VISION
A world where the built and natural environments coexist in harmony and sustainable balance; where all peoples can express their diverse heritage and their individual desires to grow and thrive; and where we, as a profession, can substantially contribute to the process of achieving these ends.

MISSION
To lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.

We Are Moving!
ASLA is moving its address to the offices of Morgan Hollingsworth Public Affairs. Please notify your accounting department or update your database to the following:
ASLA San Diego
1050 Rosecrans Street, Suite B, San Diego, CA 92106

Have you moved or are you a new sales representative with a producer or service company? If so, email your new address and email address to ASLASD@sbcglobal.net or send your ASLA membership update to ASLA’s national membership staff at membership@ASLA.org.

2011 Community Grant Awarded!
BY TIM JACHLEWSKI, ASLA, VICE PRESIDENT OF COMMUNITY OUTREACH

In order for the profession of landscape architecture to make its full contribution to the San Diego region, the accessibility and understanding of the profession must be made known to the public-at-large. The San Diego Chapter’s Grant is intended to educate and enhance community awareness of the profession of landscape architecture as well as to provide a benefit to the community or environment.

After a careful and very competitive selection process, we are pleased to announce the 2011, $5,000 Community Grant has been awarded to the City Heights Community Development Corporation, Community and Economic Development Department for the “Colina Del Sol Park Safety Improvement Plan”. Although the City Heights community has very low park acreage-per-capita ratio, the 22-acre park is largely underutilized by the 80,000 residents of City Heights due to surrounding physical barriers, visual impediments, and safety concerns. The Grant will employ the planning and design expertise of a landscape architect to create a plan that implements Crime Prevention Through Environmental Design (CPTED) principles to improve entries, access, and use of Colina Del Sol Park. The planning process will include an extensive partnership with several local community agencies and residents and will demonstrate how modern landscape architectural principles can reactivate older parks leading to greater park use and public benefit.

ASLA 2011 Annual Meeting & Expo Update
January Deadline Approaching Fast!

We’re moving fast and furious in our planning for the ASLA 2011 Annual Meeting and Expo in San Diego next year, and we wanted to remind our members of the Call for Field Sessions.

It is getting down to the wire. We are in need of more Field Sessions, as well as Leaders or Co-Chairs for individual Field Sessions. Our Field Session Co-Chairs, Dolores Marques and DJ Taylor have sent a list of ideas out to members. We also encourage you, though, to suggest any other Field Session ideas that may not have made the list to date.

The Official Call for the Field Sessions by ASLA National opened December 7th and are due on January 21. We would like to vet your Field Sessions locally before you go online with the application. Please note:
• Two Field Session Leaders per Field Session (Field Session Leaders will receive free registration for the conference, provided their Field Session is approved by ASLA National).
• Field Sessions should accommodate approximately 50 people (25 people for bike tours).

This is our most pressing need. Please contact Dolores Marquez: mdmarquez@san.rr.com AND DJ Taylor: dj.taylor@mland.com before January 21, with your Field Session recommendations. View examples of Field Sessions at www.asla.org/ContentDetail.aspx?id=28780.
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As I write this article for the newsletter, the members of the Cuyamaca College Student Affiliate Chapter of the American Society of Landscape Architects (CSAC-ASLA) are fully occupied preparing for final exams. We have a busy fall semester, and I am pretty sure most of us are looking forward to winter recess! As classes end, our Chapter will be actively planning for our Winter Retreat to discuss a spring semester full of opportunities.

At the top of our list is participation in the 18th Annual Spring Garden Festival, taking place on campus Saturday, April 9, 2011. This is a great event for people interested in gardening in general, finding out what they would like to learn about, with some initial ideas being: A SketchUp tutorial, techniques for coloring drawings (our landscape design intro courses teach hand-drafting to help new students get started before moving to AutoCAD), and possibly a tour of some local landscape architecture studios. Other ideas were mentioned in my last article, so we have a lot to choose from.

Our Green Roof project is proceeding well. The plants have been mostly propagated, the structure is fully renovated awaiting a final coat of paint, and we are in discussion with a professional to help us install the green roof. Since many good ideas were offered as the project progressed, the Chapter has decided to make this our 2010-11 Chapter Project, with the structure complete and fully functional for the Spring Garden Festival. We look forward to showing it off.

Our community outreach efforts offer great opportunities to become involved in projects that will help our members learn more about the profession. One such opportunity may be participation in the U.S. Green Building Council San Diego Chapter’s Balboa Park garden retrofits, with the Chapter offering services as needed. We continue to look for ways to raise our profile by helping with green initiatives.

And last but NOT least, our Chapter is very excited about the 2011 ASLA National Conference and Expo to be held here in San Diego! We will be working with our local professional Chapter liaison to help meet the need for volunteers, so look for us next year at the Conference.

David Clarke, President
CSAC-ASLA

From the President
Moving Forward into the Sustainable Future

Let me say first, that it is a pleasure and a privilege to be serving you the Members of ASLA San Diego, including Associate, Affiliate and Student Affiliate Members and, by inference, Landscape Architects in the San Diego region. With the economy still languishing in a stall, and our licensure up for setting up again in 2011, there are still real challenges ahead. But there are causes for optimism. ASLA is and will continue to be the best professional vehicle we Landscape Architects have for moving forward into the sustainable future. ASLA has made great strides with the national Sustainable Sites Initiative, Advocacy for and Education about the environment, National and Statewide legislative efforts, and continues to outstrip the other design professions in the electronic and “social” media. Have you checked out our website, and Facebook pages lately? Both the San Diego Chapter and ASLA National sites are buzzing with activity.

Some other important goals we are pursuing as a Chapter this year are:
• Sustainability. Our Stewardship Committee has developed a blueprint for sustainability that we hope to present to National as a model for the entire country.

• Updating our Strategic Plan. Did you know we’ve had one for several years now? Membership. I have made it a personal goal to increase membership by 20% this year and, with your help, we can accomplish that goal.

• Increased liaison with the AIA.

• A busy slate of programs. We have at least 10 programs planned for this coming year, including the incredibly popular Lecture Series.

• Membership. I have made it a personal goal to increase membership by 20% this year and, with your help, we can accomplish that goal.

• Increased liaison with the AIA.

Many landscape architecture companies are watching the bottom line during this economy and don’t have large marketing budgets to promote their services and talents. If that is your company, why not take a moment to complete your profile on ASLA San Diego’s website so potential customers can find you and know what you offer? Just go to www.asla-sandiego.org and click on the Contact Us link at the upper right corner of the home page. Complete your profile and hit Submit Form, and we’ll enter your information (including specialty areas you provide).

Help ASLA Be Seen! Join the Visibility Committee

The importance of our profession is often frustratingly overlooked, but if you want to help increase awareness and knowledge of landscape architecture at a public and design professional level, you are encouraged to join our newly forming visibility committee. We have an exciting year approaching with the national convention coming to San Diego, there is no better opportunity than now to increase awareness. If you or someone you know would like to help, please contact Brookie Pietz at brooke8@tma.com or 619.294.4477 x 151.

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EVE NTS
January
20 Executive Committee Meeting, David Reed Landscape Architects, 6 pm
21 ASLA Annual Conference Call for Presentations Deadline

February
10 Chapter Kick Off Event - TB Penick and Sons
17 Executive Committee Meeting, 6 pm at Eshelman’s

March
1 April Newsletter Articles Deadline to Secretary (LA Month/Call for 2011 Nominations)
10-11 Cuyamaca College Sustainable Urban Landscapes Conference, Cuyamaca College
17 Executive Committee Meeting, Schmidt Design Group, 6 pm
18 ASLA Fellows Nomination Deadline

Market Your Services & Talents at asla-sandiego.org

3 San Diego Landscape Architecture January 2011

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Members who are between jobs can also post their resumes in the Job Opportunities section of the website. If you are with a product or service company and want to market your company on our Chapter’s website and join us for events throughout the year, email us at ASLASD@sbcglobal.net and ask for Annual Sponsor Opportunities info.
CCASLA Moves to Expand Representation

By Jon Weschinsky, CCASLA Representative

The CCASLA Board recently made efforts to expand its participation in a number of areas that affect the landscape architecture profession. This past year’s California legislative season saw the enactment of two important pieces of legislation: Senate Bill (SB) 189, Mechanics Lien, which reorganized and restored the statutory mechanism and business-oriented interests.

We hope to leverage the lobbying efforts of these organizations along with our own to affectively address issues important to our profession, effectively educating these organizations and legislators about our concerns.

The Sunset Review process continues. The Landscape Architects Technical Committee is preparing for the anticipated actions necessary to defend LATC and the state licensure of landscape architects. It is anticipated that LATC’s presentation before the Sunset Review Committee will occur in February. This is subject to change given the new legislative environment in Sacramento. For information, contact your LATC Board via the website, http://www.latc.ca.gov/.

For further information on these and other legislative issues, please feel free to contact me at jswreschinsky@pacbell.net, 619-916-6956.

2011 Brings Exciting Events for SADSLA

By Kasie Trojanowska

VP Programs and Education

LARE Review Section E Grading is back in town. Jerry Hastings will host a weekend workshop this spring at the New School of Architecture. More information is coming soon. Check our website at www.asla-sandiego.org.

The Lecture Series gains more and more enthusiasts every year. We continue our efforts to present the most vibrant and exceptional personalities in our professional community. We have already begun planning for the 2011 Lectures to be held in September and October. Please contact SD ASLA if you are interested in helping.

We will end the year in great style by hosting the 2011 ASLA Annual Conference at the San Diego Convention Center October 30-November 2. Please join us in efforts to make this a memorable event!

If you would like to volunteer, please contact SD ASLA at aslasd@sbcglobal.net, or 619-283-8818 or email me at kasie_trojanowska@urscorp.com.

Volunteers Needed for Ten Trees Project

Creek to Bay Florida Canyon Cleanup

It’s a new year and we’re already gearing up for some fun events and projects and need your help.

The Ten Trees Project is an arrangement of ten trees and portable seating (reconfigurable) in a protected setting that provides space for interaction and dialogue. The purpose of the project is to promote the San Diego Chapter and its efforts to educate the public regarding all things environmental and promote landscape architecture and its roles in environmental conditioning and social interaction.

We are looking for volunteers to help with the simple arrangement and movement of ten trees to be rotated to locations throughout the San Diego region to make a powerful statement in promoting social dialogue and educating the public about the importance of providing a link to the natural world.

Volunteers for the Ten Trees project are asked to contact Jon Weschinsky at jswreschinsky@pacbell.net or 619-916-6956.

The Creek to Bay Florida Canyon Cleanup will be coordinated by David McCullough and DJ Taylor of McCullough Landscape Architecture. Our Chapter’s cleanup crew will return to Florida Canyon and will meet at the Rose Garden on Park Boulevard (across from the Fleet Space Museum) on Saturday, April 30, at 9 am for refreshments and instructions on where the cleanup will occur. Volunteers of all ages (children under 16 must be accompanied by an adult) are invited to be part of the pollution solution. Email either David or DJ at david@mlasd.com or djm@mlasd.com to volunteer.