

July 7, 2016

## Executive Offices

- **President Chad Danos, FASLA**, and EVP Nancy Somerville, Hon. ASLA, participated in the **Canadian Society of Landscape Architects' annual congress, June 23-25**. Danos gave a presentation on ASLA's advocacy program as well as a briefing on ASLA priority issues and programs. President-Elect Vaughn Rinner, FASLA, traveled to Dallas to give a presentation on ASLA priorities to the **National Society of Professional Engineers** last Sunday.
- EVP Somerville and ASLA representative **Past President Barry Starke, FASLA**, participated in the spring board meeting of the **Renewable Natural Resources Foundation (RNRF)**. The meeting was structured as a bridge between the RNRF 2015 Congress on Sustaining Western Water and the 2016 Congress on Harnessing Big Data for the Environment, scheduled for Dec. 6-7. The agenda included a presentation on the World Resources Institute's Aqueduct global water risk mapping tool.
- EVP Somerville, CFO O'Brien, and Special Assistant Swann toured the recently completed headquarters of the **American Society of Interior Designers (ASID)** last week. The ASID suite of offices is on schedule to be the first **WELL Building certified** project in D.C. The ASLA Center for Landscape Architecture is on track to be the second.
- The **call for potential national officer candidates** opened last week. Please submit any nominations for 2017-2018 VP Communications, VP Education, and/or VP Government Affairs as well as President-Elect to Corporate Secretary [Curt Millay](#), ASLA **by Friday, August 12**.
- ASLA senior staff are holding midyear progress discussions and initial 2017 planning meetings.
- **Pledges to the Campaign for the ASLA Center now total \$1,027,449, which is 69 percent of the goal** of \$1.5 million. To see who has given to date, please see [Campaign for the ASLA Center](#).
- Donations to the ASLA Fund, the Society's charitable foundation, for the first six months of 2016 total \$9,531, which is a 241 percent increase over the same period last year. You can add your contribution to the Campaign [Donate to the ASLA Fund](#). To learn more about the ASLA Fund, see [ASLA Fund](#).

## Landscape Architecture Magazine

- **LAM is a winner!** LAM Art Director Chris McGee attended the **Association Media & Publishing EXCEL Awards Gala** on June 27th, and accepted the **Gold Award for Magazine Design Excellence** as well as the **Gold and Silver Awards for Magazine Feature Article Design**. The following day McGee participated as a panelist at the AM&P Annual Meeting in a session titled, "EXCEL Winners Tell How They Did It."

## Finance, Meetings, and Business Operations

- CFO Mike O'Brien is **closing out July 2016** and will be reporting to the Executive Committee and the Finance and Investments Committees later this month.
- **2016 LAM advertising contracts** totaled **89 percent** of the budget.

## Government Affairs

- On June 23, Government Affairs co-hosted a **Pollinator Week congressional briefing**, “Highways to Habitats: Enhancing Pollinator Forage Areas,” on Capitol Hill. The briefing, which attracted nearly 100 attendees, focused on updates on the status of pollinator health and pollinator conservation actions. Co-hosted with the Congressional Pollinator Protection Caucus and the Pollinator Partnership, it featured speakers including principal landscape architect, **Keith Robinson, ASLA** from the California Department of Transportation, Congressman Jeff Denham (CA), and Laurie Davies Adams, CEO of the Pollinator Partnership.
- Government Affairs also hosted [the Pollinator Week 2016 Congressional Rooftop Reception](#) at ASLA temporary headquarters. This highly attended reception provided stakeholders engrossed in pollinator health issues an opportunity to network and connect, and to celebrate the progress made towards the issue over the last year.
- ASLA is working with the **U.S. Department of Transportation** to include landscape architects in several community visioning projects as part of [the Every Place Counts Design Challenge](#), with upcoming charrettes in Spokane, Philadelphia, Nashville, and Minneapolis. Government Affairs staff are reaching out to individual members to secure participation and activated the [iAdvocate Network](#) to inform members about this important opportunity for the profession.
- Good news from North Carolina: Recently, the **North Carolina Environmental Management Commission** reversed its position and **will now allow landscape architects to participate in the newly proposed Fast-Track Stormwater Permitting process**. ASLA worked with the North Carolina chapter to create and collect signatures on a petition requesting the change. The successful petition garnered 1,052 signatures from North Carolina and surrounding states. The Fast-Track Stormwater Permitting process proposed rules still require formal adoption, which will take place over the next several months.
- ASLA utilized the iAdvocate Network to inform New York ASLA Chapter members of New York State and New York City lobbying laws and of the deadlines to apply for the related Amnesty Program. The deadline for New York City filing was June 30 and the deadline for New York State was extended to September 30 due to an outcry of concern from the construction, architecture, and engineering industries over the definition of lobbying activities. [Click here](#) for the NYSCLA memo on this subject and for additional information.
- ASLA Government Affairs participated in a webinar hosted by **NatureWORKS** titled *Emerging Trends in the Green Infrastructure Sector* and focused on the emerging role of city parks in green stormwater infrastructure, the Water Environment Federation’s New Green Infrastructure Certification Program, and the role of green infrastructure business association in Philadelphia and beyond.

## Member and Chapter Services

- On July 5, chapter leaders received the newly-designed bimonthly **Membership Minute, produced by the Member Services Committee**. This issue provided tips on how to use member surveys to engage new members.
- The **call for volunteers closed** with 15 nominations from 17 chapters for the **Student Advisory Committee** and 11 nominations for the **Associate Advisory Committee**. Appointments will be made later in July.

## Education

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **219** active providers offering **1,223** courses. There are **3** new provider applications pending review.
- The **annual meeting speaker orientation webinar** was delivered. The webinar provided speakers with an overview of important dates and deadlines as well as tips for successful presentation delivery.
- Members of the **Committee on Education (COE)** met via conference call to discuss topics covered at the **Landscape Architecture Foundation's Summit on Landscape Architecture and the Future** held in Philadelphia June 10-11. **Vice President of Education David Cutter, ASLA**, and **Chair Sean Rotar, ASLA**, led the call and focused on topics, panels, and conversations that related to LA education, in particular. The results of this, and future calls on this topic, will be incorporated into the work of COE Subcommittees.

## Public Relations and Communications

- Based on the **Board of Trustees rebranding discussion and outcomes** at midyear, an RFP detailing the desired scope of work was created and sent to 16 design agencies, including several recommended by Board members. Questions are being received and will be answered July 8; proposals are due July 18.
- Senior Communications Manager Jared Green is negotiating a **virtual reality video shoot** of the Toronto Underpass Park. The hope is to premiere it in New Orleans.
- The **Business Quarterly** survey for second quarter 2016 has been sent to firm contacts. The survey closes July 15.
- **Paul Azzolini**, who has been temping as web and graphic designer, has accepted an offer to join the staff full time. His first day as an employee is Monday, July 11. In other personnel news, **Aaron King, Student ASLA**, a landscape architecture graduate student at the University of Pennsylvania, has joined for the summer as an intern. He is contributing to *The Dirt* and working on an online resilience resource center.
- **The Dirt has hit a new milestone: 4 million pageviews.** There are now 1,990 posts that have yielded 2,300 comments and 120,000 shares on social media.
- Coverage of the Landscape Architecture Foundation's New Landscape Declaration continues on *The Dirt*, with more **than 8,000 reads of the first two posts**. Posts on the LAF Summit were featured in ArchNewsNow, [The Huffington Post](#), and [Planetizen](#). A [guest post](#) from Michael Van Valkenburgh, FASLA, was featured in ArchNewsNow.

## Education Programs and LAAB

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## Professional Practice

- On June 20, ASLA attended a webinar meeting of the **International Code Council Working Group 5 review of ASHRAE/SSPC 189.1 Standard for High-Performance Green Buildings**. Manager Linette Straus, ASLA, followed up directly with a member of the working group about continuing to engage and involve ASLA's participation in anticipation of the release of the 2017 version of the International Green Construction Code (IgCC). Managing Director Susan Cahill, Hon. ASLA, and Managers Straus and Shawn Balon, ASLA, participated in the webinar.
- On June 30, Manager Straus met with **DOEE and Biophilic DC** staff to review the Biophilic principles and begin to define the biophilic goals for Washington, D.C. The main goals discussed were: whether the District government will require use of the SITES® rating system and certification; whether DOEE will incorporate the SITES rating system into the New Green Building Codes, Version 2.0; and whether the District government will support two projects for SITES and Biophilia, one of which could be the Chinatown Green Street Demonstration Project.
- The **Archives and Collections Committee** met via conference call to review the progress of the **ASLA Fellows Online Database style guide** compliance project and the ASLA Awards Online Database project. The 2016 revised and updated **Chapter Archive Policy Guidelines** and the white paper "Archives and Collections of Executed Works of Landscape Architecture: Your Contribution to the Profession" will be posted online on the ASLA website in July.

## Deadlines and Reminders

- The **call for potential national officer candidates** is open until **Friday, August 12**. Submit nominations for 2017-2018 VP Communications, VP Education, and/or VP Government Affairs as well as President-Elect to Corporate Secretary [Millay](#).
- The [Leadership Calendar](#) can be accessed on the web.