices on behalf of the District of Columbia and its residents. The award will be conferred by D.C. Mayor Vincent Gray on April 20.

## Public Relations and Communications:

As National Landscape Architecture Month rolls out, for the first time all 48 ASLA Chapters have plans for this year. You can see highlights and connect to all activities on a newly designed NLAM page. In addition, six student chapters are working with ASLA on NLAM events. Public Relations and Communications Coordinator Mike Cowden is working with chapters to secure local media coverage. If you would like PR help for your chapter during NLAM or otherwise, contact Cowden at [mcowden@asla.org](mailto:mcowden@asla.org).

Recent coverage of ASLA has appeared in the Portland Tribune, The Capital, Inside Indiana Business, Allentown Examiner, KLAS-TV, The Day, Billings Gazette, The Picayune Item, and the Norman Transcript. In addition, the Memphis Commercial Appeal, Memphis Daily News, Star-Telegram, and the Atlanta In Town Newspaper all ran stories about Sustainable Sites Initiative™ pilot projects.

ASLA's YouTube Channel has surpassed 100,000 total views, making it one of the most popular within the entire design and construction industry. View and share the videos at [www.youtube.com/landscapearchitects](http://www.youtube.com/landscapearchitects).

A blast email to 30,000 high school guidance counselors introducing the profession and ASLA career-discovery resources kicked off National Landscape Architecture Month. Several responded favorably to Public Relations and Communications Director Terry Poltrack, and one counselor featured the career-discovery page via Twitter.



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We would like to thank Justin Hamula with Hunter Industries for a great social event this month! For those that missed out we had a great lunch and learn. Justin gave us a lot of good information about current trends in the Irrigation Industry in the Arid West and methods used to increase efficiency and reduce overall water consumption. We also met Nick Teckas, Sports Turf Manager with Real Salt Lake.



## MONTHLY SOCIAL

DATE: WED. MAY 18TH

TIME: 11:30 - 1:00 PM

LOCATION: OREPAC BUILDING PRODUCTS  
4640 SOUTH 5400 WEST WEST VALLEY CITY, UT

DESCRIPTION:  
WE WILL HAVE BBQ WHILE WE LEARN ABOUT  
TIMBERTECH AT DIFFERENT STATIONS AND A  
QUESTION AND ANSWER SESSION.



RSVP TO JOLYNN TODAY!  
EXECUTIVEDIRECTOR@ASLAUTAH.ORG

# ANNUAL MEETING REVIEW

Thanks to everyone who participated in ASLA Utah's 2011 Annual Meeting on 25 March 2011, held at Utah State University. We had a great time discussing the profession of landscape architecture, and hope that you took advantage of the opportunity to expand your professional network. It was a huge success.

For those of you that missed out or you would like to review what was discussed you can go to [www.aslautah.org](http://www.aslautah.org) and click on the news section. There are also photos to check out the days events.

We would like to thank the following sponsors for their support: BIO-WEST, INC. (Christopher Sands), Rain Bird (Kirk Miller), Garrett and Company (Vern Garrett), Water Design, Inc. (Terri Smith), Biogross Sod Farms (Peter & Clark Bell), Victor Stanley, Inc. (George Blevins), Landscape Forms (Vivian Kovacs), Chanshare Farms (Randy Marble), Hunter Industries (Justin Hamula), American Stone Sales, Inc. (Eleanor Carpenter), Utelite (Scott Jenson), Monrovia (Kathy Rudnyk), JRC, Inc. (Rich Palmer), Recreation Brands Group (Bob Veals), Inman Interwest, Inc. (Ryan Bushman), Sonntag Recreation (Chris Sonntag), John

Deere Green Tech (Fritz Law), StreetScape Solutions (Gary Proctor), PlaySpace Designs (Bob & Diana Ross), Big T Recreation (Taft Egan).

Without our sponsors we wouldn't have been able to put together our annual meeting. Thank you for your continued support of Utah ASLA. We look forward to working with you in the future.



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| » Victor Stanley, Inc. | George Blevins    | 800-368-2573        | <a href="http://www.victorstanley.com">www.victorstanley.com</a>   |
| » PlaySpace Designs    | Bob or Diana Ross | 800-840-5410        |  |

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*If you would like to be included in this guide, please contact JoLynn Atkinson at 801 833 2944.*