



MAY
2011

PERSPECTIVES

UTAH CHAPTER OF THE AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

MESSAGE FROM THE PRESIDENT

by Cory Whiting President, Utah ASLA

This past week I had the opportunity to be in our Nations Capital to attend the mid-year meetings for ASLA leadership. ASLA is doing many things on our behalf and that is what I would like to share with you today.

Many, if not all of us, at some point have asked, "What does ASLA National do for us and what do I get for my membership?" There are several benefits of joining and being a part of ASLA but there is one thing that really struck me last week as I attended the leadership meetings. Some of you may know that continued licensure laws are under fire in many states and Florida nearly saw there licensure law get sunsetted recently. Thank goodness it didn't and ASLA advocates were able to get it stopped. I am not personally a fan of BIG GOVERNMENT, however, to have our profession regulated by licensure is vital to our profession.

Years ago, National ASLA endeavored to get all 50 States to have licensure laws by 2010 and they achieved this monumental task. If National ASLA did nothing else for us as members this would still be significant. Think about what would happen if our profession was de-regulated. We would then be competing against so many others that it would be extremely difficult for most Licensed LA's to be competitive and survive in the market place. My fear is that if some states start to loose their licensure laws that it will set a precedence and when our law comes up for review in Utah then we could possibly loose our licensure.

National ASLA puts a lot of time and money into Advocacy on Capital Hill not only for licensure but for many other segments of our Landscape Architecture profession. I had the opportunity to go with Mark Vlasic to Capital Hill and meet with Senator Lee as well as with the staff of Senator Hatch and Congressmen Matheson. National ASLA set up 30 meetings for the different Chapters across the United States to go and meet with their Senators and Congressmen. We all know how we are still such a misunderstood profession and National ASLA is determined to change that. Meeting with our State Representatives also aids in changing the perspective of how Landscape Architects are perceived.

One additional thing National ASLA is doing is that they are holding a Public Awareness Summit this year. Several things are being planned to increase awareness for LA. This only serves to protect our profession and help us keep our licensure and thus our jobs. Supporting ASLA in essence means supporting your own job and profession. At this point in the economy we need to band together to keep our profession strong. Advocacy is not just a once a year event and I personally did not realize how important advocacy is until I attended the meetings in DC last week.



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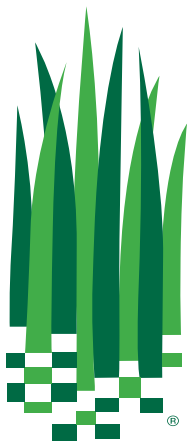


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MESSAGE FROM THE PRESIDENT CONT.

If you really want to know what ASLA does for you then I encourage you to get involved on the Executive Committee. We will be having elections over the next few months and we would love to have some new faces to help us embrace the future of Landscape Architecture.

EXCOM MEETING MINUTES

Calendar of Events / Member Services:

May social is sponsored by Orepac Building Products, Shawn Whitney & Peter Stuart, at 4640 South 5400 West - West Valley City June social is sponsored by Rainbird, Kirk Miller Next Excom Meeting is on June 6th at 4:00 pm at Landmark Design.

President:

Licensing Board Nomination, Continuing Education (CE) Credits

Conclusions / Action Items: Troy Herald is nominee for replacing Randy Boudrero on the licensing board. ExCom members to review the CE guidelines and bring feedback to June ExCom meeting. Follow up on cost to do CE credits at annual meeting.

Member Services:

June Social

Conclusions / Action Items: June 24th social is Rainbird, Jesse is checking on the location.

Treasurer:

Financial Status

Conclusions / Action Items: On track to break even.

Executive Director:

Public Relations Summit, Additional Sponsorships

Conclusions / Action Items: PR Summit is July 22-24. National has identified August 17th to have public awareness activity during lunch time across the country. JoLynn to send out e-mails with ideas. Follow up with sponsors to see if they would like to do an ad or an article. Have them come up with a proposal.

POLITICAL LANDSCAPE

MARK VLASIC, CHAPTER TRUSTEE

On May 19th I joined Utah Chapter President Cory Whiting and more than 160 other ASLA leaders for ASLA Advocacy Day 2011 in Washington D.C. This year we met with freshman Senator Mike Lee, and staff members from the offices of Senator Orrin Hatch and Congressman Jim Matheson, urging them to support and include the Transportation Enhancements, Safe Routes To School, and Complete Streets policies in any reauthorization of the surface transportation law. We also asked for their support of the Urban Revitalization and Livable Communities Act (H.R. 709), which was reintroduced this year by Congressman Albio Sires (NJ). The response we received was neutral at best, reflecting our sense that these issues are low on the radar of our Utah congressional delegation. In contrast, many of our colleagues from other states had more successful meetings and reported the support of their legislators. Advocacy Day culminated with an address by Congresswoman Donna Edwards (MD), who announced that she will re-introduce her landmark Green Infrastructure for Clean Water Act and encouraged ASLA members to continue to be vigilant advocates on behalf of their profession.

On May 20th and 21st I took part in Board of Trustee meetings as part of the 2011 ASLA Midyear Meeting. One of the key actions concerned membership qualifications issues that have been under discussion over the past year. On the issue of international membership, the Board approved the recommendations of the Member Services Committee to: 1) change the criterion for international membership from country of residency to country where the individual was educated or practices; and 2) make international members eligible for Fellowship. On the issue of whether licensure should be required for membership, the Board approved the recommendations of the Licensure Committee to: 1) make no change to the criteria for full membership, i.e., do not require licensure; and 2) identify and promote a universal designation for landscape architecture licensees, much the way that P.E. is the common designation for licensed engineers.

We also elected three vice presidents who will take office in the fall: Vice President for Education Richard Zweifel, FASLA; Vice President for Communications Mark Hough, FASLA; and Vice President for Government Affairs Chad Danos, ASLA. Other Board actions included: acceptance of the 2010 financial audit; strategic objectives and program review; and discussion of the planned public awareness summit and public awareness campaign and the Sustainable Sites Initiative. We also heard from representatives of the Council of Landscape Architectural Registration Boards, Landscape Architecture Foundation, American Institute of Architects, and American Society of Civil Engineers.



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We would like to thank Peter Stuart with TimberTech for a great social this month. They had a lot of great information that they shared with us. You can see their Power Point presentation on our website at aslautah.org.



MONTHLY SOCIAL

DATE: FRIDAY JUNE 24TH

TIME: 5:00 PM - 8:00 PM

LOCATION: TBD

DESCRIPTION:

ANNUAL FAMILY BBQ. BRING YOUR KIDS. IT WILL BE A LOT OF FUN FOR EVERYONE! DINNER WILL BE SERVED AT 6:00 PM.



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VICTOR STANLEY TOUR

CHRIS WORTHINGTON, STUDENT CHAPTER PRESIDENT

A unique opportunity provided by Victor Stanley, allowed six Landscape Architects to travel to Maryland and spend a few days touring Washington D.C., downtown Annapolis and visiting the Victor Stanley manufacturing plant. Looking back on the four days we spent in the Maryland area it is hard to pin point one single thing that stands out. Here are four things that have left a lasting impact upon me, an aspiring Landscape Architect, from our east coast adventure.

One. Quality matters.

Whether it be the site design or the furnishings that are specified for the project, quality is essential. As we spent our time exploring sites in Washington D.C. I thought to myself how the area might have felt if the designers cut corners through the design process. Would the area still feel the same? Would the ambiance of D. C. be diminished? Likewise during the time we spent at the Victor Stanley plant helped me understand the importance of specing out quality products within the sites that we create. Whether it is Victor Stanley products or that of another company, our designs are often remembered by the products that are placed within the site.

Two. Common Ground.

Through out our time with Stan Salka, George, Emma and other professionals we met in the Maryland area I was impressed with their willingness to learn and sincere interest in the six Landscape Architects from Utah. They asked us various questions about our lives, our culture, our interests and just common conversation about us. In life, we all have our differences but we have much

to learn from each other's experiences and wisdom. That is what makes this life so grand, being able to meet new people learn from their experiences and have our life enrich because of it.

Three. Collaboration is essential.

I am learning more and more that collaboration is essential for success within our profession. Whether

it is collaboration with our co-workers on a design problem, working with other design firms, professions or even owners of site furnishing companies I am learning we all must work together for a greater good. During one of our meetings we had with the Victor Stanley Company they asked us for our input as designers. I felt that it was a honest approach. We sat and discussed new ways they could advertise and how they could improve their products. During my short being out of school I have been impressed with the professionals that have been so willing to help out and see me succeed.

Four. The world is beautiful.

I was reminded of the famous song, "What a Wonderful World" that the great Louis Armstrong sung, throughout our four days we spent exploring in Maryland and Washington D.C. For those who have not been back east the

vegetation compared to Utah is extraordinary. As we spent time in vans traveling I was impressed with the beautiful country side as well as the historic landscaping that surrounds the area. Not only are the well designed areas thorough out the world incredible but the natural beauty as well.



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| » Landscape Forms | Vivian Kovacs | 800-430-6206 x 1323 | www.landscapeforms.com |
| » Sonntag Recreation | Chris Sonntag | 800 748-5450 | www.sonntagrec.com |
| » Victor Stanley, Inc. | George Blevins | 800-368-2573 | www.victorstanley.com |
| » PlaySpace Designs | Bob or Diana Ross | 800-840-5410 | |

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| » Rain Bird | Kirk Miller | 801-891-8752 | www.rainbird.com |
| » Hunter Industries | Justin Hamula | 801-231-9504 | www.hunterindustries.com |

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| » Sonntag Recreation | Chris Sonntag | 800 748-5450 | www.sonntagrec.com |
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| » Sonntag Recreation | Chris Sonntag | 800 748-5450 | www.sonntagrec.com |
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If you would like to be included in this guide, please contact JoLynn Atkinson at 801 833 2944.