



## MASLA newsletter

November 2008

### In This Issue

[MASLA Related News and Events](#)

[Information from Our Affiliated Organizations](#)

[ASLA News](#)

### Quick Links

[News and Events](#)

[Calendar](#)

[MN Resources](#)

[Jobs/Education](#)

[About Us](#)

### Quick Links

[Become a Member](#)

[Newsletter Archive](#)

[LANDonline](#)

[More About Us](#)

### Advocacy Links

[ASLA Advocacy](#)

[MASLA Gold Sponsors](#)

### Dear MASLA Members,

It was Saturday, the sky was blue, the temperature mild, and where was the executive committee? A hint, we had a fantastic bird's eye view of the emerging baseball stadium, as seen from Butler Square. Every year the executive committee spends a day together to discuss the new year, and this year, Awards Director Chris Behringer, hosted the meeting at her SEH office.

In setting priorities for the year, a familiar theme emerged: the need to increase awareness of our profession and what we do. To that end, we reviewed the tasks needed to create a PR plan and tried to figure out an overarching message that should underpin all of our communications. What a challenge to come up with the perfect phrases that encapsulate all that we do: leading sustainable / green / renewable / forward-thinking / problem solving; while artfully integrating design and science to create memorable places. Quite a mouthful, but it was a start. We'll be working on creating and executing the plan throughout the year.

**Here's where you come in.** Going back to Rhetoric 101, the best way to bolster a persuasive argument is to illustrate with compelling and concrete examples. Let's start with the word Leadership, the theme of last month's president's letter. Every day I learn more about what our members are doing in the community, outside the boundaries of their "day job." It's amazing: L.A.s hold positions on key government committees, neighborhood boards and civic organizations. We are leaders, and that should be a key message in our communications strategy.

The best way to put muscle behind the assertion that we are "leaders" is to highlight our track record of leadership. **We need to create a list** of all the positions that our members hold or have recently held out in the community that relate in some way to our profession. We will develop



**Borgert Products, Inc.**

**MASLA Silver Sponsors**

**Prairie Restorations, Inc.** 

- Designing, installing, and managing native landscapes
- Retail stores in Princeton and Scandia, MN

800.837.5986 [prairieresto.com](http://prairieresto.com)

**Prairie Restorations, Inc.**



**K&S Tree Brokers, LLC**

**Be a MASLA Sponsor**

**click here for sponsorship info**

**Join our list**

**Join our mailing list!**

 

a venue to promote this information during landscape architecture month, and other media communications. So don't be shy. **Drop me an email:**

[gina.bonsignore@comcast.net](mailto:gina.bonsignore@comcast.net)

Let's emerge from our status as the Quiet Profession, and show the world where we're making a difference, and in the meantime, all the skills and talents we bring to the projects we tackle, through volunteering or professional services.

Sincerely,  
Gina Bonsignore, ASLA  
President, Minnesota Chapter of the ASLA

**MASLA Related News and Events**

**Programs, Advocacy, etc....**

**Lao Cultural Center Project**

Thank you to all contributors to the Lao Cultural Center project!



MASLA is pleased to announce that the first phase of construction work was successfully completed at the Lao Cultural Center in north Minneapolis. This project created an outdoor community space that demonstrated sustainable design and construction, which came together as a result of the vision, planning, and contributions of many different organizations and people.

On September 26th and 27th volunteers from [MNLA](#) (Minnesota Nursery and Landscape Association) and [MASLA](#) installed a pervious paver patio and a retaining wall/seat wall for the community center that serves the Lao population in the area. Volunteers used salvaged paving and block materials and also created a rain garden that will hopefully be planted next spring as part of a second phase. MNLA was a great organization to partner with and made installation of this vision possible by reaching out to their membership for volunteers, equipment and other resources.

A big thanks to the following companies for their contributions: Hedberg Landscape Supply, Landscape Renovations, Rush Lake Gardens, Savanna Designs, and Windsor Companies. Also, thank you to the MASLA, MNLA, and the University of Minnesota student volunteers for your time and efforts. Please visit the MASLA website for more information: [Lao Cultural Center Project](#).

Watch for future activities with the Lao Cultural Center!

### **Peavey Plaza Progress Report**

Plans are underway to feature Peavey Plaza in our booth at [AIA-Mn](#). Jim Robin has created a gorgeous watercolor of the plaza, and we'll be raffling off a print of the artwork, to draw architects into the booth where we can let them know about Peavey and why they should care about it. Email [gina.bonsignore@comcast.net](mailto:gina.bonsignore@comcast.net) if you want to get involved with Peavey efforts. Also, check out the [Peavey Plaza](#) page on the MASLA website.

### **Panel Discussion: Landscape Architects Branching Out From Design Firms**

Friday, December 5th from 12:30-1:30pm  
Rapson Hall, U of M, Room TBD  
Lunch will be provided

This is an event hosted by the MASLA Student Chapter at the U of M on trained landscape architects who are working in areas outside of private design firms.

Link to the [MASLA Student Chapter Event](#) for more information. Event contact is Colleen O'Dell, V.P. MASLA Student Chapter at [colleenodell@hotmail.com](mailto:colleenodell@hotmail.com) or [odel0017@umn.edu](mailto:odel0017@umn.edu) or 612-308-7009.

### **Save the date:**

The evening of December 4, there will be an event at the Minneapolis Design Within Reach Store of interest to all landscape architects, relating to Peavey Plaza. November 14th, there will be an announcement, so *stay tuned!*

### **MASLA Advocacy Update**

Advocacy priorities at the state legislature: watch for an e-blast from MASLA asking you just that question. Those who attended the Fall Picnic have already weighed in - so add your voice.

### **Information from Our Affiliated Organizations**

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

### **Landscape Architecture Mentorship Program**

Great News! **Thank you** for all who either volunteered to mentor or spread the word to your colleagues. We have successfully matched all 34 students seeking mentors with a professional landscape architect mentor. Stay tuned for your next opportunity to mentor a student - capstone mentors! Thanks, Anna Claussen, Assoc. ASLA



Director of Education & Professional Development

**AIA-MN Convention, Nov 11-14**

Join MASLA members and local landscape architects at the [2008 AIA- Mn Convention](#):

Bob Close, FASLA is participating in a panel discussion on City Building: A New Convergence as part of a Kick-Off session on Tues, Nov 11th.

Other LA session participants include:

C. John Uban, ASLA, Adam Arvidson, ASLA, Lorin Culver, ASLA, Bruce Chamberlain, ASLA, and L. Peter MacDonagh.

**Minnesota Chapter of the American Planning Association**

[20/20 Community Development Expo](#) to be held November 19th and 20th, Hyatt Regency, Minneapolis On November 19th & 20th.

**Minnesota Green Expo**

January 7-9, 2009

Minneapolis Convention Center

For more information on exhibition and registration visit the [Minnesota Green Expo](#) website.

**Sensible Land Use Coalition**

Next Program - December 10

Twin Cities Housing--2008 Report...2009 Outlook  
Understanding the housing market is vital for making short- and long-term real estate decisions. Ryan Jones, Director of Metrostudy's Twin Cities Division will utilize the the country's largest database of primary housing real estate market information to provide the facts building industry leaders must have to compete in today's market. For more information visit the [SLUC](#) website.

**[MASLA.org Your Resource](#)**

**ASLA News**

**Call for Entries, National 2009 Awards**

ASLA has released its [2009 Awards Call for Entries](#) for professionals and students!



The eligibility requirements for the Research category have changed to allow non-landscape architecture professionals to enter. Click on these links: [eligibility](#) and [entry](#), for detailed information.

**Professional** entry forms and payment must be received by **Friday, February 6, 2009**, and submission binders are due by **Friday, February 20**.

**Student** entry forms and payment must be received by **Friday, May 29, 2009**, and submission binders are due by **Friday, June 12**.

Award recipients, their clients, and advisors will be honored at the awards presentation ceremony followed by a special champagne reception during the ASLA Annual Meeting and EXPO in Chicago, September 18-21, 2009. The award winning projects will be featured in a video presentation to premier at the ceremony. Professional award recipients receive featured coverage in Landscape Architecture magazine and in many other design, construction industry and general-interest media.

Student award recipients will receive a complimentary full registration to the 2009 annual meeting, and student Award of Excellence recipients will also receive complimentary travel and hotel accommodations.

*Please note that this Call for Entries is for ASLA. Keep posted for the MASLA Call for Entries coming up in January 2009!*

**[MASLA.org](http://www.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 approximately 285 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's executive board meets monthly on the first Thursday from 4-6 pm, to discuss, organize, and facilitate chapter activities.**

MASLA

---

Email: [kmluger@msn.com](mailto:kmluger@msn.com)

Web: <http://www.masla.org/index.php>

[Forward email](#)

Email Marketing by

✉ **SafeUnsubscribe®**

This email was sent to loons\_ochs@comcast.net by [kmluger@msn.com](mailto:kmluger@msn.com).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



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