You are invited to attend Landscape Urbanism: Economics of Healthy Communities, the 2011 Central States Conference to be hosted May 4-6 at Hy-Vee Hall in Des Moines, Iowa. Economics of Healthy Communities will focus on the unique social and economic challenges our profession faces today as we continue to strive towards healthier, more sustainable communities of the future. Please join us for this exciting and educational event as we discuss how, as planners and designers, can expand our understanding of the urban fabric to create more vibrant, livable cities for all.

The conference is made possible by a joint effort of the Iowa Chapter of the American Society of Landscape Architects (ASLA) on behalf of the Central States American Society of Landscape Architects.

**WHEN:** May 4th - 6th, 2011  
**WHERE:** Hy-Vee Hall, 730 3rd Street, Des Moines, IA 50309  
**WHAT:**

**Wednesday – May 4th**
3:00 Check-in begins at Hyatt Place Hotel  
6:00 Dr. John L. Crompton (Art Center) – Positioning Parks in Tough Economic Times (additional fee)

**Thursday – May 5th**
8:00 Breakfast & Check-in  
8:30 Welcome & Introduction  
8:45 **Keynote:** Dr. John L. Crompton - The Role of Landscape Architects in Repositioning Parks as Core City Services  
10:00 Exhibitor Break  
10:30 General Session: Urban Surface  
11:30 Lunch & Brief Presentation by Victor Stanley  
12:30 Breakout Session #1  
• Lying at a Crossroads: Planning Central Iowa’s Next Forty Years  
• Shaping a Community with Spaces & Places

1:30 Exhibitor Break  
2:00 Breakout Session #2  
• Déjà vu: The Impact of Parks on Property Values  
• Social Boundaries (MAR.GIN)  
• 18 Broadway - Matthew Schoell-Schaefer

3:00 Exhibitor break  
3:30 **Keynote:** Brad McKee - Getting Published in the LAM  
5:00 Social hour  
6:00 Formal Awards Dinner  
8:00 Pub Crawl – Downtown Des Moines / East Village

**Friday – May 6th**
8:00 Breakfast  
8:30 Breakout Session #3  
• Rail Transit  
• Getting Published in LAM  
• Leveraging Partnerships to Support Sustainable Communities

9:45 Morning Break  
10:00 **Keynote:** Andres Duany - A General Theory of Landscape Architecture  
11:30 Closing Comments  
12:00 Dr. John L. Crompton - Economic Benefits of Parks

**HOW:** [http://www.acteva.com/booking.cfm?bevaid=218343](http://www.acteva.com/booking.cfm?bevaid=218343)
KEYNOTES:

John L. Crompton (1.5 CEU)
The Role of Landscape Architects in Repositioning Parks as Core City Services

Dr. Crompton serves as Distinguished Professor and Regents Professor of Recreation, Park and Tourism Sciences at Texas A&M University. Dr. Crompton received his basic training at Loughborough College in England in physical education and geography; completed an M.S. at the University of Illinois in Recreation and Park Administration in 1968; and another M.S. degree in 1970 from Loughborough University of Technology, majoring in Business Administration. He is a past president of four professional bodies: the Texas Recreation and Parks Society; the American Academy of Park and Recreation Administration; the Society of Park and Recreation Educators and the Academy of Leisure Sciences. He has been a member of the NRPA’s Board of Trustees for nine years.

Bradford McKee
Direction of LAM Magazine

Bradford McKee is the editor-in-chief of Landscape Architecture Magazine. Before he joined LAM, McKee has worked for 10 years as a freelance writer and editor. His work has appeared in such publications as I.D., Architect, Slate, Metropolitan Home, Interiors, AARP Bulletin, The Architect’s Newspaper, Harper’s Bazaar, Cookie, Men’s Journal, Regardie’s, Washington Monthly, the Los Angeles Times, and the Washington Post. He also launched and maintained a daily, web-based bulletin, Architect Newswire, on behalf of Architect magazine.


Andres Duany (1.5 CEU)
A General Theory of Landscape/Architecture.

Andres Duany is an architect whose work focuses on the planning of communities. He and his wife, Elizabeth Plater-Zyberk, founded their practice in 1980, at the time of their design of Seaside, which began an ongoing debate on the alternatives to suburban sprawl. Since then, DPZ, their planning practice, has completed well over two hundred downtown and new town plans. They have particular expertise in writing codes. This work has generally been received with awards and publication. Their firm employs about 40 persons dedicated to both practice and research.

Both partners teach Traditional Town Planning at the the University of Miami, where Elizabeth is Dean of the School of Architecture. They were founding members of the Congress for the New Urbanism. They have co-authored three widely distributed books, their most recent is The Smart Growth Manual which describes the problems of American cities and proposes techniques that are socially, economically and environmentally sustainable.
**WORKSHOPS**

**Wednesday Evening Workshop:**
**Positioning Parks in Tough Economic Times** (1.75 CEU) (Additional Fee)
Dr. John L. Crompton

**Thursday Morning Workshop:**
**Urban Surface** (1.5 CEU)
William Conway, FAIA, Conway+Schulte Architects, P.A.

**Workshop One Thursday:**
**Lying at a Crossroads: Planning Central Iowa’s Next Forty Years** (1.0 CEU)
Bethany Wilcoxson, Associate Transportation Planner, Des Moines Area MPO
Central Iowa finds itself at a crossroads on numerous planes, both physically and metaphysically. Perhaps one of the most important crossroads lies between settling for the ‘status quo’ of tomorrow and striving for a more sustainable future. Over the next three years, an MPO-led consortium will engage a team of experts with the public to craft a regional plan for sustainable development. Learn more about this federally funded effort which will impact the community and region at large.

**Shaping a community with Spaces and Places** (1.0 CEU)
Mike Cooper, Director of Planning & Building Services, City of Sioux Falls
This session will be a combination of general presentations on open space planning principles and case studies of specific projects for the City of Sioux Falls. The primary focus will be how planning and implementation of open space improvements can impact city development patterns. It will explore the process at three different points: Creating the Vision through city planning processes, Implementing the Plans through a coordinated project design and construction process, and Measuring the Impacts of city development through analysis.

**Workshop Two Thursday:**
**Déjà vu: The Impact of Parks on Property Values** (1.0 CEU)
Dr. John L. Crompton
The future viability of public parks is dependent on their ability to align with issues that are of central importance to citizens and elected officials. The session will explain how this repositioning approach differs from previous practice, explore its fundamental axioms, and present strategies for implementing it. Landscape architects potentially have a major role to play in this effort, since among the important issues parks agencies will use to reposition are likely to be: alleviating health care costs and crime, enhancing property values, and enhancing the economic base through attraction of new businesses and affluent retirees. The role of landscape architects in pursuing each of these activities will be discussed.

**Social Boundaries (MAR.GIN)** (1.0 CEU)
Drew Maifeld, Designer & Matt Anderson
Social and environmental boundaries overlap in an exploration of transitional populations. This session assumes that, given the chance, people in “Transition” can harmoniously Co-Exist with a Permanent Population in a way that is profoundly different than the community models we live in today. Addressing environmental contamination, ecological mitigation, and biophilic deficiency, it will facilitate a dialogue to heighten awareness of social transience and insufficient marginality.
18 Broadway (1.0 CEU)
Matthew Schoell-Schafer, RLA, ASLA, LEED AP, Patti Banks Associates
Through the exploration of the 18 Broadway project in Kansas City, the speakers will talk about several aspects of this successful, sustainable project through the lens of ecological urbanism including: stormwater planning and design; urban agriculture; and the successful use of native plants in an urban context. The presenters will use the design process of 18 Broadway to demonstrate how a stormwater system can maximize a project’s sustainability and aesthetics while using water for multiple purposes. In addition, the presenters will demonstrate how to successfully design and install ecologically appropriate and beautiful native plantings that treat stormwater and create a focal point that lets a community immerse themselves in nature.

Workshop Three Friday:
Rail Transit (1.0 CEU)
William Conway, FAIA, Conway+Schulte Architects, P.A. – Rail Transit
While the public has grown used to the convenience and service that rail transit affords in large metropolitan areas, Visioning Rail Transit in Northwest Arkansas: Lifestyles and Ecologies (VRT) offers a model for Transit Oriented Development in a broad range of urbanized areas. More than the design and enhancement of transportation networks, this session will explore new development forms that connect urban, suburban and exurban conditions. See why the AIA awarded the project its 2009 Institute Honor Award for Regional and Urban Design.

Getting Published in the LAM
Bradford McKee
How does Landscape Architecture Magazine decide which stories and projects to publish? Is there some mystery code to crack? Not really, though it helps a lot to have excellent photos and other visual material and a great story behind your project. Join LAM’s editor, Bradford McKee, as he explains the process of editorial planning for the monthly magazine. He’ll tell you why some projects get passed by and why other projects manage to catch the editors’ eyes and make their way into the magazine.

Leveraging Partnerships to Support Sustainable Communities (1.0 CEU)
Amanda Halstead
In this session, participants will learn how the U.S. Department of Housing and Urban Development, U.S. Environmental Protection Agency, and U.S. Department of Transportation are working together to help improve access to affordable housing, provide more transportation options, and lower transportation costs while protecting the environment in communities. Current efforts among the federal agencies to coordinate policies, programs and resources to encourage and assist in the development of livable, sustainable communities will be highlighted as well as opportunities for leveraging similar partnerships at the local level.

Friday Noon Workshop:
Economic Benefits of Parks (1.5 CEU)
Dr. John L. Crompton
NAME: ____________________________
TITLE: ______________________________
FIRM: ______________________________
ADDRESS: ____________________________
CITY/STATE/ZIP: ____________________
PHONE: ______________________________
EMAIL: ______________________________
MEMBERSHIP NUMBER (if applicable): ____________
PLEASE LIST ANY SPECIAL NEEDS: ____________

PAYMENT
Online at http://www.acteva.com/booking.cfm?bevaid=218343 or by Mail by April 21st, 2011

Iowa Chapter American Society of Landscape Architects
Attn: Kristina Sickels, Chapter Administrator
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PAYMENT METHOD
☐ CHECK payable to Iowa ASLA
☐ Credit Card Payment Available ONLINE ONLY

HOTEL ACCOMODATIONS:
Accomodations available at Hyatt Place Hotel
418 6th Ave, Des Moines, IA 50309
1.800.993.2451

Mention ASLA to receive the special Central States room rate.

FEES
(full registration, includes lunch)
SELECT APPLICABLE:
☐ AIA Iowa Member $175
☐ ASLA Member $175
☐ Non-Member $200
☐ Crompton Wed. Evening Presentation $25
☐ Late Fee after 4.21.11 $25
☐ Student $50
☐ Awards Dinner $45
☐ Vegetarian ☐ Other: ______

WORKSHOP SELECTION
Workshop One Thursday
☐ 1. Living at a Crossroads
☐ 2. Shaping a Community

Workshop Two Thursday
☐ 1. Déjà vu: The Impact of Parks on Property Values
☐ 2. Social Boundaries
☐ 3. 18 Broadway

Workshop Three Friday
☐ 9. Rail Transit
☐ 10. Getting Published in LAM
☐ 11. Leveraging Partnerships to Support Sustainable Communities

ASLA Iowa is registered with the American Society of Landscape Architects, and is committed to developing quality learning activities in accordance with ASLA criteria. ASLA participants will receive up to 10.75 CEUs for attendance of the full conference program pending approval.