The 30th Annual ASLA Golf Tournament was held this year at the Rancho Bernardo Inn on Friday, September 17, 2010. It was a great success netting our full $5,000 2011 Community Grant. Everyone had a great time, especially with the marshmallow drive, beer pong, pizza oven and other fun vendor hosting at different holes.

Congratulations to the First Place Team, reproHAUS, who scored 58 with players Scott Seager, Charlie Tarin, Jerry Todd, and Brian Hajjar. The Second Place Team, with a close score of 59, had the team of David Preciado, Glenn Brower, Tom Picard, and Daryl Green. Closest to the Pin winner was Brian Hajjar, Women's Longest Drive winner was Jennifer Montgomery, and Men's Longest Drive winner was Neb Keeton. To see photos taken by Flying Eye Photo, please go to www.flyingeyephoto.com/asla2010.

ASLA would like to say "Thank You" to all the volunteers who helped make the tournament run smoothly and to our Major Sponsors Agri-Service, Hunter Industries, FX Luminaire, Mark Schroeder & Company, Thompson Building Materials and The Toro Company. Thank you for helping make the ASLA 2010 Golf Tournament a great success!

We also wish to thank our participating golf teams, those who donated raffle and silent auction items, and the following Masters, British Open, Closest to the Pin, Longest Drive, and Putting Contest sponsors. We truly are thankful you were a part of our day!

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From the President

License being threatened. We need your help.

In August, I hosted a lunch for our Chapter’s past Presidents. It was very well received with 16 past Presidents attending. It was great to visit with many of our past leaders, most of whom are still active in the landscape architecture community. Not only were we able to enjoy an afternoon together, we were able to discuss topics that are of importance to us in San Diego. We discussed the ASLA 2011 National Conference which will be coming to San Diego next fall, the local economy, and even the beautiful San Diego skyline.

However, we focused much of our discussion on events happening in Sacramento. Hopefully, most of you are aware that, once again, our license is being threatened by the actions of our legislators and Governor. Shortly, someone will be contacting you to explain how you can help us fight to save our licensing agency.

It’s our responsibility to make sure our elected representatives are aware of our role in protecting the public’s health, safety and welfare. Let’s make the general public aware too. We need support from all areas. It’s our job to protect our abilities and rights as licensed Landscape Architects. I encourage all of you to get involved and help in two important areas.

First, get the word out about the upcoming California legislative hearings on the potential sunsetting of our state’s Landscape Architects agency. The proposed sunset legislation may impact our ability to compete for future contracts with firms whose states value and protect state licensing of Landscape Architects. Secondly, we need the help of licensed non-ASLA members in this fight to save our licensing agency. Part of our annual ASLA dues go to the California Council ASLA (CCASLA) which fights our right in Sacramento to protect our licenses and our ability to compete in the marketplace. Non-ASLA members benefit from these actions just as much as dues paying members. We need non-ASLA members to let them know that WE are protecting THEIR license too! We need them as ASLA members to assist with this effort. So please help.

I want to thank the 2010 Chapter Board for a successful, rewarding and fun year. Without the efforts of the entire Board, not a lot could get accomplished. We had numerous events, new partnerships, great fund raising opportunities and managed to maintain a steady membership. Welcome to two new Board members for 2011, Jim Kulhken, President Elect and Peter Marum, Treasurer. They are aware of our role in protecting the public’s health, safety and welfare. Let’s make the general public aware too. We need support from all areas.

Update: 2011 ASLA Annual Conference in San Diego

The ASLA annual conference will be in San Diego next year October 30 – November 2. We are very excited about this opportunity to showcase both our beautiful city and vibrant community. As the host chapter, we have several responsibilities including:

1. Plan, organize, and lead 15 to 17 tours and field sessions.
2. Host and staff an information booth providing information, restaurant and bar guides, maps, directions, and perhaps sell an item to raise funds for the chapter.
3. Design and install a Legacy Project. This is a worthy community project of our choosing that is coordinated with the vendors in the trade show who will donate materials for the project from those exhibited in the Expo Hall.
4. We don’t have a significant role in the selection of education sessions, but Ken and Joe will be members of the education sessions selection committee.

We have ASLA national staff members who coordinate most of the conference, and they are very good at it. The Illinois and Potomac chapters are also giving us great feedback and advice, which is much appreciated. We are currently setting up and documenting our organizational structure, procedures, and tasks. We will be selecting Chairs and Co-Chairs for the many tasks in the next few weeks which are likely to be:

- Tours and Field Sessions
- Host Booth
- City, Bar and Restaurant Guides
- Fund raising and sponsorships
- Host chapter items for sale
- Public relations / visibility
- Legacy project

We hope you are as excited as we are. There will be many opportunities to volunteer at a variety of levels. We hope to obtain support from most of our members. If you are interested in volunteering at any level, please send your contact information to Joe Esposito at Esposito@EstradaLandPlan.com. If you are interested in taking on a larger role and would like to volunteer for a particular Chair or Co-Chair we would like to hear from you very soon.

**SAVE THE DATE: Wednesday, November 3, 2010**

Please put on your calendar our Kick-Off Event with visiting national staff which will be at the Hilton Bayfront San Diego and the host hotel, during the early evening of Wednesday, November 3, 2010.
Student Affiliate Chapter News
David Clarke, Student Affiliate Chapter President

The Cuyamaca College Student Affiliate Chapter of the American Society of Landscape Architects (CSAC-ASLA) turns three this year! As the first in the nation Chapter of our type, we are committed to fulfilling our role as a bridge for our landscape design students to the larger goals and ideals of ASLA. We are achieving this through organization activities and projects that our Chapter Board plans each fall.

At our recent Chapter Retreat for the 2010/11 academic year, we discussed several ideas for member involvement and signing up new students. We are continuing the information seminars we began last semester and hope to include four this year. Our first seminar will be Fire-Wise Planting for Residential Landscape Design, to be given in October by two of our faculty members and a local Fire Department Division Chief. This seminar will present an overview of the timely topic and will be held at our Water Conservation Gardens. Ideas for other seminars include California native plant species and their potential for residential landscaping, industry software (SketchUp), and talks with emerging professionals to help our landscape design students learn about the field.

To help raise the profile of our Chapter, CSAC-ASLA is creating a “green roof” demonstration project on campus for the fall semester. We are converting a small existing structure into a fully-functioning sustainable “green roof” landscape element. Our Chapter sub-committee for this project has been active in obtaining plants and materials for its completion. We are documenting the process so interested visitors will be able to understand how it was constructed.

Our members are also involved in various community projects, one of which is a water and fire-wise landscape for a local fire station. On campus we will be participating in both the Sustainable Urban Landscape Conference and Garden Festival (where we will have a booth) next spring. Fundraising is one of our primary goals this academic year, and we are discussing various approaches. One idea is to offer brief but helpful design services to our campus nursery visitors for a small fee. We feel this would also help raise our Chapter’s profile.

Finally, two of our Board members will attend the ASLA National Conference in Washington DC in September and are planning to meet with other student chapter representatives to learn and share information.

CSAC-ASLA continues to grow and to expand its visibility at Cuyamaca College. We look forward to the new academic year and the opportunities it will bring our chapter and the field of landscape architecture.

Stewardship Committee-Raising the Bar
By Marian Marum, Vice President of Chapter Visibility and Public Affairs

Over the summer, the Stewardship Committee has been working toward a FINAL DRAFT of the ‘Steps to Stewardship Guideline’ for submittal to the Chapter Executive Committee, and eventually to ASLA National. The Executive Committee will review the DRAFT Document in October, with final edits to follow. Once approved by the Executive Committee, the Guideline will go to ASLA National later this year for their review. Our incoming president, David Reed, has expressed interest in presenting to it other Chapter Presidents at their meeting in Spring, 2011.

The ‘Steps to Stewardship’ Guideline will highlight the importance of a ‘holistic’ approach to stewardship, and will encourage the integration of Stewardship efforts into a Chapter ‘Strategic Plan.’ It will summarize many of the Stewardship Events/Programs that we’ve conducted over the past 2 years.

The most recent Stewardship Event was held on August 18, at RCP Block. The topic was ‘Raising the Bar: A Green Dialogue,’ and was in conjunction with CLCA. The ASLA portion of the evening was presented by Marian Marum, ASLA, LEED AP. The presentation highlighted ASLA’s desire to offer a ‘Voice at the Table’ regarding sustainability, and its consequent formation of the ‘Stewardship Committee’ (the first in the United States) in May 2008. It called for a ‘GREEN DIALOGUE’ within the industry to ‘Raise the Bar’ in terms of understanding common sustainability goals, promoting environmental stewardship as well as fostering a more ‘holistic’ approach with the landscape industry and recognizing the benefits and opportunities associated with the emerging ‘Green Economy’.

Various ‘Sustainability Mandates’ were highlighted (Federal, State, and Local). Turning those mandates into opportunities was a key theme of the presentation. Marian presented some of the new ‘tools’ for measuring Sustainable Landscape Performance, including:

• Performance Benchmarks contained within the Sustainable Sites Initiative (ASLA)
• Case Studies within the ‘Landscape Performance Series’ (Landscape Architecture Foundation)

Marian concluded with a reminder of the importance of ‘walking the walk’ and the need to create a ‘Green Team’ to formulate an effective ‘Green Operations Manual’ for your company.

Stay tuned for notice of upcoming Stewardship Committee events later in the year. If you are interested in participating in upcoming Stewardship Committee activities, contact Chairperson Marian Marum (619) 992-9533.
The past few months have seen a plethora of legislative action in Sacramento with several key bills potentially affecting the practice of landscape architecture. Among those pieces of legislation looking most promising are:

- Senate Bill SB 189, Mechanic’s Lien, which, in its final form, will reorganize and restate the statutory mechanics lien law and will provide the ability of landscape architects to file a lien for recovery of fees owed to them for design services rendered under contract.
- Senate Bill 972, Indemnification Agreements, which will provide that under any indemnity agreement, a design professional will have no obligation to defend actions or proceedings prior to a preliminary or final determination of liability. The bill will also limit the design professional’s defense costs to the determined percentage of liability based upon the comparative fault of the indemnitee. This bill has the potential to greatly reduce indemnification costs since the individual would only be responsible for their own negligent conduct and not of other third parties limiting liability to the extent of the harm caused by the negligent conduct only.

Both of these bills await the Governor’s signature. Assembly Bill (AB) 2422, Model Efficient Landscape Ordinance: Scientific Panel, would have prohibited the Department of Water Resources (DWR) from updating the model water efficient landscape ordinance (MWEO) until any proposed update has undergone an independent peer reviewed scientific study. This legislation was initially supported primarily by the nursery industry and brought into question the validity of current, regulations and guidelines relating to Model Water Efficient Landscape Ordinances (MWEOs). This bill died in the Assembly although it could be reintroduced during future legislative sessions.

More importantly is Assembly Bill 2130, Professions and Vocations: Sunset Review. The sunset review process is well underway regarding the administration of landscape architecture licensure in California. The Landscape Architects Technical Committee staff has completed a response to the Department of Consumer Affairs’ inquiry in preparation for the anticipated actions necessary to defend LATC and the state licensure of landscape architects. Later this fall, these efforts will move on to review by the legislative Sunset Review Committee. Please keep in mind that as this process moves forward, CCASLA will require your assistance through letter writing and other supporting efforts which will be critical in defending LATC’s existence and our license to practice. It is important that you continue to think how you can assist with this effort and remain proactive. For further information, contact your current LATC Board member who can be reached via the LATC website at www.latc.ca.gov/.

CCASLA recently conducted a survey of California ASLA members and state licensed landscape architects to identify key areas of concern and determine future legislative priorities. The results of this survey will be utilized to fine tune CCASLA’s lobbying efforts. I will talk more about the results of the survey in the next newsletter.

LATC is still seeking nominations to fill 3 of the 5 Committee seats up for appointment in 2011. The five-member committee consists of technical experts who are licensed to practice landscape architecture in California. Committee members help oversee LATC’s mission to empower and protect consumers through the dissemination of information and educational materials related to landscape architectural services, ensure the standards of competency of practitioners and review the laws, regulations, codes, and standards governing the practice of landscape architecture. For information, contact a current LATC Board member at the website above.

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

By Jon Wreschinsky,CCAS LA Representative

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By Glen Schmidt, FASLA, National Trustee

By Jon Wreschinsky, CCASLA Representative

A Very Busy State Legislative Session

The Board of Trustees meeting was held in Washington DC on September 9th and 10th. The following is a summary of ASLA national news and business conducted:

- Membership was down in the previous two years but is holding steady in 2010. Goal is to increase by 2%. Revenue goals are strong for the year including the Expo vendors and Landscape Architecture Magazine advertising. The Magazine’s editor, Brad McKee is working with a graphic firm to redesign the magazine to make it more graphically interesting, current, and better organized. He welcomes submissions of projects from firms.

- As for the Sustainable Site Initiative, 150 projects are in pilot program. Projects are from US, Canada, Spain, and Iceland. Separate SITES certification is likely plus incorporated in LEED 2012. U. S Mission in Geneva, Switzerland invited ASLA to bring group of students who traveled there this summer to redesign the grounds.

- In the area of PR and Communication, ASLA is leading allied professionals in social media, for example 4,000 followers on Twitter. Social media exposure is creating more and more interview opportunities in print publications. An interesting observation is that firm advertisements for positions in Job Link was at 30 jobs recently which is up from record low of 6, a possible good sign that opportunities for LA’s are improving.

- As for the Federal Advocacy, there are 131 co-sponsors for the Federal Advocacy. CCASLA’s lobbying efforts. I will talk more about the results of the survey in the next newsletter.

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