

[<Back](#) [Print](#)

MASLA Newsletter

an electronic newsletter

September 2007

In This Issue

**MASLA Related News
and Events**

**Information from our
Affiliated Organizations**

Quick Links

[News and Events](#)

[Calendar](#)

[MN Resources](#)

[About Us](#)

[Advocacy](#)

[Jobs/Education](#)

Fall seems to be creeping in and it is just about time for the new board to take over. The newly elected board members will take their posts after the 2007 National Meeting in San Francisco in October. I am looking forward to seeing many of you out there. I am especially honored to be attending the Fellows Investiture to see our very own Bob Close as he is inducted into the 2007 Class of Fellows. ***Congratulations Bob!*** This is a well deserved distinction earned through his years of commitment to the profession of landscape architecture.

MASLA is sponsoring Minnesota Graduate, Bret Wieseler to help him accept a student award at the meeting in San Francisco this year. Bret's project, *(In)Security: Access and Anxiety in the Wall Street Financial District*, will be awarded an Honor Award for the General Design Category in the ASLA's National Student Competition.

Congratulations Bret! The entries were juried by a group of professionals from across the country chaired by Todd D. Johnson, FASLA, Design Workshop, Denver, CO. [ASLA Student Awards](#)

Our Sponsors



**ANCHOR
BLOCK COMPANY**
Como Gold Sponsor

Hunter[®]
Minnehaha Silver
Sponsor

Our Sponsors

I also hope to see many MASLA members participating in The Trust for Public Land in Minnesota's Inaugural Park (ing) Day on September 21st from 11am-3pm. Park(ing) Day is an opportunity to voice the need for more urban parks and public spaces by temporarily reclaiming urban space, 70% of which is currently dedicated to the private vehicle. Metered parking spaces will become temporary urban parks designed and constructed by participants. This gives us a presence and an occasion to voice the need for more green space within the urban framework. It is also an opportunity to work with other professional organizations and individuals towards common goals.

MASLA has joined with AIA-MN, ULI, and the North Loop Neighborhood to participate with a spot on the 700 block

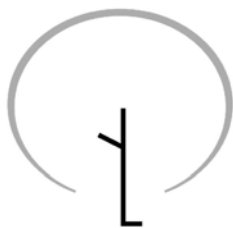
landscapeforms®
Minnehaha Silver
Sponsor



Our Sponsors
HEBERG
LANDSCAPE & MASONRY SUPPLIES
"Built on Service"
Minnehaha Silver
Sponsor



Our Sponsors



treeLine
THE STORY OF YOUR LAND
Minnehaha Silver
Sponsor



Be a Sponsor!! [click here](#)

[Join our list](#)

of North Washington Avenue. There will be information about Park(ing) Day and exhibits of the work resulting from the Mayor's Great City Design Team. Many firms in Minneapolis are participating as well and will hold parking spaces and construct temporary parks along First Avenue North. If you aren't participating, I invite you to wander down to the Warehouse District to see the types of parks sprout up that afternoon. This is the first year for Minnesota to participate in the project and it sounds like we are going to have a great turnout!

Enjoy the rest of September!

Sincerely,
Ellen C. Stewart, ASLA
Chapter President Minnesota
American Society of Landscape Architects

MASLA Related News and Events
Several Items for Review

National PARK (ing) Day

PARK(ing) Day 2007

is a one-day event where artists, activists, organizations, and citizens collaborate to temporarily transform parking spots into "PARK(ing)" spaces: temporary public parks. Mark your calendars: **Friday, September 21** is PARK(ing) Day 2007!



The mission

is to call attention to the need for urban parks and celebrate ones we already have, to rethink the way streets are used, and improve the quality of urban human habitat....at least until the meter runs out!

Read more about National Park(ing) Day at [In the News](#)
Or link to [TPL website](#)

Join MASLA for two events on Thursday, September 27th:

WordForum Communication

Workshops from 1:30 - 5:30 at the BKV Group office

The 2007 Fall Picnic from 5:30 - 8:30 at Boom Island



This fall MASLA is hosting an afternoon educational session followed by the annual fall picnic. Meet with fellow

Join our mailing list![Join](#)

landscape architects for WordForum, a communications workshop created specifically for design professionals from 1:30 - 5:30, co-taught by MASLA member Adam Arvidson. The class is being offered as a member benefit at a discounted rate and will be followed immediately by the picnic at Boom Island which is just down the road. The descriptions below provide more details and watch for invitations coming out soon.

WordForum: 1:30 - 5:30 at the BKV Group Main Conference Room, 222 North Second St., Minneapolis. Drinks and snacks will be provided. WordForum is a four part workshop series of one hour classes that are customized to help design professionals write and present better. This afternoon workshop is limited to 20 people and participants are encouraged to come with a project in mind and specific questions and goals for their presentation. The half price fee is \$40 dollars per person for the entire four hour series. See the following class descriptions and link to more information. For specific questions about the class and to register, contact Adam Arvidson at adam@treeline.biz

WordForum #1 - FINDING AND EXPRESSING YOUR KEY MESSAGES

Learn how to identify and communicate the most important aspects of your project. Try your hand at sketching paragraphs. Capitalize on the "sound bytes" already hiding in your portfolio.

WordForum #2 - ORGANIZING CLEAR AND COMPELLING PRESENTATIONS

Get comfortable in front of your audiences. Learn the basics of giving an engaging and memorable talk. Apply new principles to the presentations you already have in the works.

WordForum #3 - USING VISUALS CLEANLY AND EFFECTIVELY

To PowerPoint or not to PowerPoint: that is a major question. Learn how to make that decision, and how to use any type of visual aid effectively. Get tips on clearly presenting numbers, plans and text.

WordForum #4 - MAKING LANGUAGE WORK FOR YOU

Discover how to speak and write with clarity, vividness, and precision. Learn how to translate design-speak into memorable conversation. Expand your design vocabulary.

For more information about WordForum see <http://www.treeline.biz/services.php#education>

Fall Picnic: 5:30 - 8:30 at Shelter A, Boom Island Park. Dinner will be ongoing, beginning at 6:00. Boom Island Park is approximately a 15 minute walk or 5 minute drive from BKV. We have several new board members to welcome in, and well as new students to meet and a new academic year to kick off. MASLA will provide hot food, cold beer and a big fire and we invite you to meet and celebrate with other landscape architects at the last gathering of the year. Students and other professionals are welcome to both the class and the picnic. Please contact kate.lamer_s@bonestroo.com with any questions about the class or the picnic, or if you or your firm would like to contribute to the event.

[MASLA.org Your Resource](#)

Information from our Affiliated Organizations

See [MASLA.org](#) for News, Calendar of Events, and Other Resources

Business for Sale

Small registered Landscape Architect consulting business for sale in growing Northern Minnesota community, surrounded by lakes/resorts. Located in restored Arts/Crafts era bungalow on primary traffic artery downtown. Only full service Landscape Architect office in the area. Owner will mentor. Building option available. Reasonably priced. For more information call - 218-751-2882



Livable Communities - A Town Hall Forum by AIA

Register by Sept 17

The second annual Town Hall Forum. Continuing on our theme of "10 Principles of Livability" we have invited Bill Morrish, former director of the Design Center for the American Urban Landscape at the U of M, to be the keynote speaker. This event will take place on September 19 at 5:00pm at the Minnesota History Center.

Registration form can be viewed at [AIA- LivCom](#)

The Business of Being Green

There are several events focusing on how being 'green' is good for business. One of those is sponsored by Conservation MN and hosted by WCCO-TV's Don Shelby, see www.conservationminnesota.org; another is conducted by Finance and Commerce titled "The Business Case for Green Development"; and yet another is regarding the psychology of sustainability- '[Is America Seeing Green?](#)' - hosted by Cafe Scientifique at the Bryant Lake Bowl this month.

Check the links or visit our [Featured Events](#) for September.

U More Park Public Engagement Listening Sessions

The U of MN - UMore Park Academic Mission Task Forces will be hosting 6 Public Engagement Listening Sessions in Rosemount, Sept 17, 19, 20, 25, 26, and 27 to gather thoughts from all types of folks (not just planners/designers) regarding creating a new community of 20-30,000 people on their property known as UMore Park in Dakota County.

For more info go to: www.umorepark.umn.edu

Bike/Walk Twin Cities Announces \$7 million in Bicycle and Pedestrian Project Funding

National initiative provides funding for innovative bicycling and walking projects in Minneapolis and neighboring communities.

[Link to TLCMinnesota/article.](#)

Continuing Education

College of Design is offering several continuing education (CE) courses this fall; see what's available on the MASLA Calendar or visit [CDes online](#).

Natural Resources Workshop 2007

A workshop offering a unique combination of educational sessions and a tour of Dakota County geared to provide an opportunity to network with other professionals, develop their skills and knowledge on a variety of topics and provide an out of the classroom learning experience like no other.

Sponsored by MN Recreation and Park Association and the Department of Natural Resources.

October 10 and 11, Rosemount Community Center, Rosemount, MN.

Read the full description and registration form on the [MASLA Calendar](#)

[MASLA.org Your Resource](#)

MASLA is the local Minnesota chapter of the American Society of Landscape Architects, a professional organization that represents landscape architects nationwide. MASLA has over 300 members working in the private, public, and educational sectors. We are growing in numbers and in programs, and are currently planning and offering a variety of service projects, social events, networking opportunities, and continuing education sessions.

MASLA

Email: loons_ochs@comcast.net
Web: <http://www.masla.org>

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to loons_ochs@comcast.net, by loons_ochs@comcast.net
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



MASLA | International Market Square | 275 Market Street, Suite 54 | Minneapolis | MN | 55405