

June 2005

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Presidents' Message:

Thanks a bundle for helping me out with the message last month Ben. Alas, the party scene at the mid-year meeting was in no way similar to New Orleans. We did, however, have a very successful joint lobby day this year with APA. The majority of our efforts went in discussing TEA Funding, Historic American Landscapes and CDBG (Community Development Block Grants). Both Senators Bonds' and Talents' office were very receptive to the discussion and supportive of our efforts. Representatives Carnahan and Akins' office were as well.

As a follow-up to the joint effort with APA, the luncheon at HOK was well attended by both groups. Mark Vogel led a discussion about the efforts to develop the River Ring, which was followed by a tour of the HOK office.

There are a few other topics I would like to share so read on as the topics move you. I promise to keep it brief.

Membership

One thing I learned at the mid-year meeting in DC is that our chapter actually decreased in membership. We are now under 100 members. Why is this significant? There are several reasons, but to me the most important is the professional standing with our sister professions and future legislation. We have over 200 landscape architects in the state and we pull several members from across the river. The math is obvious, under 50%.

continued...

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June 2005

To make this simple, I won't go into all the reasons I have heard why people are not members but will focus on just one. The cost! I want to remind and encourage all of you that read this to email, call or write Randy Mardis or myself to get a monthly payment options. It spreads the financial hit out of the year for less than your cable TV bill per month. That's it! Spread the word, it's really important for all of us.

2005 2nd half of the year activities.

There are 3 activities plus one item of chapter business.

1. For those of you so inclined to golf or who just want to win door prizes, our golf tournament committee is hard at work picking a course and arranging a very fun and organized outing for the fall. More details and teasers in later newsletters.
2. **Its back!** Mark your calendars because we're going back to Longshadow Gardens on September 24th for planters, festivities, hiking, peacocks and poodles (some of you know what I mean, good times!).
3. The final activity is of course the Awards party. There will be a few changes this year and ample time for the winners to get the word out to clients and promote, promote, promote~

I scared you with one item of business so here it is: The nominating committee for the chapter has started meeting this month to discuss next year's slate. Anyone can send in recommendations to Gerry Biedenstein, Patrick Worzer, Randy Mardis, Bonnie McFarland or myself. If you prefer a paper ballot please send that request, otherwise the election will take place via email.

Bam, that's it!
Make great plans!

Hunter Beckham, ASLA

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Member and Chapter Services:

Membership totals as of

June 2005:
National Membership
exceeds 15,000

St. Louis Chapter...
96 Members
Let's Build That!!!

Sponsor Recognition for June

Supporter Level:
Victor Stanley

Friend Level:
Gartland Irrigation

June 2005

Governance and Administration

- **Online voting for 2005-06 ASLA president-elect** opened on Monday, May 16. Feedback on the e-voting process has been very positive. Two reminder emails will be sent out between now and the close of balloting, midnight PDT June 15. Voters who wish to request a paper ballot must do so by or before June 1.
- An **expanded line of [ESRI products](#) is now available at a discount to ASLA members**. New products include ArcView (concurrent use), ArcGIS Extensions, ArcIMS, ArcPad, and ArcPad Application Builder. Revenues generated through the ESRI software sales will be used to fund the joint ESRI/ASLA/LAF Dangermond Fellowship.
- The **Green Roof Task Force** met at headquarters on May 24 with **Michael Van Valkenburg Associates** and **Conservation Design Forum** to review designs for the ASLA headquarters green roof. See *LAND Online* for details.

Public Relations and Resource Development

- The **[ASLA 2005 medals and firm announcements](#)** was released yesterday and staff is working on follow up with key national and local media. Immediate placements include: [Lawn & Landscape](#) (also included coverage of the new honorary members), [ArchNewsNow](#), and the Centers for Disease Control and Prevention-managed **Livability Listserv**.
- The **membership reinstatement telemarketing campaign** has garnered 202 reinstatements to date. The telemarketers have obtained completed decisions on about 50 percent of names on the list of former members dating back to 2000. Taking out-of-date phone numbers into account, the campaign will likely continue for the next week or two.
- As of May 27, ASLA's re-released **[radio public announcements](#)** have been played over 460 times on stations around the country to an audience of more than 40 million listeners. The paid ad value rate now exceeds \$250,000.

Quote of the Month:

Way back in the days when the grass was still green
and the pond was still wet
and the clouds were still clean
and the song of the Swomee-Swans rand out into
space...

one morning, I came to this glorious place.

And I first saw the trees!

The Truffula Trees!

The bright-colored tufts of the Truffula trees!

Mile after mile in the fresh morning breeze.

"The Lorax" 1971

Narrated by Eddie Albert

April 22, 1906 to May 26, 2005

June 2005

Landscape Architecture Magazine (LAM)

- There's plenty to see in the **June issue** of LAM. Look for:
 - Designs for a new Washington, D.C., park by **Kathryn Gustafson, ASLA**, and **Walter Hood, ASLA**;
 - Residential design for a couple of birdwatchers outside Seattle;
 - In Chile, swimming pools incorporating indigenous themes;
 - Parc de la Villette—another look; and
 - Water conservation strategies for LEED points.

Information, Communication and Professional Practice

- The **Professional Practice HQ** section of ASLA Online now provides a [listing of resources](#) for owners of small design businesses.
- An announcement of the new [P.I. Group section](#) of ASLA's website will be sent to all P.I. Group members in early June. Staff is working with P.I. Group chairs to develop letters to send to new members of P.I. Groups. Routine welcoming of new members is planned to begin in late June or early July.
- Staff and members of the **Sustainable Design and Development PI Group** are continuing discussions with the **U.S. Green Building Council** and other stakeholder groups about the need for an increased emphasis on site-related issues in the LEED standards now in use and under development. Work is also underway to bring stakeholder groups to the table for preliminary discussions about a site-only standard.
- The **2005 LATIS series** is proceeding through the production process. One paper has undergone peer review, the second has just entered peer review, the third arrived in draft form at ASLA on Friday, May 20, and the fourth is expected to arrive in draft form by the end of May.

June 2005

Government Affairs

- ASLA was on the program advisory committee for the **McGraw-Hill Companies Homeland Security Summit and Exposition**, which was held on May 24, 2005. ASLA provided security design fact sheets as a handout at the Infrastructure Security Partnership booth.
- **Congress sent a 7th extension of TEA-21** to the President right before the Senate and House went home for Memorial Day recess. Please see the next *LAND Online* for more legislative updates.
- **North Dakota is struggling to keep its fledgling licensing law.** Start-up costs (as estimated by the state) have led to extremely high fees, which is deterring landscape architects from seeking licenses in that state. The next issue of *LAND Online* will focus on North Dakota and other small-population states that must cope with the difficulty of keeping licensure self-sustaining.
- Staff has provided information to the **Bureau of Labor and Statistics** regarding legislative issues that impact the economic status of landscape architects. These issues include the reauthorization of TEA-21 and the Department of Interior appropriations bill.
- The [licensure resources](#) have been updated on **ASLA Online**. Comparative charts detailing licensing fees, continuing education, eligibility requirements, exemptions, regulation of business entities, and the sunset schedule have been updated to include the latest changes to these provisions in legislation and regulation.

June 2005

Don't miss this year's Annual Meeting & Expo in Ft. Lauderdale, Florida!!!



OCTOBER 7 - 10, 2005 • BROWARD COUNTY CONVENTION CENTER • FORT LAUDERDALE, FLORIDA

JOIN US IN FORT LAUDERDALE TO:

Earn more than eight hours of continuing education credit in a variety of great educational programs featuring leading experts in the profession;

Share ideas with colleagues at the annual Gala, Awards Luncheon, and other valuable networking events; and

Explore hundreds of new products at the EXPO—the largest trade show serving the landscape architecture community;

Experience Fort Lauderdale and environs through a variety of professional tours that explore intriguing local projects and attractions.



"A great city is one that has the courage to give the best pieces of land to the public."
The Honorable Joseph P. Gray, Jr., Honorary ASLA Member of Charleston, SC
2005 ASLA Annual Meeting Distinguished Speaker

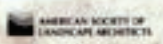


Susan E. Spence
Editor-in-Chief
Metropolitan Magazine
Past ASLA National President



Laura S. Olin, FASLA
Principal, Olin Partnership, Ltd.
Keynote Speaker

For more information and updates, visit www.asla.org



ASLA For more information, visit www.asla.org
1-800-541-2262 • #ASLA05
Annual Meeting and Expo at the Broward County Convention Center, Fort Lauderdale, Florida
October 7-10, 2005

June 2005



Stuart Mertz Memorial Tree Dedication

Thank you to everyone who attended the dedication of three redbuds in Forest Park on May 23rd. The Mertz family really appreciated the Chapter's gesture.

June 2005

FIRM BIO: SPAID ASSOCIATES

Spaid Associates is a landscape architecture and site development firm dedicated to quality environmental planning and design. The firm is currently working on projects throughout the United States. Our projects range in size from large scale commercial development to estate garden design. Spaid Associates is a licensed landscape architectural firm and a member of the American Society of Landscape Architects.

The firm participates in many aspects of landscape architecture including:

- Office Park Development
- Retail and Commercial Development
- Garden Design
- Residential Site Design
- Hotel Development
- Site Analysis and Selection
- Interior Landscape Design
- Elderly Housing
- Landscape Appraisal
- Master Planning



In order to meet the challenges of the local and global market place, Spaid Associates actively pursues a team approach to design. This approach allows for a high exchange and understanding of design ideas with the client. The end result is a balance between creative problem solving and meeting the client's needs. The challenge is to understand the client's program and the environment in which a site development is to take place. It is out of this understanding of design ideas that a successful design is created and implemented to completion. Our goal is to achieve this success on every project and to truly understand the client's objectives.

- Notable landscape design projects include:
- Bass Pro Shops Outdoor World - Oklahoma City, OK
 - Plaza Frontenac - St. Louis, MO
 - Missouri Baptist Children's Home - Bridgeton, MO
 - Bass Pro Shops Outdoor World - Las Vegas, NV

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Submitting information for the Confluence News has never been easier....

To submit any and all pertinent information for the *Confluence News*, email every last bit of material to:

- ben.jennings@christnerinc.com**
- or
- hunterb@spaid-swt.com**
- or
- bonniem@spaid-swt.com**

The choice is yours - don't screw it up!

Thank you.

