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## COTE Project Profile: Mission Beach, Pacific Beach and Mission Bay Park – EcoDistrict

In 2013, COTE coordinated a community town hall with the local Mission Beach, Pacific Beach, Mission Bay Park communities. Bob Berkebile, one of the founders of COTE, was the keynote speaker. Approximately 300 members of the community were present, along with the previous Councilmember Faulconer and Congressman Scott Peters. The positive response from the community and political leaders reinforced the COTE commitment to assist communities in achieving sustainability at the neighborhood level. You can view Bob's presentation at <http://www.youtube.com/watch?v=r2P-emju5tk>.



At the end of 2013, COTE worked with AIA SDAT (Sustainable Design Assessment Team) to perform community outreach, coordinate with stakeholders, and assess and recommend strategies for a more sustainable community. For a copy of the SDAT presentation, visit <http://bit.ly/1IHugK>. A copy of the SDAT report can be found at <http://bit.ly/1nwb8jy>. (cont. on page 7)

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*"Visibility is an issue in our profession that continues to impact us; however, I see the trend changing ..."*

from the President

## Get the Word Out!



Patricia Trauth, ASLA  
URS Corporation

Visibility is an issue in our profession that continues to impact us; however, I see the trend changing, and this is why.

Several landscape architects – Vicki Estrada, Nate Magnusson, Ilisa Goldman and I were interviewed by the UT San Diego Online Talk Radio show. We collectively talked about how landscape architects have given back to our community: our yearly ASLA Community Grant Program, the Rethinking Schoolyards Project which explores opportunities for enhancing the quality of schools, and the multitude of non-profit organizations that landscape architects actively participate in and provide leadership. During the interview we also talked about the drought and how landscape architects have taken a

leadership role in conservation and sustainability. To listen to our interview, go to [www.wsradio.com/utsandiego](http://www.wsradio.com/utsandiego).

As part of National Landscape Architecture month, we had a select group of ASLA Fellows profile projects that have had a major impact on their careers. The highlight of the evening was having Joe Yamada and his wife, Liz, in attendance and viewing a series of videos on Joe's life. These videos tell of Joe's upbringing and include his time in the internment camps during WWII; his education at UC Berkeley, with critiques from Lawrence Halprin, Tommy Church, Garrett Eckbo and Geraldine Scott; and his iconic landscapes throughout the San Diego region. I encourage all of you to view the videos and **get the word out** about them. They are truly inspirational! Visit the ASLA website at [www.asla-sandiego.org](http://www.asla-sandiego.org) to find the link.

We continue to get the word out about our profession through the fantastic programs we have had the last six months! The Stewardship Committee had a waiting list of people hoping to participate in our Bioswale event in March. The event was very well received across several professions. Due to the outstanding promotional skills of Kathryn Kanaan, VP of Programs, we had the general public paying to attend our lecture by Mark Johnson in April. The list of events is too long to reiterate here, but our biggest social event of the year is coming up: our golf tournament, which is scheduled for August 18. You don't want to miss this event, and trust me, you don't need to know how to play golf to have a good time! **Get the word out!**

After three dry winters in a row, the fire season started unusually early this year, in May, reminding us of how vulnerable we are in San Diego County. The electronic signs along the freeways are heightening the public's awareness of our drought conditions. We've done a great job of conserving water in recent years, but we need to do more. This is a great opportunity for landscape architects to **get the word out** about sustainability and to utilize appropriate landscape solutions in our designs.

The visibility issue in our profession is all about **getting the word out**. Don't wait for someone else to take charge; your mission is to lead, to educate, and to participate, and the time is now.

## July

- 10 Executive Committee Mtg – 6 pm, URS Corp
- 17 Good Earth Plants – Rooftop Garden Tour and Social Event, 5:30 – 8:30 pm, 7924 Armour Street, SD 92111. RSVP to <http://www.brownpapertickets.com/event/718281>
- 21 ASLA Stewardship Committee Meeting 6 pm, Wynn-Smith Landscape Architecture
- 24 Emerging Professionals Groups (ASLA/AIA): California Architects Board Workshop - Architects Practice Act. Brown bag lunch. AIA San Diego, 233 A Street, Suite 200. See page 7.
- 24 Design Awards Committee Mtg, 6 pm, Karl Strauss Sorrento Mesa – Volunteers contact Joy Lyndes at [jlyndes@coastal-sage.com](mailto:jlyndes@coastal-sage.com)
- 31 ASLA-AIA-ASID Event at PIRCH (4545 La Jolla Village Drive), 5:30 – 8:00 pm  
RSVP to <http://designmixer2014.bpt.me/>

## August

- 1 ASLASD Design Awards Entries Due
- 1 ASLA Community Grant Applications Due
- 7 Hunter Preservation Partners Tour, Prado Restaurant Courtyard, Balboa Park. 5:30-6:30 p.m. networking. 6:30-7:30 p.m. presentation. See page 6.
- 18 ASLA Community Grant Golf Tournament – Lomas Santa Fe Country Club, Registration at [ASLA-SanDiego.org](http://ASLA-SanDiego.org)
- 18 ASLA Stewardship Committee Meeting 6 pm, Wynn-Smith Landscape Architecture
- 21 Executive Committee Mtg – 6 pm, URS Corp
- 28 Design Awards Committee Mtg, 6 pm, Karl Strauss Sorrento Mesa – Volunteers contact Joy Lyndes at [jlyndes@coastal-sage.com](mailto:jlyndes@coastal-sage.com)

## September

- 1 Design Awards Entries Organized for Judging
- 9 Lecture with Mario Schjetnan from Mexico City, Balboa Park, Casa del Prado, Room 104/ Library, 6 pm Reception, 7 pm Lecture, <http://www.brownpapertickets.com/event/725965>
- 11 Executive Committee Mtg – 6 pm, URS Corp
- 12-14 Fall Home and Garden Show – Del Mar Fairgrounds – Contact Rich Risner to volunteer at [rich@grounded101.com](mailto:rich@grounded101.com)
- 15 ASLA Stewardship Committee Meeting 6pm, Wynn-Smith Landscape Architecture
- 18 RCP Block and Brick – Party in the Brick Yard, 577 N Vulcan Ave, Encinitas, 5:30 – 8 pm, RSVP to Gina Adams [gadams@rcpblock.com](mailto:gadams@rcpblock.com)
- 25 Design Awards Committee Mtg, 6 pm, Karl Strauss Sorrento Mesa – Volunteers contact Joy Lyndes at [jlyndes@coastal-sage.com](mailto:jlyndes@coastal-sage.com)

VP of Programs

# A Busy Year for ASLA/SD

Kathryn Kanaan, ASLA

*"Do not go where the path may lead, go instead where there is no path and leave a trail."* Ralph Waldo Emerson



San Diego has been busy thus far this year.

- In March we were excited to see some prototype walls of art from Contractors Concrete Interstate that spurred our creative juices and gave us a great way to introduce color into the perimeter of our projects.
- April showered us with the intricate theories behind the designs of Mark Johnson and CIVITAS. Thank you Mark for a wonderful lecture and for sharing with us what moves you with urban design. We did not stop there. For Landscape Architecture month, we got down and dirty in the Zoro Butterfly Garden at Balboa Park to help retrofit the irrigation system for water conservation, plant water wise plants that host several species of butterflies, and address some problem drainage areas. Thank you to the many volunteers who joined us from volunteermatch.com.
- In the past few months we learned about Bioremediation with the Stewardship Committee and continued that discussion with a hands on approach to soil types at Agri-Service. We learned about

compaction of soils and testing soil infiltration rates with Mary, Julia, and Fran. What an incredible facility and evening full of learning!

- We are not stopping there. Come join us on July 17 as we view 6 greenroof systems and over a dozen greenwalls at GreenScaped Buildings/Good Earth Plant Company. Learn what works and what does not with the plant material, soils and irrigation.



On May 7, ASLA and CLCA members learned about soil types, compaction and infiltration in soils at Agri-Service in Oceanside.

Our final lecture this year is on September 9 at Balboa Park— Mario Schjetnan of Grupo de Diseno Urbano in Mexico City will take us south of the border for some international design.

Watch for upcoming Eblasts for the events in July and September, and, who knows, we may have more events coming up as well!



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## Stewardship Committee

# Events Continue to Grow in Popularity

Tim Smith, ASLA

If you have been attending and participating in the educational events put on by the Stewardship Committee, you know that they have been filled with very useful information that can be applied to your design or construction projects immediately. If you have not been attending, we invite you to join us.

Our last event, held in March, had experts speaking about their industry's involvement in creating or maintaining bio-retention basins. One example of the benefits of this discussion was shown in an email I received from a civil engineer who attended the event. He wrote:

"Thanks for the invite to the Seminar. I did learn some useful things. It is clear to me that as Civil Engineers we should be requiring on our plans that the soil placed in bioretention basins be specified by the Landscape Architect."

I believe that this is a good testimony that these events are not only educating a variety of disciplines, including LA's, but are also promoting the value of landscape architects by showing the great breadth of knowledge we can bring to a project if given the opportunity to share it. These talks have been successful in part due to the speakers, but also because of the questions, comments and attendance of our

audiences.

The Stewardship Committee is now working on the next major event to be held in October and potential webinar events that will make some topics more accessible. Topics we are considering for the October event include, "Monitoring and Long Term Maintenance of Bio-Retention Basins," "Firescaping in Urban Open Space" and "Urban Forest – Street Trees." Each of these topics will be of interest to a variety of disciplines with which landscape architects work, including agencies. If you have topics you would like us to present, please let me know. Your topic could be something that is presented in a webinar or a major event, which occur two times per year.

We would like to express our gratitude to Jim Kuhlken of Rick Engineering, Garn Wallace of Wallace Labs, Craig Kolodge of Filtrex, Mike Klaerich from Green Meadow Growers and Chris Cutler from Steven Smith Landscape, Inc. for speaking at the Bio-Swales and Bio-Retention event.

If you have any questions regarding these events or want to know more about the Stewardship Committee, please do not hesitate to call me at 858-513-0030 or email at [tim@wynn-smith.com](mailto:tim@wynn-smith.com).



## August 1:

# 2015 Community Grant Application Deadline

If you've ever worked with community based organizations run by volunteers, you know they are dedicated to improving their communities, our regional environment and quality of life. Many have to work on small low-cost projects due to lack of funding. Some have the capacity to apply for local grants if they have a clear vision of a "shovel ready" project that can be completed within a year and have plans to complete these projects in their neighborhoods.

If you know of groups that need the additional funds to start and finish a worthwhile project in 2015 while also promoting the visibility of landscape architecture in their neighborhoods, please take the time to forward them a copy of the ASLA Community Grant Application. The application is located on our website at [www.ASLA-SanDiego.org](http://www.ASLA-SanDiego.org), and a word version of the application can be requested by email at [ASLASD@sbcglobal.net](mailto:ASLASD@sbcglobal.net). The application asks for endorsement letters and proof that the organization has been in existence for at least three years. Completed applications are due August 1.

We encourage you to work with the groups you recommend to help them know the value of working with professional landscape architects.

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# Become a Preservation Partner. Learn About Sustainability at the Preservation Partners Tour

In 2014, through Preservation Partners, Hunter Industries would like to acknowledge the landscape design professionals who share its commitment to ensuring the use of quality outdoor spaces now and in the future.

Any landscape space implementing sustainable landscape features combined with Hunter water conserving products is welcome to become a Preservation Partner. Public, commercial, private landscapes, historical preservations, green roofs, and storm water management projects all have potential to earn a partnership.

## Examples of sustainable landscape features

- Drought-tolerant/climate appropriate plants
- Permeable paving solutions
- Bioswales
- Use of recycled material
- Use of renewable resources
- Soil management

- Use of regional materials
- Restoring native plant communities
- Provide signage promoting sustainable landscape design

## Becoming a Preservation Partner

Submit a project to Hunter implementing sustainable landscape features that incorporate Hunter water conservation products. Products should focus on preserving resources and ensuring the quality use of public open spaces for the future.

## Preservation Partner Event

On August 7 Hunter will present a Preservation Partners Tour at the Prado Restaurant Courtyard in Balboa Park. Join us from 5:30-6:30 p.m. for networking. Vicki Estrada, FASLA, Estrada Land Planning will present a Sustainable Landscape Program from 6:30 to 7:30 p.m. All ASLA members are invited, but seating is limited. Reserve your spot by RSVPing to [www.HunterIndustries.com/Events](http://www.HunterIndustries.com/Events).

# ASLA/SD Seeking Member to Serve as ASLA Liaison to AIA COTE

By Joy Lyndes, ASLA



The American Institute of Architects (AIA) Committee on the Environment (COTE) aims to work with local community groups to define, coordinate, and implement projects on a variety of scales to achieve sustainability at the neighborhood level. ASLA San Diego Chapter is looking for a member to serve as the ASLA Liaison to the AIA COTE. It is an opportunity to inform and guide projects and programs and to network with a broad range of professionals including architects, USGBC specialists, community advocates and community leaders.

COTE strives to address the following challenges:

- Environmental: Water quality/quantity, flooding and drought, transit and land use, energy efficiency, wildlife habitat/wetlands
- Social: Public spaces, sense of community/place, pedestrian/bicycle options
- Economic: Revitalization, traffic congestion, transportation

Are you interested in serving as the ASLA Liaison to COTE? If you are, or if you have questions about the committee and the committee's current projects, please contact Tim Smith at [tim@wynn-smith.com](mailto:tim@wynn-smith.com).

COTE meets on the 4th Wednesday of every month from 7:30-8:30 a.m. in Little Italy at 949 W. Hawthorn Street, San Diego.

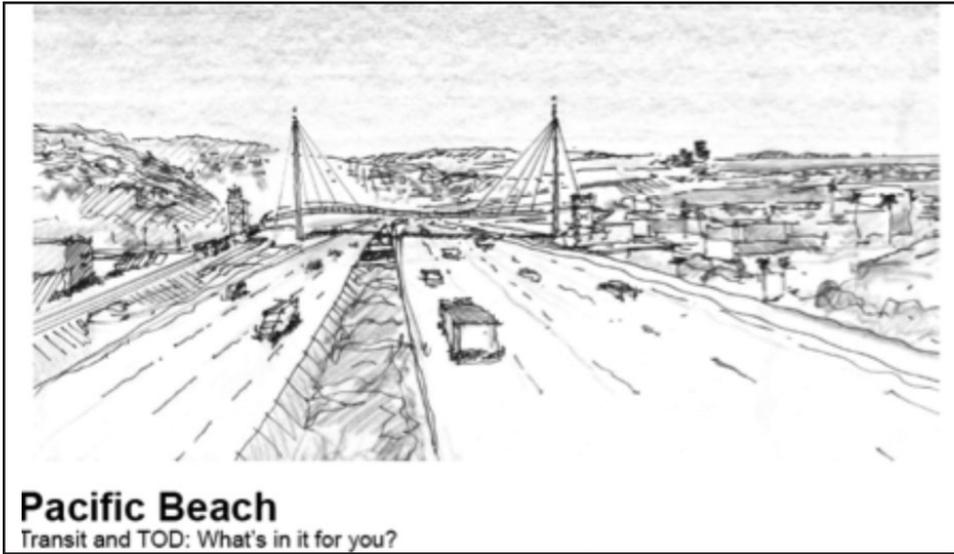


August 8:

## CLCA San Diego Golf Tournament

Join the CLCA San Diego Chapter for the Annual Golf Tournament on Friday, August 8 at Maderas Golf Club, 17750 Old Coach Rd. in Poway. Registration will begin at 11 a.m. with an 11:30 a.m. shot-gun start. The format will be a four man scramble with prizes for the winners, a great raffle drawing and a bunch of other exciting new features.

For more information or to register, visit the chapter website at [www.clcasandiego.org](http://www.clcasandiego.org).



**Pacific Beach**  
Transit and TOD: What's in it for you?

(continued from page 1: COTE)

For information related to community projects and how COTE is assisting with the implementation of ideas presented during the SDAT event, visit [www.beautifulPB.com](http://www.beautifulPB.com)

COTE hopes to expand upon already-developed web-based, open-sourced sustainable community documents such as "Sustainable North Park Main

Street" a project generated here locally in San Diego. Many issues are similar in other San Diego communities; COTE works to collaborate with both public and private organizations to identify how similar strategies can apply to other neighborhoods within the San Diego region.

For more information about getting involved with COTE, contact Tim Smith at [tim@wynn-smith.com](mailto:tim@wynn-smith.com).

## Stay Out of Hot Water with ASLA Emerging Professionals

Join the ASLA and AIA Emerging Professionals on July 24 at noon for a workshop entitled "Staying Out of Hot Water." This event will feature a California Architects Board Workshop with an Overview of the Architect's Practice Act. Mark your calendar for Thursday, July 24, at noon. The event will be held at the AIA San Diego office, 233 A Street, Suite 200, San Diego.

This is an ASLA and AIA Members Only Event. Please RSVP by July 10 to ASLA's Emerging Professionals Group Chair, Michael Watts - [mwdesigns21@aol.com](mailto:mwdesigns21@aol.com).

## Registration Opens For 2014 ASLA Annual Meeting & Expo In Denver - November 21-24

It's not too early to mark November 21-24 on your calendar. That's when more than 5,000 landscape architecture professionals and students will gather in Denver for the American Society of Landscape Architects (ASLA) Annual Meeting and EXPO.

The theme of the meeting- "Resilience"- is inherent to how landscape architects are wired, says ASLA President Mark Focht, FASLA, in his invitation to the meeting. "Landscape architects work with the land and nature, not against it. Our profession and the Society have shown resiliency through the past few difficult years. Much like Colorado's beloved Aspen groves, which are strengthened by devastating forest fires and survive avalanches, our professional roots are interconnected and we are emerging stronger than ever."

More than 130 education sessions, field sessions, workshops, and general sessions will be offered throughout the meeting, offering attendees the opportunity to earn up to 21 professional development hours under the Landscape Architecture Continuing Education System.

The EXPO-the largest trade show in the industry-will feature nearly 500 exhibitors offering thousands of new products, services, technology

applications, and design solutions-all under one roof.

Learn more about the meeting programs and events at <http://www.aslameeting2014.com/>.

### SPECIAL EVENTS

#### ROCKY MOUNTAIN MOD

Friday, November 21, 9:00 am - 6:00 pm

Denver offers a broad range of distinct and iconic Modernist properties. Join TCLF for a daylong excursion that will include a festive luncheon and tours of regional Modernist Gems by Dan Kiley, Lawrence Halprin, and Garrett Eckbo.

#### PPN NETWORKING RECEPTION

Friday, November 21, 5:15 - 7:15 pm

Join your fellow Professional Practice Network (PPN) members in person to make connections and discuss with friends and colleagues how they are contributing to the landscape architecture profession.

#### LAF'S 28TH ANNUAL BENEFIT: NEW HEIGHTS

Friday, November 21, 7:00 - 10:30 pm

Join the Landscape Architecture Foundation for a lively evening including fine local food and an open bar.

#### AN EDIBLE LANDSCAPE CELEBRATION, FEATURING THE ALUMNI TAILGATE

Saturday, November 22, 8:00 - 11:00 pm

The best of the Alumni Tailgate and the Gala have

been combined for a Saturday evening event celebrating the local food movement.

#### ASLA COUNCIL OF FELLOWS INVESTITURE DINNER

Sunday, November 23, 7:00 pm

An elegant evening honoring the newest members of the ASLA Council of Fellows.

#### WOMEN IN LANDSCAPE ARCHITECTURE WALK

Monday, November 24, 7:00 - 8:30 am

A morning walk through Civic Center Park and the Golden Triangle, beginning with a walk down Denver's "Ambassador Street" towards Civic Center Park.

#### ASLA STUDENT AND PROFESSIONAL AWARDS

Monday, November 24, 12 Noon

The ASLA Professional Awards program honors the best in landscape architecture from around the globe, while the Student Awards program gives us a glimpse of the future of the profession.

#### THE PRESIDENT'S DINNER: PRESENTATION OF ASLA HONORS & INSTALLATION OF OFFICERS

Monday, November 24, 7:00 pm

Enjoy an extraordinary evening as we pay tribute to the distinguished recipients of ASLA's highest honors: The ASLA Medal, The ASLA Design Medal, The Jot D. Carpenter Teaching Medal, The LaGasse Medals, The Medal of Excellence, The Olmsted Medal, The Landscape Architecture Firm Award, The Community Service Award, and the President's Medal.

# Design Professionals Mixer: AIA|ASLA|ASID Members at PIRCH

Join AIA, ASLA and ASID members on Thursday, July 31, from 5:30-8:00 p.m. for an evening of networking and orientation at the exciting new PIRCH showroom - located in the Westfield UTC shopping center at 4545 La Jolla Village Drive (west of Sears Auto) in San Diego.

Savor special items created by the PIRCH culinary team. Enjoy a selection of beverages that complement the great food. Prepare to be wowed by the amazing collection of kitchen, bath, laundry and outdoor appliances and equipment on display in one of San Diego's finest galleries.

Attendees will be offered private, behind-the-scenes tours of the facility led by senior staff as well as an opportunity to mingle with colleagues and new professional contacts.

Don't miss this chance to experience San Diego's newest resource for the design community.

This program is complimentary, but capacity is limited. Registration required. <http://www.aiasandiego.org/event/design-mixer/>

# PIRCH™



# Emerging Professionals Committee Cultivating Support from New Members

By Kristen Koehn

Reaching the halfway point of 2014 with great progress, the emerging professionals are looking forward to an exciting summer.

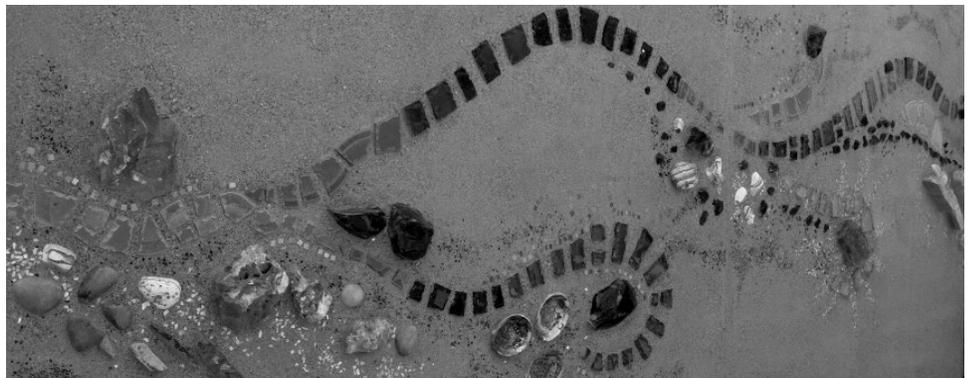
In May, members got to know Interior Designers and Architects with interactive icebreaker games at the popular social mixer event with the ASID and AIA.



Because of the event's positive impact on attendees, we will be hosting another interdisciplinary mixer event with the ASID and AIA on July 31 at PIRCH in La Jolla.

Bi-monthly meetings coupled with monthly MeetUp events hosted by the Social Activities group have established a supportive group of new members along with a volunteer base that will continue to make our local chapter strong.

The EPC is keeping a pulse on our newest members with a survey that polled interest in a mentorship program along with feedback on our member-driven LARE study group sessions. A few items to keep an eye out for in the coming months are these survey results, seminars from the Landscape Architects Technical Committee and California Architects Board, and the emergence of a student exposition/design award.



# Trustee's Report: Advocacy and Annual Meeting Updates

Mark Steyaert, Jr., ASLA, Trustee

Your faithful Trustee here, reporting on all issues national.

ADOVOCACY: In May, I attended the midyear Trustee's meeting in Washington DC. In addition to taking care of the business of ASLA National, both the trustees and chapter presidents (Patricia Trauth and Tim Smith for San Diego) participated in an advocacy day. We ascended "the hill" to lobby for issues near and dear to American landscape architects. We walked the hallowed (or was it hollow) halls of the Capitol advocating for a continuation of transportation grant funding and inclusion of a complete streets policy at the federal level. Additionally, we pushed for language that would allow a lower threshold on grant funding so that smaller projects (non-major transportation projects) will be eligible to receive grants. These are the projects most landscape architects are involved with.

ANNUAL MEETING, DENVER (11/21-24): Planning is on-going for this year's annual meeting. Register early and often! Booking hotel reservations "inside the block" – meaning the hotel rates offered through ASLA's annual meeting website - will help keep costs down. Check out the meeting website <http://www.aslameeting2014.com>. Make sure to make air transportation reservations early as the dates are perilously close to Thanksgiving!

DUES INCREASE: Now for the ever popular topic of dues increases. Part of the least pleasant duties of the trustees is having to vote on these types of issues. While the Society has successfully weathered the economic constraints of the past five years, program costs are rising, averaging three percent in 2013 and 2012. The Board of Trustees voted in favor of a recommended dues increase of 3% in 2015 to help avoid cuts in the program services provided.



# CCASLA Report: Advocacy Program Development Nears Completion/WUCOLS Update

Jon Wreschinsky, CCASLA Delegate



An extensive advocacy program designed to educate state legislators and other decision-makers on issues important to our profession is nearing completion. This program involves identifying key legislators who oversee the formation of laws, policies and regulations that directly affect the practice of landscape architecture in California. The program will include meetings with the legislators and their staffs on an individual basis to help educate them on the direct effects of legislative actions on our practices

and the importance of involving landscape architects as subject-matter experts when addressing the many planning and design issues facing our State. The program will utilize a collection of materials that explain the practice of landscape architecture; the importance of professional licensure in protecting the public health, safety and welfare; key planning and design issues including qualifications-based contracting, investing in appropriate water and green infrastruc-

ture technologies, multi-modal transportation system development and community revitalization through parkland and other 'green' development. CCASLA will be reaching out to licensees throughout the state in the coming months to assist in contacting and meeting with their state representatives and laying the groundwork for protecting the profession's interests and helping shape future legislative actions.

The update of the Water Use Classification of Landscape Species (WUCOLS) plant database has been completed and is now available for use. The database can be accessed at the following location: [http://ucanr.edu/sites/WUCOLS/Download\\_WUCOLS\\_IV\\_List/](http://ucanr.edu/sites/WUCOLS/Download_WUCOLS_IV_List/). One question that has arisen is the use of 2014 WUCOLS data in meeting the requirements of the Model Water Efficient Landscape Ordinances in preparing Maximum Applied Water Allowance (MAWA) calculations. Assembly Bill 1881, which drove the implementation of this ordinance, stated that the calculations should utilize the 2000 version of the WUCOLS data. Since this is a 'regulatory' requirement, the regulations will have to be amended by legislative action to reflect the updated 2014 version. The State Department of Water Resources has provided guidance that use of the 2014 version of the WUCOLS database is acceptable and in fact, encouraged. The updated database is much more extensive and thorough than the 2000 version which is still allowed for use.

## LANDSCAPE ARCHITECTURE

Designing a Sustainable Environment that Works for You

### GREEN STREETS

- People, cars, bicycles, buses and trams all share use and fully support retail and commercial uses.
- Storm water is filtered by landscape before entering storm drains.
- Human scale and experience are pleasant.
- Urban heat is reduced.



### GREEN ROOFS

- Heating and cooling costs are reduced.
- Storm water is filtered by plants before entering storm drains.
- Roofs are usable as gardens.
- Service life of roof is increased.
- Habitat for birds and insects is created.



### WATER MANAGEMENT

- Storm water runoff is controlled naturally.
- Water is filtered and percolates back into the ground.
- Water captured on site reduces local flooding.



- Water is harvested and stored for use as irrigation later.
- Low tech solutions are used to manage water.
- Grey water is used for landscape irrigation.
- Ground water supplies are replenished on site.
- Usage and cost of potable water is reduced.



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## VP Membership

# ASLA Membership, Be Part of the ONE

Rich Risner, ASLA

ASLA is the ONE organization that represents all aspects of the Landscape Architecture profession. Our profession is at the core of the environmental design network. As landscape architects we are uniquely positioned to provide meaningful dialog with all design disciplines, policy makers, and the general public about evidence-based good design practices, sustainability, environmental impacts and social responsibility. We have been, and will remain to be that ONE voice.

## Be part of the ONE. Join ASLA to:

### 1. Increase Awareness of the Profession.

This year, ASLA San Diego has launched an extensive public relations campaign. Our new ASLA SD website is being created, and its marketing efforts will introduce prospective consumers to a full palette of membership skills and expertise. By joining ASLA, this resource will be at your fingertips.

### 2. Protect and Enhance the Integrity of the Profession.

Across the country, ASLA and its members are at the forefront of successful efforts to maintain and improve professional state licensing laws. Because of the diligent efforts of ASLA and its members, 46 states now have licensing laws. In addition, the Landscape Architectural Accreditation Board ensures the quality of degree-granting programs and provides the profession with essential standards of credibility. Finally, ASLA successfully lobbied to create an appropriate professional sector for our members in the Federal Industrial Classification System. This distinct classification for landscape architects will open up opportunities for you to compete for a larger piece of the pie of federal, state, and municipal contracts and programs.



### 3. Protect the Environment.

At the national and local level, ASLA and its members are at the forefront of efforts to increase respect for the land and our natural environment particularly on issues of prudent land use and planning, sustainable development, waste and water management, recreation, and land reclamation. Through efforts by ASLA, landscape architects are now recognized as experts; their knowledge and skills are often called upon by other organizations with common goals and ideals.

By becoming a member of ASLA, you'll join over 18,000 other landscape architecture professionals - throughout all 50 U.S. states, U.S. territories, and 68 countries around the world!

There are eight different member types Full Member, Associate Member, Affiliate Member, Student Member, Student Affiliate Member, Free Associate Member, International Member or Corporate Member.

Don't delay! Join today at [www.ASLA.org](http://www.ASLA.org).

## Thank You to our 2014 Sponsors

Thank you to our 2014 and returning sponsors for your support of our Chapter. We encourage members to look up our wonderful sponsors on our website at [www.asla-sandiego.org](http://www.asla-sandiego.org) and do business with their representatives. Thanks so much for your support.

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## Giving Back to Your Industry

This summer, the San Diego Chapter is seeking members who are willing to dip their toe into leading this great organization or at least are wondering what the Board does and how they can help.

If you have been a part of the social events (Meet-Ups, Annual Kickoff and assorted other events), you'll notice that the Chapter wants to help you network with both peers and others in the design industry. We don't nickel and dime you to attend the events because 1) the economy hasn't fully recovered, 2) you have paid your dues which shows you care about your industry and this organization, and 3) we have amazing support from industry sponsors who help underwrite most every event you attend.

So, take a look at the Nominations Form contained in this newsletter, and think about the ways you can strengthen your profession by serving on the ASLA San Diego Board of Directors. If it's too soon to jump fully into a position, consider helping the current Board organize this year's golf tournament, fall lecture or design awards program.

We need your ideas and energy to keep this great Chapter moving forward. Contact us at [ASLASD@sbcglobal.net](mailto:ASLASD@sbcglobal.net) if you have any questions regarding the various Board positions that are open for nomination.



**SAN DIEGO  
AMERICAN SOCIETY OF  
LANDSCAPE ARCHITECTS  
CHAPTER**

**CELEBRATING THE POWER OF PLACE**

# AWARDS

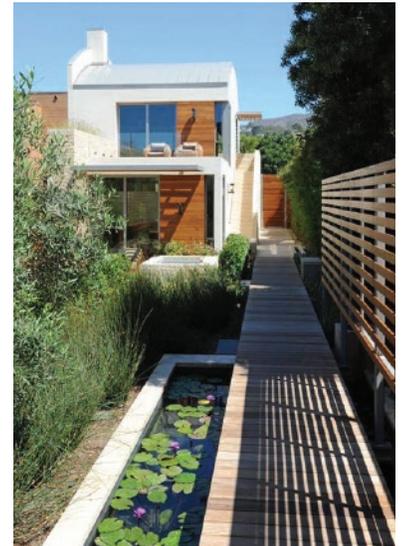
IN LANDSCAPE ARCHITECTURE

The San Diego Central Library  
@ Joan A Irwin Jacobs Common  
Shiley Special Events Suite  
December 4th, 2014 at 6pm

# 2014

**SAN DIEGO ASLA CHAPTER EVENT**

**SAVE THE DATE**



**Entry Information Coming Soon @ [ASLA-SanDiego.org](http://ASLA-SanDiego.org)**



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