

December 7, 2016

## Executive Offices

- **President Vaughn Rinner, FASLA**, the rebranding task force, and staff met with Poulin+Morris for a rebranding kick-off meeting today.
- The **2017 staff planning meetings with President Rinner and President-Elect Miller** will be held tomorrow and Friday. In addition to the department and program status meetings, Rinner will present on her work as a landscape architect, hand out length-of-service awards, and both will attend the ASLA Center construction team meeting, and judge the employee holiday décor competition.
- **President-Elect Greg Miller, FASLA**, was the keynote speaker at a recent meeting of the **New Hampshire Chapter**. He also participated in the chapter awards presentation.
- **Past President Mark Focht, FASLA**, represented ASLA at the **AIA Build America Summit—The Future of America's Communities, Cities and Towns**, in NYC. Focht was a panelist on “Five Strategies to Renew Communities' Essential Buildings” along with representatives of AIA, APA, ASID, ASCE, ULI and the International Code Council. Among the discussion was about developing a position statement or action plan advocating for investment in civic infrastructure, to include libraries, parks, recreation centers, and other project types beyond roads, bridges, and airports.
- The **ASLA Center design and construction team** is continuing work toward the December 23 target for substantial completion. The plan calls for staff to move back into the building after the holidays.
- To date the **Campaign for the ASLA Center for Landscape Architecture** has raised \$1,174,319 or **78 percent of the \$1.5 million goal** from ASLA chapters, firms, and individuals. For more information on the campaign, please see the [ASLA Center Honor Roll](#). Contributions to the ASLA Fund in 2016 total \$19,131 to date, an increase of 124 percent over the same period last year.
- Staff participated in a three-hour training session on Monday on the **Baldrige Excellence Framework**, the U.S. Department of Commerce-developed systems approach for improving organizational performance. ASLA has been using the Baldrige Framework to improve its work processes and products since 2012. Last year ASLA was recognized for Achievement in Performance Excellence by the U.S. Senate Productivity and Quality Award for Virginia and the District of Columbia.
- ASLA Representative to the Renewable Natural Resources Foundation (RNRF) **LuGay Lanier, FASLA, Senior Communications Manager Jared Greed, and Past President Barry Starke, FASLA**, attended RNRF's Congress on big data and the environment in Washington, D.C., this week. Over 40 private, nonprofit, and public organizations were represented.

## Government Affairs

 A **major licensure victory** in the **District of Columbia**! On Tuesday, December 6, the D.C. City Council **unanimously passed the Regulation of Landscape Architecture and Professional Design Firms Amendment Act of 2016** (Bill 21-790). The legislation establishes the requirement of licensure to practice landscape architecture in the District of Columbia. The measure now goes to the mayor for signature in January followed by a 30-day congressional review. Once these last steps are complete, every jurisdiction in the United States will now require the licensing of landscape architects.



 **More Great News!** Yesterday, the **National Park Service (NPS) Centennial Challenge** legislation unanimously passed the House of Representatives and now moves to the U.S. Senate for consideration. ASLA joined with allied organizations to send a letter to Congress urging passage of the measure. ASLA also activated the iAdvocate Network to have members contact their legislators urging their support for the measure. To date, ASLA advocates have sent 4,525 messages urging support for the NPS Centennial Challenge have been sent to federal legislators.

- On November 22, a federal judge in Texas temporarily halted a U.S. Department of Labor [rule that extends overtime pay](#) to roughly 4.2 million workers across the country. The rule, which was slated to take effect on December 1, updated the standard salary level requiring certain workers making \$47,476 and below to receive overtime pay for working extra hours. ASLA utilized the iAdvocate Network to inform members about the temporary action.
- President-Elect Donald Trump has selected **Elaine Chao**, the former Labor secretary under George W. Bush and a deputy secretary of transportation under President George H. W. Bush, **to head the Department of Transportation**. Since leaving public service, Chao has run the United Way charitable foundation, served as a fellow at the Heritage Foundation, and was a contributor to Fox News. She is married to U.S. Senate majority leader Mitch McConnell (KY). ASLA is working with coalition partners to evaluate and analyze Chao's appointment and what it could mean for active transportation programs.
- Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA, participated in America's Byways 25!, a celebration of the **25<sup>th</sup> Anniversary of the National Scenic Byways Program** with Former U.S. Deputy Secretary of Transportation John Porcari as the keynote speaker. Bud Wright, Executive Director of the American Association of State Highway and Transportation Officials (AASHTO) received a leadership award during the meeting.

## Finance, Meetings, and Business Operations

- CFO Mike O'Brien is **closing out November 2016** and will be reporting to the Executive Committee on December 14 and the Finance and Investments Committees on December 15.
- The **Host Chapter Kickoff for the 2017 ASLA Annual Meeting and EXPO** took place last week in Los Angeles with more than 100 members of the ASLA Southern California Chapter attending. Thank you to all who were able to attend the kickoff.
- **Vice President of Finance Tom Mroz, ASLA, Audit Chairperson SuLin Kotowicz, ASLA, and Finance and Investments Chairperson Jeanine Thompson, ASLA** will be holding a **joint committee orientation call** on December 15.
- **The 2016 EXPO booth sales** concluded at **97 percent** of the budget. The **2017 EXPO booth sales** in Los Angeles has started out nicely totaling **64 percent** of budget.
- **The 2016 LAM advertising contracts** totaled **102 percent** of the budget. Kicking off 2017, **LAM advertising contracts** totaled **50 percent** of the budget.

## Landscape Architecture Magazine

- The **January issue of LAM goes to press this week**. It totals 166 pages, 107 (63 percent) of them editorial pages. The cover feature reports on Arctic research led by Leena Cho and Matthew Jull, faculty members at the University of Virginia, on settlement patterns in the Northern regions as

climate change alters the landscape and resource development prospects. Other features include Marti Franch's network of open spaces in Girona (Catalonia), Spain; and a major spread on Ten Eyck Landscape Architecture's overhaul of the campus of the University of Texas at El Paso. Our periodic Office column looks at collaboration software in use by firms. The Water section studies Sasaki's long-range flood mitigation plans in Cedar Rapids, Iowa. And Tech this month is about 3D scanning technology for landscapes. In the Back, Anne Whiston Spirn, FASLA, writes an essay on the activist art practice of Helen and Newton Harrison and its lessons for landscape architects. And Julia Czerniak reviews *The Course of Landscape Architecture* by Christophe Girot.

- Continued great results from **The Landscape Report!** Staff Writer/Editor Kat Katsma, ASLA, reports that November's open rate (among approximately 15,880 recipients) is holding strong at 26.75 percent (up 0.8 percent for the month) and the click-through rate jumped by 3.6 percent, to 24.7 percent.

## Education Programs and LAAB

- The [Call for Presentations](#) for the **2017 ASLA Annual Meeting and EXPO** opened on Tuesday, December 6, and will remain open until February 1, 2017. An email notification was sent to all current, former, and prospective members as well as allied organizations and professionals. The call was also promoted on the homepage of [asla.org](#) and through a media release, in *LAND*, and on ASLA's social networking sites.
- Education Director Susan Apollonio and Education Manager Emily O'Connor convened with the **Annual Meeting Education Advisory Committee** in Los Angeles last week. **President Rinner** chaired the two-day meeting, during which committee members discussed emerging trends in professional development and possible session topics to champion through the Call for Presentations. **President-Elect Miller** also participated in the meeting.
- The Landscape Architecture Continuing Education System™ (LA CES™) has **220** active providers offering **1,161** courses. There are **two** new provider applications pending review.

## Public Relations and Communications

- Global Grid, a nonprofit urbanist news site, listed [asla.org the number-one landscape architecture website](#) in its rankings of the top 20 landscape architecture sites, up from number two in 2015.
- According to sources at Samsung, **ASLA's 3D version of the Underpass Park virtual reality film, which requires a headset to view, has been watched more than 9,000 times.** The film has been "trending" in Samsung's online VR portal, Samsung Gear VR, for weeks. **Total views, including YouTube, are now 10,200.**
- As part of the increased focus on diversity, senior communications manager Green conducted **interviews with leading African American landscape architects and policymakers** at the annual meeting. Interviews were conducted with [Diane Jones Allen](#), ASLA, a landscape architect based in New Orleans; [Kona Gray](#), ASLA, a principal at EDSA; and Mitchel Silver, the commissioner for parks and recreation in New York City.
- A new **Google Adwords campaign** was created to promote **ASLA's online Guide to Resilient Design.** Current pageview count is 7,840, and the site has been getting a lot of attention on Chinese blogs and from their equivalents of Twitter.

- A press release announcing the **2017 Call for Presentations** was distributed yesterday to ASLA's media lists. The National Recreation and Park Association (NRPA) expressed early interest in sharing this news on its newsletter and social media.

## Member and Chapter Services

- In November, an email was sent to the **400 student members with a 2016 graduation date reminding them of their Free Associate member benefit**, which will expire when the new Emerging Professionals Graduated Dues Program takes effect on January 1, 2017. Thus far, nearly 50 graduating students have taken advantage of this benefit.
- Last week, the **Student Advisory Committee and Associate Advisory Committee** discussed the key motivations of emerging professionals to join ASLA, including networking, resources, and social opportunities. Both groups are also beginning to develop ideas to boost ASLA's resources for emerging professionals.
- On December 5, the **Leadership Development Committee** began exploring projects for its committee year, including outreach to chapters on the value of sponsoring emerging professionals and students to attend ASLA Advocacy Day or the ASLA Annual Meeting and Expo.
- On December 2, chapter leaders received their **monthly chapter renewal reports**.
- **Full Membership growth remains modest and steady; however, the overall membership has flattened.** After a period of strong growth, student membership has moderated, still showing an increase.

Member Type	12/6/2015	12/6/2016	Change %
Full Members	10,523	10,627	1.0
Student Members	1,742	1,757	0.9
Associate Members	1,875	1,802	-3.9
All Members	15,442	15,438	-

## Professional Practice

- On December 1, Manager Shawn Balon, ASLA, attended the **Smart Growth Network Partners Meeting** at the National League of Cities (NLC). The meeting included several presentations—*Public Transportation Ballot Measures*, *Park and Land Conservation Ballot Measures*, and *Smart Growth Moving Forward*. Balon provided updates to the group about the ASLA Center for Landscape Architecture building renovation, the annual meeting in New Orleans and call for presentations for the 2017 ASLA Annual Meeting and EXPO in Los Angeles, SITES® AP examination, and the launch of ASLA's website on Resilient Design.
- On November 29, Balon attended the **ASHRAE Standing Standard Project Committee** webinar that is held monthly to discuss overall standard revisions to ASHRAE 189.1. A discussion and vote was held for standing committee members on standard 5.3.3.2: Site Sustainability. The **ASLA ASHRAE Working Group** will continue to discuss and review model codes within ASHRAE 189.1



specific to site sustainability and water use efficiency. Further revisions will be completed for standard 5.3.3.2 with the opportunity for public review in the near future.

## **Deadlines and Reminders**

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