

ASLA
SAN DIEGO
CHAPTER

Steps to Stewardship

a Chapter Stewardship Guide

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San Diego Chapter
The American Society of Landscape Architects

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Introduction

Steps to Stewardship was made possible through a national ASLA Chapter Initiative Program grant and is presented to encourage other ASLA Chapters to consider the creation of a Stewardship Committee.

This guide was written by the San Diego Chapter of the American Society of Landscape Architects to provide examples of the types of programs, events and review of local policies that will help other Chapters become more proactive in addressing environmental stewardship and sustainability issues. For the San Diego Chapter, this was accomplished by “fusing” its existing strategic goals and objectives with its desire to also strengthen its education and advocacy efforts for sustainable planning and design.

The guide was designed to provide a flexible framework for other Chapters to meet their own education and advocacy goals while incorporating ASLA National policies and initiatives at the Chapter level to reinforce the value of landscape architecture.

What we accomplished

ASLA San Diego's Stewardship Committee and the Chapter's Water Conservation Committee have worked diligently together over three years to present programs, write position papers, newsletter articles, and participate in public events to assist members and the community in spreading the Stewardship message. The creation and activities of the Stewardship Committee also had a role in the following:

- Increasing participation in the Chapter (several members who were less active came out to help on this effort).
- Increasing exposure to AIA, USGBC, CCSE and various other sustainability groups in the region.
- Greatly increasing vendor interest, sponsorship and vendors who wanted to focus on sustainable products.
- Increasing Chapter membership (through relevancy).
- Dialogues with Landscape Contractors.
- Assistance with the ACE Mentor Program San Diego.
- Guidance for the first ever student affiliate chapter at Cuyamaca College.

All of these programs, articles and public events allowed ASLA San Diego members to raise the awareness of members, member offices and the public who want to learn and put into practice sustainable practices in their everyday lives.

Milestones

	Date
San Diego Chapter Stewardship Committee formed by vote of the ASLA-San Diego Executive Committee	9.08
Stewardship Committee first meeting	10.08
CIP Application submitted to ASLA National	10.08
Chapter's Water Conservation Committee issues first Regional Position Papers	2.09
Stewardship Committee Continues to meet	6.09
Chapter Executive Committee approves the remaining Regional Position Papers (14 in all)	9.09
"Sustaining Excellence" Design Awards (First ever ASLA-SD design awards based on sustainability)	12.09
Coordinate final edits to Stewardship Guideline Document with Committee Members	3.11
Draft Document Milestone + Review: "Steps to Stewardship" Guide	6.11
Submit Final Document to ASLA National	9.11

Education

(Educational programs and events sponsored by the Stewardship Committee or participated in by Committee members)

	Date
"Green Operations for Design Professionals" Presentation (K. Garcia, FASLA)	10.08
ASLA Sustainable Sites Initiative Presentation @ "Sustainable Urban Landscapes" (R. Stafford, ASLA)	3.09
San Diego's Sustainable Landscapes Presentation @ Sustainable Urban Landscapes Conference Cuyamaca College (M. Marum, ASLA)	3.09
"Sustainable Sites Initiative" Presentation to ASLA San Diego @ New School of Architecture (R. Stafford, ASLA)	4.09
Recycled Water and its effect on Plant Health @ San Diego Port District (D. Reed, ASLA)	5.09
"Water Conservation in the Landscape" @ San Diego Regional Sustainability Partnership (M. Marum, ASLA)	5.09
"How to drought proof your landscape" Recycled Water Workshop @ SDCWA (D. Reed, ASLA)	6.09
"Investing in Sustainable Landscapes" @ Proven Winners (M. Marum, ASLA)	9.10
"Value of Sustainable Landscapes: Sustainable Strategies with High Return on Investment" @ the San Diego Zoo (M. Marum, ASLA)	9.10
"Saving Energy Water & Money" @ Qualcomm (M. Marum, ASLA)	9.10
"Sustaining Excellence" Design Awards	12.09
"Sustainable Soils" Presentation ASLA-SD Chapter event (R. Stafford, ASLA; M .Marum, ASLA; S. May; D .Reed, ASLA)	3.10
"Raising the Bar: A Green Dialogue" ASLA/CLCA Meeting (M. Marum, ASLA)	8.10
"Green Infrastructure: Value of Our Urban Forests" w/ CCSE-ATAC	8.11
Present <i>Steps to Stewardship</i> to ASLA Chapter Presidents Council (D. Reed, ASLA)	10.11

Advocacy

(Outreach efforts participated in by Stewardship Committee members)

	Date
USGBC 'NET ZERO' Collaboration Summit, Santa Barbara CA (M. Marum, ASLA)	10.08
ASLA-San Diego participation @ AIA "Committee on the Environment" (M. Marum, ASLA)	1.09
ASLA-San Diego Participation @ USGBC "Advocacy Committee" (M. Marum, ASLA)	2.09
ASLA-SD meets w/ San Diego Foundation RE: mutual goals for a more sustainable San Diego	6.09
ASLA-San Diego /CLCA joint meeting to promote use of recycled water	6.09
Chapter's Executive Committee participates on SANDAG 'Quality of Life' Ad Hoc Committee (M. Landis, ASLA; M. Marum, ASLA)	7.09
References to the Sustainable Sites Initiative (SITES™)	10.09
"Grey Water & Rainfall Harvesting: Using Every last Drop"	10.09
"Bright Green Future" Conference (UCSD)	10.09
ASLA-SD joins San Diego Regional Sustainability Partnership - Energy & Water Committee	11.09
SANDAG (Quality of Life Funding Strategy Effort)	1.10
County Water Authority (Conservation Action Committee)	1.10
San Diego Regional Sustainability Partnership (Energy & Water Committee)	1.10
USGBC (Advocacy Committee)	1.10
AIA-San Diego Committee on the Environment (COTE CONNECT)	1.10
Ongoing Representation at monthly Liaison Meetings (M. Marum, ASLA)	1.10
SANDAG (Quality of Life Funding Strategy Effort M. Landis, ASLA)	1.11
County Water Authority (Conservation Action Committee)	1.11
San Diego Regional Sustainability Partnership (Energy & Water Committee)	1.11
USGBC (Advocacy Committee)	1.11
AIA-San Diego Committee on the Environment (COTE CONNECT)	1.11
Ongoing Representation at monthly Liaison Meetings (M. Marum, ASLA)	1.11
Begin dialogue with ATAC on planning "Green Infrastructure"	4.11
Assist AIA COTE on planning of CALGREEN CODE Event	6.11

How to get started

We have tried to outline a process by which ASLA Chapters can create, manage, and support efforts to foster a commitment to responsible stewardship practices. This process will rely on the Chapter's commitment to support environmental education and research, public outreach and the practice of landscape architecture as it relates to environmental stewardship.

The guide is designed to assist ASLA Chapters in developing a Stewardship Committee whose purpose would be to direct the Chapter's strategic goals around environmental stewardship. Each Chapter would normally concentrate its activities on "local" issues of importance. But there are primary goals that could be used by all Chapters to successfully address stewardship issues. These include the following:

- Create a framework for the development and implementation of an integrated program of environmental education and business practices that will help your chapter further its mission.
- Establish educational opportunities, training, communication and resource tools to encourage landscape architects to utilize sustainability and stewardship models to balance financial, social, and environmental objectives in their practices.
- Educate clients, public agency decision makers, allied professionals and the general public to the importance of sustainable development practices.
- Provide a link between ASLA national policies and practice initiatives and implementation at the Chapter level. Chapters are encouraged to take stands on issues affecting their local areas. However, such statements shall clearly indicate that the views expressed are those of the Chapter.
- Advance the practice of landscape architecture as a community building tool via outreach programs, issues forums and other events to help the public understand the value of sustainable practices.
- Compliment a Chapter Strategic Plan and Regional Position Papers (or policies and procedures) regarding sustainability practices.

Vision

Environmental stewardship is a broad set of practices, programs and procedures designed to address environment conditions in a sustainable manner. Each ASLA Chapter can be viewed as an organization seeking to participate within the community advocating for a balance between economic, social and environmental objectives. These objectives constitute a vision by which the Chapter operates. To achieve this vision, the Chapter must focus on desired short and long-term results, provides flexibility to adjust to changing opportunities to engage its members. The Chapter should include the following activities to ensure its operational strategies reflect the necessary efforts to achieve its long-term vision:

- Encourage an active dialogue between Chapter members, affiliated organizations, clients, agencies, and the public to identify shared stewardship issues.
- Identify and establish stewardship principles and best management practices as part of its strategic planning process.
- Provide a framework for guiding environmental, educational, economic and social advocacy procedures, programs and initiatives at the community, regional and national levels.
- Promote multidisciplinary partnerships to help ensure a balanced approach to addressing stewardship issues at the community, regional and national levels.
- Establish or update a Chapter Strategic Plan that outlines important functional goals and objectives under which the Chapter operates including stewardship goals and objectives.
- Provide Chapter funding to achieve stewardship goals and objectives.
- Share strategies for addressing stewardship issues with Chapter members to help them manage the environmental impacts of their activities, operations, and services.
- Monitor, report and measure progress in Chapter environmental stewardship endeavors.

Why is stewardship important for landscape architects?

WE ARE THE STEWARDS OF THE LAND!

Understanding the many factors that may affect the Chapter's ability to achieve its long-term vision is critically important. The Chapter must have a clear understanding of its stated mission and that vision.

Our Stewardship Committee was designed to focus on this issue. Once established, the Committee acts in part as a mechanism through which the Chapter Executive Board can refine its operational goals and objectives to address changing circumstances. The Stewardship Committee helps provide the framework necessary to assess the Chapter's stewardship issues. Key considerations in establishing a Stewardship Committee include the following:

Individual committees at the Chapter level are typically focused on singular or a limited set of issues. These issues may be administrative, financial, educational, or advocacy oriented. A Chapter's function is to balance attention to these issues within a limited amount of time and/or resources. Using a strategic plan establishes goals and objectives around which the Chapter's activities and programs can be developed.

A Chapter Strategic Plan can support ASLA's national policies and initiatives at the Chapter level. Development and implementation of the Sustainable Sites Initiative™ (SITES™)¹ is an excellent example. ASLA has excellent Public Policies for use as tools and benchmarks. As subject matter experts in sustainability and stewardship issues, members need to demonstrate a clear understanding of the principles and practices behind such initiatives and how to affectively educate clients and the public regarding these important issues. Only through carefully orchestrated educational and advocacy efforts at the Chapter level can this be achieved.

1. The Sustainable Sites Initiative™ (SITES™) is an interdisciplinary effort by the American Society of Landscape Architects, the Lady Bird Johnson Wildflower Center at The University of Texas at Austin and the United States Botanic Garden to create voluntary national guidelines and performance benchmarks for sustainable land design, construction and maintenance practices.

Under the direction of the Chapter's Executive Board, a Stewardship Committee can help provide the focus and direction necessary to implement the Chapter's strategic plan in response to local issues. A Stewardship Committee can provide guidance to the Chapter Executive Board in setting priorities and identifying where to focus its resources. Other Chapter committees (Education and Outreach) may engage in similar work; but these committees seldom focus solely on stewardship and sustainability issues, which are becoming increasingly important in pushing the practice of landscape architecture progressively forward.

The role of the Stewardship Committee should foremost be to provide guidance in shaping the Chapter's educational and advocacy activities. By focusing on implementation of national policies and initiatives and identifying advocacy opportunities at the local level, the Stewardship Committee can provide the framework around which the Chapter can most effectively organize itself. The Stewardship Committee can provide the overall basis under which many other committees function.

Forces driving change- The global climate crisis has caused a significant increase in pressure to provide more sustainable practices. As Landscape Architects, we must reconsider and re-focus our environmental priorities. Our clients, public and private, are expecting more in this regard.

We have a new growth (business) opportunity, but we must re-establish our authority in the stewardship arena. The demand for sound environmental solutions to today's design challenges is not new to Landscape Architects. As a profession, we have traditionally followed good stewardship principles and practices, but we need to continually improve and be first or early adapters.

Further, it is important how we "brand" and present these practices to our clients and the public ("Green since 1899"). While, environmental sustainability (i.e. stewardship.) might seem like the latest catch phrase or fad, it is the basis upon which our profession is founded. Landscape architects are uniquely suited in their training to address sustainable development practices. Currently, other professions are continuing to increase their market share of this work. If we as a profession are to stay relevant, we must re-establish our authority over these important environmental issues. Chapters must continually re-examine how they can provide most effective training and education so their members can stay in the vanguard of the environmental stewardship movement.

Leadership roles – As design professionals, we must re-capture the leadership role, stepping forward and offering greater expertise in addressing society’s environmental design issues. Our Chapter must provide increasingly relevant, topical education and training programs from which we can increase credibility to our stewardship efforts and take greater leadership in this area. The Stewardship Committee can and has served as the rubric to measure the successes and weaknesses of our interactions in the planning and design community. The Chapter also needs to consider how to translate these actions into a movement within the landscape architecture community as a whole.

IMPORTANCE

Goals/objectives

A primary focus of the Chapter in relating to local stewardship issues and advocating for national policies and practice initiatives should be to ensure that its mission, strategic vision, goals and objectives are aligned with one another. Accurate assessment of the issues potentially affecting this process is critical if the Chapter wants to measure its success.

Educating landscape architects to understand and use sustainable methods and materials in their professional work and in the office is a significant goal of the Chapter's stewardship mission, it is vital that our practitioners be provided the appropriate tools and resources necessary to continually update their knowledge, skills and abilities in order to successfully demonstrate these practices.

It is essential to participate in the education of suppliers of landscape architectural construction materials; professionals in related fields such as architecture, planning, and the building trades; the general public, and decision makers, so they understand the important role landscape architects play in this process.

Since the success of a Chapter's stewardship mission will rely on a multi-disciplinary approach, information should not be limited to our members. The Chapter should focus on providing ready access to critical information necessary for its members and others and pursue other opportunities to advocate for sustainable practices. In an effort to achieve these ends, the Chapter should incorporate the following goals and objectives into its strategic planning:

Goal 1 – Assist practitioners in considering all aspects of local sustainability issues (includes historical, social, scientific, political, ecological and economic).

- Identify ways to provide a broad spectrum of information on local, regional and national stewardship issues.
- Develop and maintain a list of “local” stewardship issues and propose specific steps to address these issues.

Goal 2 – Encourage members to consider the role that ethical principles and reasoning can play in supporting environmental stewardship.

- Provide for an open dialogue on local, regional and national issues relating to the ethics of sustainable planning and design.
- Identify examples of projects that clearly delineate ethical choices, and show how these choices make good economic sense.

Goal 3 – Develop and provide advocacy positions that provide basic steps to ownership, to empowerment, and then to environmentally responsible behavior. Using ASLA Public Policies, (see link, Appendix), Chapters can:

- Prepare and promote Chapter Position Papers relating to environmental stewardship and sustainability issues that can be shared with other professions and public officials (see Appendix).
- Encourage active member participation in advocacy for environmental stewardship principles and practices.

Goal 4 - Advocate for the greater acceptance of green/sustainability project rating systems within the profession. Collect case study examples of sustainable best practices that have been successfully implemented.

- Promote the Sustainable Sites Initiative (SITES™) as the primary landscape architecture stewardship model.
- Encourage members to pursue formal certification in stewardship/sustainability programs such as LEED GA/AP, Sustainability Leadership, Green Building, etc.

Goal 5 - Build consensus for sustainability driven policy making and business incentives.

- Educate members and other landscape architecture practitioners on the importance of legislative advocacy. Use the ASLA Advocacy Network for state and local advocacy campaigns.
- Track and interpret local, state and national legislation relating to stewardship/sustainability issues and address their affect on ASLA legislative programs. Chapters may begin by viewing legislation of interest in their state at ASLA's bill tracking homepage. (See Appendix.)
- Encourage networking and cooperative efforts with allied professions and stewardship/ sustainability proponents to influence legislative agendas.

Goal 6 - Develop the Chapter website and Facebook page as hubs for landscape architects, allied professionals and the public to learn more about stewardship and sustainable principles and practices.

- Provide for increased use of social media to generate interactive dialogue (develop more web activity, more "hits", more "friends").
- Encourage members and other landscape architecture practitioners to develop and maintain web pages, blogs and other social media to broaden the discussion of environmental stewardship and sustainability principles and practices.
- Organize and promote lectures and speaking engagements to increase exposure to stewardship issues.
- Maintain a Guest Column Page in Chapter communications venues to provide supporting and alternative points-of-view. Alternately encourage and monitor Facebook pages and Twitter feeds to generate discussion.

Goal 7 - Develop and maintain a web-based “library” of practices, techniques and materials to use as a reference source.

- Identify key informational requirements and sources of information on sustainable methods and practices.
- Identify “local” expertise in a variety of related subjects (e.g. residential design, water conservation practices, habitat preservation, etc).
- Devise and maintain methods to store and disseminate information (primarily digital space).
- Look for success stories that promote sustainability principles and practices (fewer acres of lawn; xeriscape gardens created and embraced by the public; more landscape architects specifying permeable surfaces, etc.).
- Develop tools for practitioners, including supporting studies, material specifications, etc.
- Provide links to educational resources and tools (SITES™, LAF Performance Series, i-Tree rating systems, etc.), see Appendix.
- Provide links to information provided by allied professions and other stewardship/sustainability proponents.

Goal 8 – Clearly document the Chapter’s endeavors and progress.

- Document the name and subject of programs created and supported by the Chapter.
- Document financial program expenditures, fund-raising efforts, etc.
- Document the subject of and participation in Chapter and outside committees, organizations and other endeavors.
- Document publicity, branding and other “marketing” activities.
- Document the preparation of educational materials, position papers, etc.
- Develop metrics to accurately assess the cost-benefit of the Chapter’s stewardship program.

The stewardship framework

Chapter activities or functions can be broken down into four key areas:

- Administrative – Chapter operations including administrative functions, communications, ASLA National-Chapter relations, member outreach.
- Finance – Financial management and fundraising for larger programs.
- Education – Professional development, mentoring future practitioners, training for allied professionals, and public outreach.
- Advocacy – Legislative, regulatory, public and inter-professional relations.

Collectively, these functions form an interactive, operational process, each function potentially affecting the others. The process can be broken down to include two basic types of activities:

- Short term – Actions that are implemented on a daily or limited-time basis by a disparate number of individuals to include individual tasks requiring limited time or dependent on a single or series of short-time actions to implement.
- Long-term - Actions that are implemented over a longer period of time.

Within this process, the Chapter must account for its environmental stewardship mission. In order to promote sound stewardship practices, the Chapter must be information driven, gathering and assessing information in an efficient manner to determine where it needs to allocate resources to support environmental stewardship education and training programs.

Landscape architecture practitioners are going to look for the information and tools necessary to supplement their existing practices and to transform their businesses and design processes. Promoting these resources along with the Chapter's desire to implement a "green strategy" will require planning. The Chapter Executive Board will need to decide if its current operational structure will require new initiatives to redirect its efforts.

Since Chapter operations depend entirely on the ability to raise volunteers and financial support to provide these programs and participation, the Chapter should review its operational resources and how a Stewardship Committee can fit into its Chapter goals. The most direct way to determine this information is through the creation of a Chapter Strategic Plan.

This Plan incorporates the Chapter's goals and objectives in functional areas and identifies those responsible for their implementation. To make the Plan "actionable" requires a common understanding of the principles guiding the Chapter's efforts. Environmental stewardship is one of these guiding principles (see Appendix for The ASLA San Diego Strategic Plan).

The importance of the Strategic Plan is the fact that it serves as the Chapter's primary guide to implementing ASLA's policies and initiatives at the "local" level. It focuses attention on issues deemed especially critical or important to local practitioners. It provides the framework by which the Chapter shapes its organizational priorities and helps direct the most effective use of the Chapter's resources.

A number of the Chapter's strategic goals and objectives are directly linked to its desire to promote environmental stewardship principles and practices. If the Chapter is to effectively convey this agenda, it must be able to clearly define the role of participants in the process and a common understanding of the principles guiding the Chapter's efforts. These efforts can be summarized in a number of actions that once implemented, provide the basis for successful integration of environmental stewardship into the Chapter's activities and the landscape architecture practitioner's business ethics.

This is where the Stewardship Committee can take the lead; assessing existing and proposed educational and training programs, helping re-think Chapter priorities, transforming Chapter operations. The Committee can also help strategize how to define the Chapter's role in advocating for environmental stewardship, communicate this role, and help determine how aggressively to pursue opportunities to push its agenda. The Committee can also help define the resources requirements to support such efforts.

The stewardship framework will provide the Chapter with an efficient methodology to match its resources with its strategic goals and objectives. Since this framework is designed to focus primarily on Chapter activities, there is the danger that many non-ASLA member landscape architects will not benefit. Many of these non-members are actively involved in environmental stewardship activities. Therefore, it is vitally important that the Chapter reach-out to these non-member practitioners. These individuals can serve as a pool of future members and supporters of the Chapter's efforts as well as a sounding board on the Chapter's effectiveness in providing the products and services these practitioners need or desire. This effort can assist the Chapter establish a baseline against which to weigh its existing organizational programs, embark on a decision making process concentrating on how best to re-prioritize and reorganize these same programs and effectively improve its stewardship message to encourage non-members to support its environmental stewardship agenda. The Stewardship Committee can help focus this effort.

As previously mentioned and discussed below, the assessment of existing practices can help alleviate any confusion regarding the Chapter's strategic goals and objectives. Since a Chapter's primary mission should be to lead, to educate and to encourage landscape architecture practitioners to adhere to appropriate stewardship principals, it becomes critical to establish a baseline from which to plan future actions. This assessment should look at the following areas in order to provide Chapter decision makers with the information necessary to confirm or re-prioritize its current efforts at fostering a stewardship ethic:

- Current organizational structure and functions including roles, skills and core competencies to assess support efficiencies and proactive communications.

- Current environmental stewardship policies and practices of individual and group practitioners on their current stewardship efforts and future needs and desires.
- Current policies and practices of allied professionals and organizations gauging their successes and failures in the stewardship arena.
- Current Chapter resources allocations including success or failure in recruiting volunteers interested in providing time to support the Chapter's stewardship agenda.

Implementation of the “green strategy” will affect the way the Chapter conducts its mission including its organizational structure and core competencies. To be as efficient in delivering the information, resources and tools necessary for landscape architecture practitioners to succeed in leading the environmental stewardship agenda, duplication of effort must be minimized. The roles of individual Executive Board and committee members and the skills necessary to carry out their appointed duties must be carefully orchestrated. The message being presented must sound cohesive and be delivered competently. For this reason, adherence to the core beliefs, values and visions of ASLA should drive the implementation process.

To effectively gauge whether this framework is functioning appropriately, the Chapter must utilize both quantitative and qualitative assessment tools. These tools and the information they provide should be used to develop and refine the types of programs, dialogues and other activities upon which the Chapter's success depends. These tools can also be utilized to assess the qualifications of Chapter subject matter experts and gauge the public's desire for specific products and services.

It is critical that the Chapter keep within its limited resources to successfully deliver products and services to its members and the public. However, in so doing, the Chapter should look at areas where through careful consideration, it can expand these products and services by reprioritizing and seeking additional resources — both human and financial capital by demonstrating a clear strategy and effective planning efforts. This can include utilizing specific resources and technologies that provide the Chapter opportunities to maximize effect with minimal effort. The Stewardship Committee can provide the focus and guidance to assist the Chapter in accomplishing these efforts.

Implementing the green strategy

Implementing the Chapter's environmental stewardship advocacy program will involve a common culture of awareness and action. Reinforcing proven models that practitioners are already adopting as well as providing the appropriate tools and training required for change will help foster this culture. Transforming existing practices in an effort to make these changes permanent will require a combination of investment, direction from leadership, and reprioritizing the Chapter's organizational goals and objectives. The Chapter Executive Board through its actions can foster a stewardship mindset that leads to a common culture of environmental awareness and supports the "green strategy." To be successful in this endeavor, the following actions are necessary:

- Lead by example, meaning leadership visibility and sponsorship of environmental improvement initiatives.
- Provide the appropriate resources (information and tools) to support business practices transformation.
- Provide training to foster a common stewardship culture.
- Utilize appropriate metrics to measure and report performance outcomes.
- Promote a single voice by encouraging a unified front from all practitioners.
- Encourage direct involvement within the profession, with allied groups and organizations, with decision makers and the community-at-large.
- Establish professional development goals and standards and identify subject matter experts.

- Disseminate critical information to practitioners to help encourage involvement in areas of personal interest.
- Manage change and risk by identifying deliberate, planned and flexible approaches to reduce duplicate efforts, poorly coordinated timing across events, and inconsistent communications.

As previously discussed, a clear vision and strategy that compliments and strengthens traditional business practices is critical to successfully advocating for environmental stewardship programs and practices. The appropriate incentives for members and other landscape architecture practitioners to make better decisions, align actions with the Chapter's priorities and provide the appropriate products and services in a more environmentally sustainable manner is critical. A carefully designed "green strategy" can serve to provide the framework for these stewardship actions.

The Stewardship Committee can play an important role in this effort; educating practitioners on the appropriate ways to conduct sustainable business practices, communicating a clear message regarding awareness of environmental issues and how landscape architects can provide appropriate solutions to today's environmental design challenges.

The ability of the Chapter to assess its stated goals and objectives, judge the effectiveness of its current operations and develop future strategies to position itself and its members to effectively respond to tomorrow's challenges depends on how well it organizes individual and collective actions. These critical steps are part of the larger process that borrows from established methodologies but also relies on creative endeavors to address Chapter-specific issues. Key to this effort is the continued focus on the Chapter Strategic Plan.

ASLA National has developed a number of policies and initiatives to convey the Society's beliefs, values, and visions. These documents serve to establish a baseline upon which our work as practitioners is based. Our practices reflect these characteristics and provide the public with a sense of our commitment to sound stewardship principles.

Collectively, these policies and initiatives provide guidance on how to affectively address environmental stewardship and other issues important to the practice of our profession. How advocate on such subjects as environmental sustainability, livable communities, historic preservation, etc. as well as assisting practitioners to adopt these policies and initiatives into their daily work routines requires careful planning. The pressure to address these critical issues requires that we do a better job of demonstrating our knowledge, skills and abilities. The Chapter must be more affective in the providing the necessary tools and information to its members and the landscape architecture community.

STRATEGY

Resources and technologies

Organizational structures and functions including the delivery of products and services have become much more dependent on the use of electronic technologies and the resources necessary to support these systems. In fact, the use of these systems poses an interesting dilemma in that the electronic dissemination of information appears sustainable with its reduction in hard copy materials while at the same time being dependent upon machinery that requires an exorbitant amount of resources to manufacture and power. How an organization chooses to present or “brand” itself when addressing environmental stewardship issues greatly influences the public’s perception of the organization’s credibility and its message. How and where the organization chooses to exhibit its leadership role; what information, training and tools it provides; how it responds to changing conditions; involves itself in the community; and communicates its core beliefs, values, and visions tells the public whether it is part of the solution or part of the problem.

A key role of the Stewardship Committee should be to assist the Chapter in “branding” itself based on a careful assessment of local, regional and national environmental stewardship issues. The Committee can assist in preparing appropriate responses to these issues including how landscape architects are best qualified to address these issues. These responses can take many forms. Development of position papers is an excellent example that demonstrates the Chapter’s attentiveness while promoting ASLA’s core competencies. The following discussion items provide a general understanding of the Stewardship Committee’s role in providing and utilizing appropriate resources and technologies in the dissemination of pertinent information:

- Stewardship models — The Stewardship Committee can provide a focus specific to stewardship issues found in the local community. Initially focusing on specific issues allows the Committee to help formulate strategies that address any number of issues collectively. This systems approach brings credibility to the process, provides critical information to the practitioner for use in their daily work and helps the Chapter focus its activities.

- Position papers —The Stewardship Committee can take a leading role in identifying and addressing specific environmental stewardship issues. In our Chapter, the Water Conservation Committee produced an incredible set of regional position papers. Of the 14 position papers, all are stewardship related and 8 deal directly with stewardship/conservation issues. Examples of some of these key issues include the following:

- Low impact design (LID)
- Water management
- Smart growth
- Regionally appropriate landscapes
- Habitat restoration

- Environmental intelligence — A key component of environmental stewardship is the monitoring of systems whether natural or artificial. The increasing interconnectedness of these systems complicates the intelligent dissemination of information. Communicating vast amounts of information in relation to the content of that information makes it increasingly difficult to assess what is important and what is merely filler. The Stewardship Committee can help alleviate the difficulties in providing usable information by helping identify core competencies and filtering sources of information necessary in the development of solutions.

- Environmental stewardship requires creativity and the use of appropriate tools to meet defined goals. Since landscape architects focus chiefly on the interaction between natural and artificial or derived systems, an approach to addressing environmental factors in an intelligent manner is necessary.

- There is an inherent intelligence in the design of natural systems just as there is with the built environment. System modeling can provide the necessary framework to successfully entice and utilize limited resources to meet desired goals and objectives. The Stewardship Committee can assist in identifying how landscape architects can “evolve” their design processes and continue to grow their strategies towards a sustainable future follows much the same path.
- The use of communications and other automated [computer] systems, and now, social media to elicit the dissemination of educational materials and tools is becoming increasingly vital to the future of the practice of landscape architecture. Maintaining the critical dialogue around environmental stewardship and sustainability will be made easier only if we as practitioners take full advantage of the benefits these systems provide. The Stewardship Committee can focus on assessing the Chapter’s resources needs in relation to the dissemination of important news and information and help define the requirements to organize, implement and maintain these systems. Truly understanding the interconnectedness of these systems provides the ability to create solutions that balance resources and environmental, economic, and social benefits. Applying knowledge intelligently will help ensure that all factors are appropriately weighed and that the process is repeatable and sustainable. Efficiency is important, but not at an unsustainable cost. Deriving lessons from a successful systems model approach will provide a good starting point to build upon. Providing models that work and result in increasing benefit to the environment meets the intelligence test.

Metrics

Implementation of the Chapter's strategic goals and objectives requires establishing a clear methodology to weigh the value (cost/benefit) of its endeavors to meet those actions. This process will help the Chapter define certain benchmarks against which it can adjust its current efforts and/or proceed on future decision making. Accordingly, this effort will assist Chapter decision makers identify perceived weaknesses and develop appropriate responses in order to improve its advocacy efforts and the delivery of services.

Once established, metrics will serve to help the Chapter "mature" its programs and services thus making them more easily manageable. This will also allow for the development of the necessary policies and initiatives to further focus the Chapter's environmental stewardship agenda. This process can be summarized as a model based on five key factors:

- Monitoring local, regional and national entities for new developments, trends and stewardship opportunities.
- Awareness of critical issues, guiding principles and model organizational strategies.
- Development of pilot programs, communications strategies.
- Recognizing practice initiatives, illustrative actions and case studies that integrate stewardship/sustainability principles thus providing actionable models upon which to pattern Chapter efforts.
- Optimizing and leading in support of continuous organizational improvement and identifying interdependencies across ongoing initiatives and skill sets.

Since this process results in specific tasks that can be clearly described and the resources necessary to support these tasks become more easily measurable, the metrics themselves become increasingly important. The primary goal is to continue to strengthen the Chapter's organizational and operational structures. The Stewardship Committee can help this process by focusing on the following actions in order to assist the Chapter Executive Board to make informed choices:

- Suggesting the use of appropriate methodologies and practices to make the strategic vision actionable. This process will help ensure alignment and support for the Chapter's strategic vision.
- Development of accountability standards to help the Chapter assess where changes are necessary in delivering critical environmental stewardship information. Maintaining a historical imperative regarding the evolution of these standards is crucial for the Chapter to move forward. The Stewardship Committee can help focus attention on these processes to expand the Chapter's ability to assess issues and factors both within and outside the organization. Doing so will help adjustments to its strategic planning processes.
- Utilizing assessment data – Continuing to reassess the strategic planning implementation process will result in improved response to educational and advocacy opportunities. How information derived from this process is utilized is critical. The following actions exemplify three critical areas of concern:
 - Establishing the current state of affairs and identify resources gaps will help establish the metric baseline.
 - Defining and prioritizing Chapter initiatives and programs will help adjust the Chapter's focus towards an environmental stewardship agenda.
 - Establishing a future-state blueprint will help the Chapter to continually refocus its efforts in light of extenuating factors.

- Assessing the Chapter's programs and services using quantifiable metrics allows the Chapter to institute organizational best-management-practices (manage, measure, sustain) and determine the value of these activities to its members and the public. All actions should be measurable for qualitative purposes as well and flexible enough to respond to extenuating circumstances.
- Periodically evaluate Chapter programs, services and advocacy efforts against the Chapter's strategic goals and objectives to validate benchmarks to include:
 - The effectiveness of program and services delivery and advocacy methods.
 - The need to update educational resources, tools and data upon which the metrics are built.
 - The effectiveness of various modes ("styles") of learning.
 - The effectiveness of specific curricula designed to meet the requirements of various age groups, backgrounds, etc.
 - Current models of success.
 - Trending BMP's and determine how best to educate practitioners to obtain required skill sets.
 - Local (regionally specific) landscape architecture planning and design issues.

Eleven critical factors have been equated with the successful implementation of initiatives that support environmental stewardship. One of the primary duties of the Stewardship Committee should be to provide appropriate assistance to the Chapter Executive Board's efforts to address each of the following factors:

- **Committed leadership** — Committed leadership is essential for achieving a successful transformation in advocating for environmental stewardship. Leadership must be visibly supportive and willing to take the necessary actions to demonstrate commitment to the process thus helping alleviate risk.
- **Establish and maintain a clear focus on the environment** — Establishing and maintaining a clear focus on the environment will help ensure that affected processes are created from an environmental impact perspective.
- **Strategic alignment** — Encouraging strategic alignments and other stewardship-focused initiatives should be tied directly to the driving strategic vision. Appropriately scaled endeavors should be repeatable and interest-focused.
- **Organizational skill development** — Support for organizational skills development is an essential component of the stewardship initiative process. Based on clearly articulated priorities, the Chapter should focus on establishing and maturing strategies and plans. Identifying the resources requirements to support this endeavor is equally important.
- **Process framework** — Development a defensible process framework that encourages standardization and commonality to avoid duplicate efforts will help save time and limited resources. Adopting organizational and operational models that are easily replicated and scalable will help increase the Chapter's effectiveness.
- **Integrated approach** — Establishment of an integrated approach will help the chapter to identify and manage interdependencies across initiatives and the organization, especially when resources and specialized skills might be in short supply. Adopting this type of approach should help the Chapter identify and address specific shortfalls and drive key training initiatives.

- Metrics (benefit tracking) — Metrics that address key comparisons to expected benefits, that measure key performance indicators, help set benchmarks and document realized benefits for future modeling cannot be understated. These same metrics can also help identify whether expected value is not being realized and help identify the root causes of these shortfalls and help develop corrective actions.
- Effective performance (management) — Effective performance and/or the effective management of organizational endeavors can help suggest and promote appropriate incentives. These incentives should provide the impetus to motivate practitioners to adopt and deliver environmentally sound products and services. Since the practice of landscape architecture essentially focuses on sustainable factors, the key is to focus on new and innovative processes that lead to improved demands for these products and services.
- Capability, learning, and knowledge management — Capability, learning, and knowledge management should be based on the applicability of successful models and the development of improved initiatives. The Chapter should continually build on prior successes and help with the development of organizational skills and subject matter expertise critical in successfully advocating for environmental stewardship.
- Policy and initiatives management — Planning and coordination is critical in the management of policies and initiatives. This effort should focus primarily on the timely use of information to address immediate issues and to plan for implementation of long-range strategic goals and objectives.
- Planning and coordination is critical in the management of policies and initiatives. This effort should focus primarily on the timely use of information to address immediate issues and to plan for implementation of long-range strategic goals and objectives.

Appendix

- American Society of Landscape Architects
 - <http://www.asla.org>
 - <http://www.asla.org/advocacy>
- American Society of Landscape Architects Public Policies
 - <http://www.asla.org/GovtAffairsContents.aspx?type=public>
- American Society of Landscape Architects State and Federal bill tracking homepage
 - <http://www.asla.org/ContentDetail.aspx?id=11490>
- Web Resources for sustainable development and ASLA-SD Stewardship Committee and Activities
 - San Diego Chapter Position Papers <http://www.asla-sandiego.org/reference.html>
 - Green Operations and Sustainability plans <http://www.asla-sandiego.org/reference.html>
<http://www.drasla.com/sustainability/>
- Cool Tools for Sustainable Development - Resource List
 - A Guide to Street Tree Inventory Software
 - <http://www.na.fs.fed.us/spfo/pubs/uf/streettree/toc.htm>

- ArcGIS Explorer Desktop
<http://www.esri.com/software/arcgis/explorer/index.html>
- California Urban Forests Council - Go to 'Get Involved' for a list of regional councils
<http://www.caufc.org>
- CITYgreen
<http://www.asla.org/contentDetail.aspx?id=14874>
- CommunityViz
<http://www.orton.org/tools/communityviz>
- i-Tree
<http://www.itreetools.org>
- Guide Open Source
<http://mapguide.osgeo.org>
- National Tree Benefit Calculator
<http://www.treebenefits.com/calculator>
- Phytosphere Tools and Resources
<http://www.phytosphere.com/treeord/ordabout.htm>
- San Francisco Urban Forest Map
<http://www.urbanforestmap.org/map>

- Trust for Public Land's Greenprinting Service
<http://www.tpl.org/what-we-do/services/conservation-vision/greenprinting.html>
- UFMP Toolkit
<http://www.ufmptoolkit.com>
- More great resources
- The Landscape Architecture Foundation Landscape Performance Series
<http://lafoundation.org/research/landscape-performance-series/>
- The Sustainable Sites Initiative™ SITES™
www.sustainable-sites.org/
- San Diego Chapter Strategic Plan (see below)
- Organized Stewardship Activities
 - Flyers and announcements (see below)
- Video conferencing avenues (newly emerging, saves huge amounts of gasoline)
 - Google voice and video chat
www.google.com/chat/video

- Local, Regional & State Issues

- AB32 – CA Global Warming Legislation
www.arb.ca.gov/cc/ab32/ab32.htm
- CALGREEN Building Codes
www.bsc.ca.gov/CALGreen/
- Los Angeles County Green Building Program
http://planning.lacounty.gov/view/green_building_program
- Low Impact Development and Storm water Pollution Protection (SUSMP &SWPPP)
<http://www.sdcounty.ca.gov/dpw/watersheds/susmp/susmp.html>
<http://www.sdcounty.ca.gov/dplu/docs/LID-Handbook.pdf>
- Water Conservation Model Ordinance Legislation AB1881
<http://www.water.ca.gov/wateruseefficiency/landscapeordinance/>
- San Diego Regional Invasive Species Guidelines
<http://www.asla-sandiego.org/reference.html>
- Local Cities Climate Action Plans
www.sandiego.gov/environmental-services/sustainable/climate.shtml

ASLA San Diego Chapter Strategic Plan - Adopted October 2007			(Next update due December 2011)	
	Goal/Strategy	Implementation	Responsibility	Timeframe
ADMINISTRATION	Administrative			
	Maintain Accurate Membership Database	Obtain database of membership from National ASLA on a regular basis (include in policy manual).	VP Membership	On-going
	Create/Maintain Policy and Procedures Manual	Office Manual including sections for: Retention/archive policies; Website/email distribution policies; Mailing list policies; ExCom/Executive Director position descriptions; Committee descriptions; Insurance policies; investment policies	President/ExCom/ Association Manager	On-going
	Relationship to National ASLA			
	Endorsement of National Candidates	Encourage Chapter participation in National elections; Raise profile of San Diego Chapter	President/ExCom	On-going
	Membership Survey	Encourage National to conduct, assess, and implement a membership survey in order to be more accountable and responsive to the National membership.	VP Membership	Long-term
	Licensure Exam/Services	Coordinate exam administration and materials; Encourage mandatory continuing education in order to raise the profession's profile and strengthen professional development	CCASLA Representative/ ExCom	On-going
	Align State Issues with National Policies	Exam legislative goals and policies; Obtain official recognition of CCASLA	CCASLA Representative/ ExCom	On-going
	National Initiatives	Leverage ASLA National Programs to promote and fund local community outreach and education opportunities	President/ExCom	On-going
	Relationship to ASLA San Diego Members			
	Membership Survey*	How can Chapter better serve members?	VP Membership/ Association Manager	Biannually
	Improve 2-way Communication	Better communications through voluntary discussion list-serve; Regularly update Chapter website; Regular membership contact through mailings.	ExCom	On-going
	Strengthen Recruitment and Retention	Encourage new members and retain existing through quality service delivery - make membership valuable; Recruitment/retention policies based on survey responses.	VP Membership	On-going
	Create/Encourage Practitioner Support Network	Stronger regional presence through speakers and other social interaction opportunities; Mentoring programs for students and new professionals; Stronger connections between Chapter and academic programs.	VP Education	On-going
	Align Executive Committee Roles w/ Organizational Goals	Create procedures manuals for each officer; Amend By-laws to reflect roles.	President/ExCom	On-going

ASLA San Diego Chapter Strategic Plan - Adopted October 2007			(Next update due December 2011)	
	Goal/Strategy	Implementation	Responsibility	Timeframe
FINANCE	Financial			
	Monitor Annual Budget	Evaluate budget monthly through Treasurer's Report; Ensure budget items correspond with spending categories and accounting software.	Treasurer/ExCom/ Association Manager	On-going
	Improve Record Keeping	Create retention policy for financial paperwork.	Treasurer/ Association Manager	On-going
	Savings/Investment Plan	Develop investment policy.	Treasurer/ExCom/ Association Manager	On-going
	SDASLA Foundation	Establish an education/community advocacy Foundation to financially support pro-landscape architecture endeavors.	Treasurer/ExCom/ Association Manager	Long-term
	Community Grants	Evaluate financial incentives and develop tiered levels of support.	VP Community Outreach/Treasurer/ ExCom	On-going
	Educational Scholarships	Explore feasibility of financial support for selected individuals who are committed to long-term professional practice.	Treasurer/ExCom/ Association Manager	Long-term

ASLA San Diego Chapter Strategic Plan - Adopted October 2007			(Next update due December 2011)	
	Goal/Strategy	Implementation	Responsibility	Timeframe
EDUCATION	Professional Development			
	LA Exam Review	Continue annual review sessions	Volunteers	On-going
	CCASLA State-wide Conference	Develop procedures manual for a state conference; promote conference accessibility through affordability.	CCASLA Representative/ Association Manager	Long-term
	Training/Workshops	Create education modules for practicing landscape architects; Encourage regional speakers and workshops.	VP Education/ExCom	On-going
	Future Practitioners (Students)			
	Accredited LA Program in San Diego Area	Seek proponents and lobbying opportunities to encourage establishment of an accredited LA program in the San Diego region.	President/ExCom	Long-term
	Facilitate/Encourage Student Involvement	ACE program participation; Establish internships and mentoring opportunities; Student social opportunities.	VP Education/ExCom	On-going
	Outreach to Schools	Participate in career days at K-12 schools; Create handouts/schwag promoting the profession*; Create list of mechanisms/resources for presentations.	VP Community Outreach/ExCom	On-going
	Training for Allied Professionals			
	Local Boards/Commissions	Create/implement/update education modules	VP Education/ExCom	On-going
	Legislators	Annual legislative workshop to raise (CCASLA) profile and promote issues important to the profession.	CCASLA Representative/ Association Manager	On-going
	Allied Fields	Create/implement/update/alter education modules (above) for allied professionals	VP Education/ExCom	On-going
	Outreach			
	Outreach to Allied Professionals and Organizations	Attend/present at other professional conferences and encourage participation at CCASLA conference; Create presentation materials to educate local groups on ASLA San Diego's role and mission in regional design issues.	VP Community Outreach/ExCom	On-going
	Outreach to Community Organizations and the General Public	Increase exposure of the Community Grant program as an instrument for promoting good landscape design	VP Community Outreach/ExCom	On-going
Sister Chapter Program	Evaluate the feasibility of establishing an on-going relationship with one or more foreign landscape architecture programs to encourage the dissemination of professional practice KSAs and to promote international cooperation.	President/ExCom	Long-term	

ASLA San Diego Chapter Strategic Plan - Adopted October 2007			(Next update due December 2011)	
	Goal/Strategy	Implementation	Responsibility	Timeframe
ADVOCACY	Legislative			
	Maintain/Support CCASLA and Chapter Advocacy Committees	List-serve for legislative committee; Host luncheon/breakfast; Annual award to recognize a legislator supportive of ASLA San Diego's mission.	CCASLA Representative	On-going
	Initiate Change	Collaborate on/consideration of initiation of legislation; Become involved in ballot initiatives.	CCASLA Representative	On-going
	Maintain/Build Coalitions with Allied Organizations	Organize and grow collaborative efforts to address issues critical to the practice of Landscape Architecture	President/ExCom	On-going
	Regulatory			
	LATC	Advocate for a strong industry presence in regulatory actions and decisions.	CCASLA	On-going
	Professional Practice	Encourage strict enforcement of Title and Practice Acts.	CCASLA	On-going
	Public Relations			
	Create Presentations Educating General Public about ASLA - San Diego	Develop a public relations strategy; Educate organizations and the general public on ASLA San Diego's role, mission, and goals; Develop materials addressing issues critical to ASLA San Diego and the profession and landscape architecture's role in providing solutions (with help of ASLA National and foundation grants).	VP Education/ExCom	Long-term
	Cultivate Media	Prepare press releases promoting good examples of landscape architecture design and awards; Utilize local contacts through media information officers; Sponsor National Public Radio content; Encourage writing - newsletters, newspapers, trade magazines, etc.	Media Committee under VP Chapter Visibility/Public Relations	Long-term
	Community Relations	Take advantage of opportunities to promote the practice of landscape architecture through community support and pro bono efforts.	President/ExCom	On-going
		Encourage the inclusion of landscape architects on public agency Boards, Commissions, and similar organizations.	President/ExCom	On-going
	Interprofessional			
	Support/Expand Alliance Group	Attend/present at allied conferences; Joint workshops; Member reciprocity for conferences (discounts); Write articles for other professional newsletters.	President/ExCom	On-going
Build Relationships with Area Higher Education	Support and mentor related education programs (landscape design, horticulture, construction trades, etc.)	VP Education/ExCom	On-going	
Outreach to Leaders/Professionals in Hiring	Be available to human resource departments as a resource in hiring for landscape architecture and planning positions; Send letters to city and other public agencies offering assistance.	President/ExCom	On-going	

ASLA San Diego Chapter Strategic Plan - Adopted October 2007			(Next update due December 2011)	
	Goal/Strategy	Implementation	Responsibility	Timeframe
ENVIRONMENTAL	Sustainable Development	Encourage professional practitioners to promote and incorporate sustainable design solutions with clients and public agencies.	ExCom	On-going
	Partnerships and Resources	Leverage relationships with allied organizations to promote and support the dissemination of environmental knowledge.	ExCom	On-going
	Natural Resources Policies	Encourage practitioners to adhere to ASLA policies.	ExCom	On-going
	Water Conservation	Encourage practices that promote the use and reuse of scarce water resources in a sustainable manner.	ExCom	On-going
	Sustainable Sites Initiative	Promote the acceptance of principles and guidelines as standard practice in the field of landscape planning and design.	ExCom	On-going
	Historical Landscapes	Encourage the protection of historical landscape resources and advocate for a stronger relationship with historical preservationists.	President/ExCom	On-going

American Society of Landscape Architects

Invites Design Professions to extend your sustainability commitment
beyond the planning and design of projects...
to include your daily business operations!

Green Operations for Design Professionals

presented by

Kathleen Garcia, FASLA, LEED-AP
Principal, Wallace Roberts & Todd

Wednesday, October 29, 2008

5:30 - 7:30 pm

at the

CA Center for Sustainable Energy
8690 Balboa Avenue, Suite 100

RSVP by 10/28

to ASLASD@sbcglobal.net

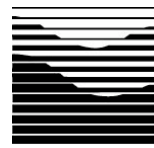
Questions? 619.225.8155

*Event & Refreshments hosted by
ASLA San Diego Stewardship Committee*



ASLA 2008 Four Seasons Sponsors





For Immediate Release

Contact: Tracy Morgan Hollingworth 619.225-8155

December 17, 2008

ASLA
SAN DIEGO
CHAPTER

Landscape Architects Leading the Way to Sustainability

While city halls are debating the future of water use in San Diego, regional landfills are close to their capacity and drivers have impacted the cost of gasoline by reducing miles driven, the San Diego Chapter of the American Society of Landscape Architects (ASLA) is forming a plan to assist local landscape architecture chapters throughout the nation to guide both members and their clients on how to implement sustainable practices and become future stewards of the environment.

Landscape architects have led the way in the national “green roof” movement, preserving historic landscape sites, creating healthy, walkable communities and recently have recommended how communities can design parks, city halls, schools, commercial developments and residences to reduce water use without resorting to programs like Las Vegas’s “cash for grass” program where residents are paid to remove all their grass to achieve water conservation goals.

Local landscape architects Marian Marum, ASLA, Glen Schmidt, FASLA, Kathleen Garcia, FASLA and David Reed, ASLA will lead the local San Diego Chapter’s design of a Stewardship Program which will guide design professionals and the public regarding how they can implement sustainable business practices, make changes in their residential water use and take steps at home to become real stewards of the local environment. The program is supported through a grant from the American Society of Landscape Architects.

The Chapter’s progress and recommendations for businesses and residents will be reported monthly on their website at www.asla-sandiego.org and they invite other design professionals to work with them to recommend sustainable practices throughout 2009 that can be achieved by professionals and the public. A final Stewardship Guide will be available on-line in 2010.

For more information on the ASLA Stewardship Committee, contact Marian Marum at Marian@howardassoc.com or the ASLA Chapter at ASLASD@sbcglobal.net or 619.225.8155.

Founded in 1899, ASLA is the national professional association for landscape architects, representing more than 17,000 members in 48 professional chapters and 68 student chapters. Landscape architecture is a comprehensive discipline of land analysis, planning, design, management, preservation, and rehabilitation. ASLA promotes the landscape architecture profession and advances the practice through advocacy, education, communication, and fellowship. Members of the Society use their “ASLA” suffix after their names to denote membership and their commitment to the highest ethical standards of the profession. Learn more about landscape architecture online at www.asla.org.



ASLA
SAN DIEGO
CHAPTER

Join us for an Overview of the
SUSTAINABLE SITES INITIATIVE

April 15th, 2009

New School of Architecture & Design
1249 F Street, San Diego CA 92101

5:30 Refreshments

6:30 Presentation by Ruth Stafford, ASLA (Wallace Roberts & Todd)

While standards exist for sustainable structures, there are no comprehensive guidelines and performance benchmarks that can be applied to sustainable landscapes.

*The **Sustainable Sites Initiative** is a cooperative effort by the American Society of Landscape Architects, the Lady Bird Johnson Wildflower Center, and the United States Botanic Garden.*

Its goal is to develop guidelines for sustainable land development and management practices for both the natural and the built environment, and to work with USGBC to include these guidelines and performance standards into future versions of the LEED Rating System.



Free to all attendees who RSVP by April 14 to ASLASD@sbcglobal.net

For information, contact:

*Marian Marum, ASLA Stewardship Committee Chair 619.992.9533, or
Jennifer Potter, LEED^{AP} 619.718.9660 x 109*

This event is co-sponsored by the New School Arts Foundation & ASLA San Diego Chapter

Lets Talk Dirt!

ASLA San Diego Sustainable Soils Seminar

Thursday
March 4, 2010

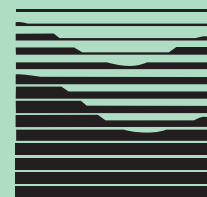


2444 San Diego Avenue
OLD TOWN

ASLA/CLCA Members: Free
Non-Members: \$10 at event

5:30 pm Hosted Reception
6:30 pm Presentation

RSVP by Mon, March 1 to
aslasd@sbcglobal.net



ASLA

P.O. Box 81521
San Diego, CA 92138-1521
Phone: 619.225.8155



ASLA Stewardship Committee
is grateful to our Key Sponsor:

Agri Service
mulch • soil amendments • compost
building healthy soils™

ASLA's Sustainable Sites Initiative

The Importance of Enhancing Soil Quality

Marian Marum, ASLA ,LEED AP /Ruth Stafford, ASLA, LEEDAP

Soils for Landscapes

Soil Tests ▪ Soil Management Plan ▪ Soil for Drought Tolerant Plants

Garn Wallace, PhD., Wallace Laboratories

The Science of Composting

Sharon May, Agri Service Inc.

Soil Success Stories

David Reed, ASLA



RCP BLOCK & BRICK, INC.

Cordially Invites

Members of ASLA and CLCA

RAISING THE BAR: A GREEN DIALOGUE

- Stewardship of the Environment -

Greening your next project design, your office, the products on your job,
and your installation and maintenance activities.

Wednesday, August 18, 2010

RCP Block & Brick - Encinitas: 577 N. Vulcan Ave . Encinitas, CA . 92024

Enjoy an Evening of Information and Fun Under the Encinitas Stars!

5:30pm - Networking/Vendor Tabletop Displays

6:30pm - Dinner (Compliments of RCP)

7:00pm - Program

7:45pm - Limbo Contest/FREE Raffle Drawing

GUEST SPEAKERS:

Marian Marum, ASLA, LEED AP

Chair - ASLA Stewardship Committee

Steve Jacobs, CLCA

President, Nature Designs Landscaping
CLCA Director of Education



TO ENSURE PROPER FOOD COUNT PLEASE RSVP BY: **FRIDAY, AUGUST 13**
GINA ADAMS: (619) 247-6594 or gadams@rcpblock.com



Free Workshop

For Landscape Professionals

Green Infrastructure - New Tools for Measuring the Value of San Diego's Urban Forest

Wednesday, August 10, 2011: 5:30 p.m. - 7:30 p.m.

California Center for Sustainable Energy
8690 Balboa Ave., Suite 100, San Diego, CA 92123

Compelling design meets environmental stewardship

- Design aids for diversity: Our hotspot is cooling
Robin Rivet: ISA Certified Arborist, UCCE Master Gardener
- Filling the future forest: Why urban trees are falling and failing
Jeremy Rappoport: ISA Certified Arborist, FEWA, CLCA
- Beyond CAD: Cool tools for calculating benefits of sustainable design
Nancy Humenik-Sappington: ISA Certified Arborist and tree risk assessor, ASCA, ESRI

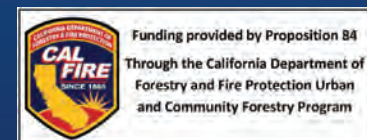


Photo Credit: Ed Gilman & Brian Kamp

ASLA Stewardship Committee Chair Marian Marum will emcee. Refreshments provided.

Register today at www.energycenter.org/forestry or for more information contact

Robin Rivet at 858.634.4741 or robin.rivet@energycenter.org.



Funding provided by Proposition 84
Through the California Department of
Forestry and Fire Protection Urban
and Community Forestry Program



ATAC partnering with
ASLA Stewardship
Committee

8690 Balboa Ave., Suite 100
San Diego, CA 92123
(866) SDENERGY (733-6374)
www.energycenter.org

“If future generations are to remember us more with gratitude than sorrow, we must achieve more than just the miracles of technology. We must also leave them a glimpse of the world as it was created, not just as it looked when we got through with it.”

Lyndon B. Johnson

These guidelines serve as a model for one of the most important efforts your Chapter can undertake. In San Diego, we have utilized them to successfully create and promote a number of sustainability programs, eliciting recognition of our leadership in this area from allied professions, peers and the community-at-large.

You don't have to start big; you just have to start. The personal and professional rewards will be well worth it!