

Wisconsin ASLA Board Meeting Minutes

*Wisconsin Chapter
American Society of Landscape Architects*

**WI ASLA Executive Board Minutes
March 28, 2006**

Call to Order

The March meeting of the WI ASLA Board was called to order at 6:20 p.m., on the 28th of March 2006, at Bandung Restaurant, Madison, Wisconsin.

Present: Dan Williams – President; Shawn Kelly – Trustee; Jay Gehler – Treasurer; Christa Wollenzien – Member-at-large; Rebecca Flood – Member-at-large; and Bruce Woods – Past-Past President

Approval of January Meeting Minutes: Shawn Kelly moved to approve the February Executive Board meeting minutes. Seconded by Jay Gehler. Approved by consensus.

President's Report: Dan Williams reported the following:

- The green roof dedication for the national headquarters will occur on Wednesday, April 26. We also received acknowledgement for the \$1,000 contribution toward this project from national. The total cash contribution/pledges are in at \$108,000 and 22 chapters contributed.
- West Virginia was approved to upgrade to a Practice Act in March.
- The 2006 ASLA Professional Awards Jury met and reviewed 519 submissions; 32 projects received awards.

Trustee's Report: Shawn Kelly reported the following:

- The mid-year meeting is fast approaching and Shawn is working on a "Complete Idiots Guide to being a Trustee".
- The government affairs survey was distributed, 1,450 members responded.
- ASLA is working on S.I.T.E.S.S. (systems integration tool for sustainable sites) which would create a benchmark of sustainability for public works. This could potentially be incorporated into the USGBC LEED standards.
- Starting January 1, 2007 all ASLA membership rates will increase by \$10 except for student members.
- ASLA officer candidates were recently announced and biographies can be found on ASLA's website.
- April is national Landscape Architecture month and Shawn has negotiated with the State Capitol for the entire first floor rotunda space from April 3, 2006 through April 10, 2006 and half of the rotunda from April 11, 2006 through April 14, 2006. Shawn is looking for help in setting up and taking down boards and easels on 4/3, 4/10, and 4/14.

Treasurer's Report: Jay Gehler reported the following:

- A detailed Treasurer's report was presented. See attached handout for details.

Committee Reports:

Licensure Committee: Shawn Kelly reported the following:

- Shawn presented a few recommendations for lobbyists. A lobbyist would be helpful in scheduling meetings with other organizations and helping to build consensus in the Senate.
- Jay Gehler moved to direct the licensure committee to pursue contracting with a lobbyist for the licensure upgrade project. Bruce Woods seconded the motion.

Student Chapter: Shawn Kelly reported the following:

- LA-Bash occurred last week (March 20-24) in Maryland; seven juniors attended the event.
- Jury week will be the first week in May.
- The Jensen-Longenecker banquet and Third Annual Parade of Firms will take place next week (April 6&7)

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UW LA Dept.: Shawn Kelly reported the following:

- The Jensen-Longenecker banquet will be Friday, April 7 at 6 p.m. at the McKay Center in the UW-Arboretum.
- The landscape architecture department is working on a new system of advising whereby each student still has an individual advisor but also the opportunity for drop-in advising during certain times of the day.
- The senior award will be judged on Wednesday, April 5 at JJR.

Visibility Committee: Dan Williams reported the following:

- Work continues on the website design and programming.
- Christa and Rebecca will be working to put the two separate CIP grants together, one for HALS and one for the website upgrade.

Alumni Committee: Nothing to report.

Fellows Committee:

- Dan submitted Shawn's nomination and nominees should hear by the end of this week (Friday, March 31).

Old Business:

Incorporation – Pam sent the incorporation materials package to the attorney and we are waiting to hear back.

Web Site Update – See Visibility Committee Report.

Spring Joint Conference with WAPA –

- Vendors are as follows: Unilock, Agricol, Possibility Place Nursery, Miller and Associates, J.F. New, Enterprise Lighting, and Spectrum Lighting.
- APA has offered to host a joint conference again next year, which would be at the Midwest Express Center in Milwaukee, Wisconsin. Bruce reported that we will evaluate how this year's event goes and then decide whether or not to continue the joint venture.
- The Chapter should consider sending notices out to sponsors earlier this year, particularly if we continue to do the joint conference, so they can incorporate sponsorship of events into their budget for the next year.
- APA will also be holding a four-state conference in 2008.

CIP Grants – See Visibility Committee Report.

Professional Awards – Award winners will be notified this week and recognized at the Awards Banquet on Thursday, April 6 at Chula Vista Resort in Wisconsin Dells.

Next meeting: The April Executive Board meeting is scheduled for 6 pm on Tuesday, April 25 in Milwaukee, WI.

Adjournment: Bruce Woods motioned to adjourn. Jay Gehler seconded the motion. The meeting was adjourned by consensus at 8:25 p.m.

Notes taken and written by Member-at-large Rebecca Flood.

Sample Press Releases for LA Month

Press Release

April is national Landscape Architecture month. To kick off the event in Wisconsin the American Society of Landscape Architects will display examples of their work in the Capitol rotunda from April 3 through the 14th. The works on display will include examples of state award winning submissions from the professional society, some of the work done by the University Extension and Dept. of Landscape Architecture at the University of Wisconsin, examples of the senior capstone project submittals of projects from the Department of Landscape Architecture, and some historic plans from the design of Madison and the Capitol grounds. The works will be on display on the first floor above the entry level.

Landscape Architects will be available at the display on the following days to describe the works to interested passersby:

Press Release

April is national Landscape Architecture month. To begin the celebration in Wisconsin the State Chapter of the American Society of Landscape Architects will host a display of works of Landscape Architects in Wisconsin in the Capitol rotunda from April third through the fourteenth. Works displayed will include the Wisconsin ASLA professional award winning projects, University Extension Landscape Architecture projects, UW Madison senior capstone projects from projects around the state of Wisconsin, and some historic plans done by Landscape Architects in the formation of Madison. All projects will be on display on the first floor above street level. Landscape Architects will be available to conduct informal tours during the following times:

Please come celebrate the coming of spring with us in what must be the most elegant state capitol in the nation from April third to the 14th.

Press Release

April is national Landscape Architecture month. Come celebrate the event with a display of the works of Landscape Architects in the state from April third through fourteenth in the Capitol rotunda. On display will be the Wisconsin Chapter of Landscape Architects professional award winners, examples of the work done by University of Wisconsin Landscape Architecture Extension, a hint of the senior capstone projects done by Landscape Architects in training at the University of Wisconsin, Madison, and some historic works by Landscape Architects done in the design of Madison. Professional members of the Wisconsin State Chapter will be available to conduct tours on the following dates:



Lobbyist
Quals

March 27, 2006

Dear Mr. Kelly:

I appreciate the opportunity to respond to your request to submit a proposal to provide legislative services to the Wisconsin Chapter of the American Society of Landscape Architects. I understand that the primary legislative goal is the introduction and passage of a practice act, amending current statutes that only regulate the title "landscape architect."

Blumenfeld & Associates, LLC, founded in 1987, has served as the contract lobbyist for over two dozen statewide organizations. Several of Blumenfeld & Associates' current clients have strong ongoing interests in the Department of Regulation and Licensing, including Wisconsin Association of Family & Children's Agencies, Wisconsin Psychiatric Association, Wisconsin Society of Radiologic Technologists, Wisconsin Radiological Society and the Wisconsin School Social Workers Association.

Blumenfeld & Associates serves clients through a comprehensive range of activities. We

- Provide the client with strategic planning relating to public policy issues;
- Utilize our knowledge and contacts to advance issues and influence policymakers;
- Monitor all legislative issues, with our primary focus on the Wisconsin Legislature, impacting or having the potential to impact the client;
- Pursue, as directed, new legislation and regulations pertinent to the mission of the client organization;
- Serve as a resource for legislators;
- Sustain close communication with the client on all issues and on progress with relevant government agencies, including writing newsletter articles and legislative updates and through maintaining lists of legislative proposals we are monitoring;
- Are knowledgeable and aware of specific rules affecting the client and the process state government uses to implement rules; and
- Provide written and verbal testimony when authorized; assist with drafting written and verbal testimony on behalf of the organization; and distribute testimony and special correspondence written by members of the organization.

Please find attached information about our firm and a list of current clients. I am proposing a monthly retainer of \$2000, which would be inclusive of customary expenses. Do not hesitate to contact me at (608) 257-1888 or at mblumenfeld@mblumenfeld.com with any questions.

Thank you for your consideration.

Sincerely,

Michael Blumenfeld

RÉSUMÉS

Michael Blumenfeld

- Founded Public Affairs firm in 1987
- Former legislative aide for two state representatives
- Former staff for the Joint Committee for Review of Administrative Rules
- Served as the legislative liaison for a state agency
- Served two terms on the Madison Common Council
- M.A. in Political Science, Boston University
- B.A. in Political Science, University of Wisconsin-Madison

Dan Hayes

- Twelve years experience as a public interest attorney in Madison, working with the Coalition of Wisconsin Aging Group/Elder Law Center (ten years) and ABC for Health, Inc. (two years)
- Licensed attorney, member of the State Bar of Wisconsin (admitted June 1992)
- J.D., University of Wisconsin Law School.
- B.S. in Political Science (minors in History and Mass Communications), University of Wisconsin-Milwaukee

Anne Spurley

- Seven years with Blumenfeld & Associates, LLC
- Former staff for a Wisconsin member of Congress
 - Two years in Washington office
 - Four years in district office
- Former legislative intern, Wisconsin Assembly
- M.A. in Public Affairs and Policy Analysis, La Follette Institute of Public Affairs, University of Wisconsin-Madison
- B.A. in English and Political Science, University of Wisconsin-Madison

Additional information is available upon request.

BLUMENFELD & ASSOCIATES, LLC CLIENT LIST

Adoption Resources of Wisconsin

Arts Wisconsin

Community Care, Inc.

Community Health Partnership

Community Living Alliance

Elder Care of Wisconsin

Jefferson County

Wisconsin Association of Family & Children's Agencies

Wisconsin Child Support Enforcement Association

Wisconsin Educational Media Association

Wisconsin Jewish Conference

Wisconsin Law Enforcement Officers Association

Wisconsin Personal Services Association, Inc

Wisconsin Psychiatric Association

Wisconsin Society of Radiologic Technologists

Wisconsin Radiological Society

Wisconsin School Social Workers Association