



September 13, 2016

## Executive Offices

- Preparations for the **fall governance meetings and Annual Meeting** are ongoing. The **agenda and background materials for the Board meeting will post next week.**
- EVP Nancy Somerville, Hon. ASLA, and staff **met with the ASLA Center design and construction team for the biweekly updates** and site tour last week. Most of the supplemental structural measures are complete and the stair atrium has emerged. All outer stairs and walls have been removed and all four floors are flooded with light from the roof to the lower level. The cistern is also in place. **Substantial completion is now estimated for mid-November.** A **National Building Museum hard hat tour** is scheduled for this Saturday, September 17.
- Last week, EVP Somerville and PR/Communications Director Terry Poltrack met with **Landscape Architecture Foundation (LAF) Executive Director Barbara Deutsch, FASLA**, and LAF Board member **Ignacio Bunster-Ossa, FASLA**, to discuss the almost-completed draft of LAF's new landscape declaration and next steps.
- EVP Somerville and staff met via conference call on September 1 with the Director for Hazard Mitigation and Risk Reduction Policy for the **National Security Council at the White House**. The discussion focused on **furthering resilient design efforts across design disciplines.**
- Work is continuing on **revisions to the ASLA administrative policies and the model chapter bylaws.** The policies and model chapter bylaws will be reviewed by the Executive Committee during its conference call next week and will be on the agenda for action at the Board meeting.
- Pledges to the campaign for the ASLA Center **now total 73 percent of the \$1.5 million goal.** To see who has given to date, please click on the [ASLA Center Honor Roll](#). Donations to the **ASLA Annual Fund** in 2016 is almost \$6,000 compared to \$1,685 in the same period of 2015. For more information, please click on [ASLA Annual Fund](#).
- Staff attended a **healthy cooking session** recently as part of the wellness program. A holistic health coach was brought in for an hour step-by-step cooking demonstration. Demonstrated to interested staff were two healthy end-of-summer recipes and a sampling of the results.

## Finance, Meetings, and Business Operations

- CFO Mike O'Brien and the Accounting staff are **closing out August**. The information should be available next week.
- The **2016 EXPO** has sold **92 percent** of the budget of \$2.6 million for the New Orleans show.
- **Advertising contracts** for *Landscape Architecture Magazine* increased by three percent and represent **96 percent** of the \$3 million budget.
- More than **3,400 people have taken advantage of advanced rate registration and ticket pricing** for the annual meeting. After midnight PST on Friday, September 16, onsite rates will apply. **Beat the increase and register now. Also, encourage those in your chapter to [register today](#).**



### ***Landscape Architecture Magazine***

- **LAM's October issue**, headed to New Orleans for the annual meeting, **is setting a new record** this month, with **129 pages of editorial content**. **The issue** as a whole, which goes to press this week, **comes in at 266 pages**, and **focuses heavily on Louisiana and the Gulf region**. The cover story is about the “catfish geographies” research of **Forbes Lipschitz, ASLA**, formerly of the Louisiana State University landscape architecture faculty and now at the Ohio State University. The feature section also includes stories about the managed retreat by the people of Isle de Jean Charles with relocation design assistance by the firm of Evans + Lighter. **Elizabeth Mossop, ASLA**, writes about the urban water management strategies in development for Greater New Orleans since Hurricane Katrina. And Staff Writer/Editor Kat Katsma, ASLA, has a feature on three design projects by **Jeffrey Carbo, FASLA**. The departments this month include a profile of Public Lab, the public interest environmental research outfit, by Senior Editor Jennifer Reut; a profile by Editor Brad McKee of the Center for Planning Excellence in Baton Rouge, and an Office section on risk management strategies for firms.

### **Government Affairs**

- Last week, Congress reconvened after its summer recess and has plans to consider the **National Park Service Centennial Challenge legislation**. ASLA Government Affairs activated the iAdvocate network to urge members to contact their legislators regarding the [National Park Service \(NPS\) Centennial Act](#). The Act includes a provision to establish and fund the Centennial Challenge Fund, which would finance signature construction projects and address deferred maintenance projects throughout the national park system. ASLA Government Affairs encourages you and your chapter members to **Take Action now and ask your legislators to pass the National Park Service (NPS) Centennial Act**.
- There is still time to register for the [Landscape Architects as Federal Leaders](#) webinar taking place on September 15, from 2-3:15 p.m. EDT. This unprecedented event sponsored by ASLA and the Landscape Architecture Foundation **will feature representatives from the U.S. Forest Service and the Smithsonian Institution who will discuss federal leadership opportunities available to landscape architects**, and its FREE!
- The **Federal Highway Administration (FHWA)** recently released [Achieving Multimodal Networks: Applying Design Flexibility and Reducing Conflicts](#), a comprehensive report on how transportation planners and designers can utilize many national transportation design guides to create multimodal transportation projects. **ASLA encourages members working on transportation projects to [download the report](#)** to learn how they can have more design flexibility on transportation projects.
- ASLA Government Affairs notified members via [Twitter](#) of an opportunity through Smart Growth America to apply for a chance to host a FREE technical workshop in your city. Each year, **Smart Growth America offers a limited number of free workshops to help local leaders and residents make their communities** more livable, sustainable, and vibrant. A [webinar](#) will be held on **Wednesday, September 14, at 1 p.m. EDT** to discuss the application process and important deadlines. The deadline to [apply](#) is **Thursday, October 6, at 5 p.m. EDT**.
- Last week, **President-Elect Vaughn Rinner, FASLA**, and Director Hebron participated in a CLARB Model Law Task Force meeting. The task force is revising the CLARB model law to better reflect today's regulatory environment.



## Member and Chapter Services

- On September 6, chapter leaders received the monthly **Membership Minute**, which provided tips on how chapters can recognize volunteers for their service. Chapter leaders also received their monthly chapter renewal reports.
- On Tuesday, the **Member Services Committee (MSC) and Emerging Professionals Committee (EPC)** met via conference call to continue working on their respective 2016 projects. The MSC is producing a variety of how-to guides for chapter leaders, including holding a back-to-school reception, hosting a portfolio review, and developing an academic faculty advocate. The MSC also created an editorial calendar for Membership Minute for the next year (six issues). EPC projects include continuing the Student Leadership Visits (seven are scheduled this fall), Ask Me Anything Google Hangout monthly events, and producing best practices/case studies for chapters.

## Public Relations and Communications

- Since the launch on September 1, the **Professional Awards website has received more than 35,000 pageviews, while the Student Awards pages have received close to 34,000**. Early interest was expressed by *Dezeen*, *Garden Illustrated*, *PRISM—Sustainability in the Built Environment*, AIA Chicago, and *Southeast Asia Building*.
- PR Manager Karen Grajales and Professional Practice Manager Shawn Balon participated in a conference call on September 10 to help plan activities for **a collective call to action to promote healthy communities**. It will be announced during the **American Public Health Association's** 2016 annual meeting in Denver. A panel of representatives from participating organizations—including EVP Somerville—is tentatively scheduled for November 1, along with an evening reception at the Colorado AIA office in Denver.
- **PARK(ing) Day 2016 is September 16** and staff are busy coordinating support and documentation. So far, we know of some 90 planned events and have full confirmation on 30. ASLA is providing collateral support in the forms of tee-shirts, buttons, single sheets, and pamphlets that underscore the value of parks and landscape architects' role in making them happen right.
- An **email was sent to registered annual meeting attendees to promote the SITES® workshop**, which will be held Friday, October 21, from 1:30-5:00 p.m. EDT during the annual meeting.
- A press release celebrating **National Hispanic Heritage Month** was disseminated today—in [English](#) and [Spanish](#)—via several wire services. Early interest has come from El Sol 103.9 FM/ 980 and 1480 AM, a Spanish language media outlet in South Carolina.

## Education Programs and LAAB

- The Landscape Architecture Continuing Education System™ (LA CES™) has **220** active providers offering **1,362** courses. There are **two** new provider applications pending review.
- The **Landscape Architectural Accreditation Board (LAAB)** published the [Notice of Action](#) on the accreditation decisions made from its Summer 2016 LAAB Meeting and notified its communities of interest of its decision.
- Accreditation and Education Programs Manager Kristopher Pritchard presented at the **Association of Specialized and Professional Accreditors (ASPA)** Fall Conference in Arlington, VA, yesterday.



During the “Staff Relations with the Profession and our Publics” session, Pritchard described the relationship **LAAB** has with ASLA and other related landscape architecture organizations through the Presidents’ Council.

## Professional Practice

- On September 9, Manager Shawn Balon, ASLA, met with the **NEA Creative Placemaking Colloquium Steering Committee** via conference call. The committee, including project partners **Trust for Public Land** and **City Parks Alliance**, focused the conversation on confirming and discussing strategies that have been developed in the field guide from discussions and knowledge built at the creative placemaking colloquium held in Philadelphia in June.
- On September 8, Manager Linette Straus, ASLA, attended the second SITES workshop led by USGBC and organized in collaboration with the Illinois chapters of ASLA and USGBC. It was well attended by approximately 80 people. A keynote presentation was given by **Terry Guen, FASLA**, about her work on Navy Pier in Chicago. **James Patchett, FASLA**, introduced his project, a redesign of the grounds for the International Society of Arboriculture. The interactive workshop focused on the pre-design assessment section 2.2 of the SITES Reference Guide. The workshop closed with a pilot project tour at the Morton Arboretum led by **Susan Jacobson, FASLA**.
- ASLA welcomed Ian Bucacink as the **new part-time Library and Archives Technical Administrator** on September 6. Ian is working on his master’s degrees in Library and Information Science and History at the University of Maryland. He comes to ASLA with university special collections and archives processing experience and authoring social media posts.

## Deadlines and Reminders

- The **advanced rate registration and ticket pricing** for the annual meeting ends on Friday, September 16.
- The [Leadership Calendar](#) can be accessed on the web.