



September 28, 2016

Executive Offices

 **Government Affairs and Publics Relations have both hit home runs**, government affairs on inclusion of nature-based solutions, aka green infrastructure, in the **Water Resources Development Act**, and Public Relations on the new **ASLA Guide to Resilient Design**. See GA and PR sections, below, for the details.

- After hearing presentations from the four short-listed graphic design firms for the **ASLA rebranding initiative, the task force unanimously chose Poulin + Morris of New York City**, which has accepted the assignment. Next steps include details of the timeline and a visit by Richard Poulin, founder, to present to the Board at the ASLA Annual Meeting and to shadow PR and Communications Director Terry Poltrack through the general session and EXPO real-time production process.
- The **pre-annual meeting BOT webinar** held on September 27 was recorded and is posted to the meeting agenda page. Please contact Corporate Secretary [Curt Millay, ASLA](#), with any questions.
- **President Chad Danos**, FASLA, EVP Nancy Somerville, Hon. ASLA, and State Government Affairs Director Elizabeth Hebron attended the **Council of Landscape Architecture Registration Boards** Annual Meeting last week where President Danos participated in the opening general session where he shared with CLARB members and board executives ASLA's recent efforts to work with chapters to defend and overcome recent licensure threats. Director Hebron presented on the importance of tracking disciplinary actions in licensure advocacy defense.
- Secretary Millay, Managing Director Susan Cahill, Hon. ASLA, and CFO Mike O'Brien attended the **ASLA Center** biweekly construction meeting last week and reported that work continues on framing, roughing in, and finishing. The foundation has been laid for the rear fire stair as well as casting of the garden stair. Hanover Pavers has agreed to donate pavers for the garden area. The **goal is to move staff back on site before December 1**. You can check out construction progress to date in a [short video](#).
- Pledges to the campaign for the Center **now total \$1,104,820, 73 percent of the \$1.5 million goal**. The ASLA Fellow Challenge, a special outreach to current Fellows asking their support for the campaign will kick off October 10th. To see who has given to date, please click on the [ASLA Center Honor Roll](#).
- The **2017 Council of Fellows Call for Nominations** is now open. Chapter executive committees received lists of eligible members from their chapters in June. Please visit the [Council of Fellows website](#) or contact Corporate Secretary [Millay](#) for details. The deadline for completed submissions to ASLA is January 20, 2017.

Finance, Meetings, and Business Operations

- CFO Mike O'Brien has **closed out August 2016** and has reported to the Board of Trustees, Executive Committee, and the Finance and Investments Committee. The August results compare favorably to the budget.
- **The 2016 LAM advertising contracts** total **97 percent** of the budget.

- **The 2016 EXPO booth sales** total **95 percent** of the budget.
- With less than four weeks before the [annual meeting](#) in New Orleans, more than **3,800 people took advantage of advanced rate pricing for registration, workshops, and ticketed events**. While onsite rates now apply, it's not too late to [register](#) and sign-up for a field session, workshop, the Fellows Investiture Dinner, or the President's Dinner: Presentation of ASLA Honors and Installation of Officers. EXPO Only passes are also now available [online](#) through attendee registration.

Government Affairs

- ASLA, in conjunction with the Nature Conservancy and the American Society of Civil Engineers, successfully worked with congressional champion Representative Reid Ribble (WI) to include a provision in the **Water Resources Development Act (WRDA) of 2016 encouraging the consideration of nature-based solutions in the design, planning, maintenance, and rehabilitation of water infrastructure projects**. During [Ribble's recent testimony](#) on behalf of the amendment, **ASLA was recognized for its efforts in support of the amendment**, which unanimously passed the House of Representatives. As of press time, the vote on final passage for WRDA was still pending.
- Recently, ASLA Government Affairs, in partnership with the Landscape Architecture Foundation, hosted its long-awaited **Landscape Architects as Federal Leaders webinar**. The event, attracted an unprecedented 268 attendees and featured representatives from the U.S. Forest Service and the Smithsonian Institution who **discussed opportunities available to landscape architects in federal agencies**, as well as the application process for federal jobs. The webinar is posted on the [ASLA Online Learning](#) webpage under Recorded Presentations and is also available on the ASLA [YouTube Channel](#).
- ASLA sent a letter to Natural Resources Committee Chairman Rob Bishop and Ranking Member Raúl Grijalva urging them to pass the bipartisan [National Park Service Centennial Challenge Fund legislation](#). ASLA also activated the iAdvocate network urging members to [contact their congressional members](#), requesting their support for the measure. Passage of the Centennial Challenge Fund will build upon the recent federal investments in our national parks, help protect park assets, enhance facilities and services, address the maintenance backlog, and offer a new level of excellence for park visitors throughout the next century.
- Manager Mark Cason presented at the ASLA **New York Upstate Chapter Annual Meeting** and highlighted ASLA's advocacy efforts, recent advocacy accomplishments, and tools and resources members can use to engage their policy makers. The event theme, "*Natural Connections: Exploring Eco-Justice in Upstate Communities*," included presentations, a community charrette, and an inventory walk to showcase how local landscape architects use design to proactively recognize the presence and needs of vulnerable populations and ensure that their concerns and constraints are equitable addressed. The event also included representatives from U.S. Senators Charles Schumer (NY) and Kirsten Gillibrand (NY) district offices.

Member and Chapter Services

- Yesterday, a **message was sent to the emerging professionals and student annual meeting registrants to promote the Emerging Professionals Committee portfolio review** at the upcoming annual meeting.

- The **LARE Prep Committee** is currently preparing for its upcoming Annual Meeting workshops, including one session dedicated to preparation for Section 4. The committee is also preparing a new webinar scheduled for mid-November that will focus on test-taking skills and strategies.
- **Full Membership growth remains modest and steady, while student membership has shown strong growth in the past year after several years of decline.** After a large spike in Associate members (6.9 percent increase in 2015), the category has shown a decline this year, but remains at a higher level than in 2014 and previous years.

Member Type	9/27/2015	9/27/2016	Change %
Full Members	10,549	10,750	1.9
Student Members	1,593	1,793	10.7
Associate Members	1,973	1,824	-7.6
All Members	15,483	15,623	.7

Public Relations and Communications

- Staff are working with the **U.S. Green Building Council and Green Business Certification Inc.** to promote the formal launch of the **SITES® Accredited Professional** credential October 1 as well as the first SITES v.2 certified project, the [University of Texas at El Paso's \(UTEP\) Campus Transformation Project](#), which received a silver rating.
- **PARK(ing) Day**, September 16, resulted in 804 posts with the ASLA hashtag, captured by Tagboard, from 298 users reaching an estimated 639,814 people.
- The web team launched the [ASLA Guide to Resilient Design](#), which calls for working with nature to create innovative, designed solutions to drought, extreme heat, flooding, and landslides. Research was conducted by ASLA summer intern Aaron King, Student ASLA, a master's of landscape architecture candidate at the University of Pennsylvania. A number of members served as expert advisors, including: **Alexander Felson, ASLA**, assistant professor, School of Forestry & Environmental Studies and Yale School of Architecture; **Kristina Hill, Affiliate ASLA**, associate professor of landscape architecture and environmental planning and urban design, University of California at Berkeley; **Nina-Marie Lister**, Hon. ASLA, graduate program director and associate professor, Ryerson University School of Urban and Regional Planning; **Nate Wooten, Associate ASLA**, landscape designer, OLIN; and **Kongjian Yu, FASLA**, founder and dean, Peking University College of Architecture and Landscape. Since launch on September 19, the guide has received 6,600 views.
- A [press release](#) announcing **the launch of the Resilient Design Guide** was distributed via several wire services. [Fast Company](#), [Construction Dive](#), [AMI Newswire](#), [Associations Now](#), and [Total Landscape Care](#) published stories about the guide. The guide was also highlighted in an **American National Standards Institute** newsletter and has been [posted](#) on PreventionWeb, a project of the



United Nations International Strategy for Disaster Reduction Secretariat (UNISDR).

- PR Manager Karen Grajales and Accreditation and Education Programs Manager Kris Pritchard attended the kickoff meeting of the **D.C. Public Schools' Adopt-a-School Program** and met with Kristin Jarrett, director of admissions and partnerships for McKinley Tech High School, ASLA's new partner for the 2016-17 school year. The next step is to visit McKinley Tech and finalize a plan for the 2016-17 school year.
- An additional [press release](#) **inviting media to attend the 2016 ASLA Annual Meeting** and EXPO was distributed. The *Times-Picayune* and *WWNO (New Orleans Public Radio)* have requested credentials.

Education Programs and LAAB

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **218** active providers offering **1,341** courses. There is **one** new provider application pending review.
- The **LA CES Monitoring Committee**, with the support of Education Programs Manager Emily O'Connor, concluded the 2016 review process this week. Of the 23 providers that were monitored, 19 providers met all or most LA CES guidelines, and did not require further action. The remaining four providers will require additional follow-up in the coming months to ensure that all committee recommendations are being followed.
- The **Committee on Education (COE)** met via conference call last week and Chair Sean Rotar, ASLA, and Accreditation and Education Programs Manager Kristopher Pritchard provided an opportunity for each of the three subcommittees to report progress on the work they've accomplished so far. The three subcommittees focused on recruitment of future professionals, enrollment monitoring and information dissemination, and creation of a model curricula for elementary and secondary education. Additionally, the committee discussed the agenda and discussion topics of the **COE and Academic Administrators Meeting** taking place on October 21 from 12:15-1:15 p.m. at the ASLA Annual Meeting + EXPO.
- A COE leadership transition call took place between **Vice President of Education Cutter, ASLA, Chair Rotar, Incoming-Chair Keith Wilson, ASLA**, Education Programs Director Apollonio, and Manager Pritchard on September 15. The discussion focused around planning for the 2017 committee, future committee goals, and identifying areas for improvement.
- The **Landscape Architectural Accreditation Board (LAAB)** met via conference call last week. **LAAB Chair Gary Kesler, FASLA**, and Manager Pritchard led the call during which the LAAB Rules of Operation were approved and additional updates around board operations and policy were provided.
- Manager Pritchard presented to a full **Education and Practice PPN** conference call Monday, September 27 about the state of landscape architecture education. Pritchard presented data pulled from the LAAB Annual Report Summaries and updated the PPN on initiatives being worked on with regard to recruitment, career discovery, and diversity by ASLA and the COE.

Professional Practice and IT

- 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 strategy that has been developed in the field guide from discussions and knowledge built at the creative placemaking colloquium held in Philadelphia on June 2-3, 2016.

- 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 on 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 [Leadership Calendar](#) can be accessed on the web.