

December 21, 2016

Executive Offices

- The **next *Leaders Express* will move by one week** due to the holidays. Look for the next *Express* on January 11, 2017. Have a healthy, safe, and green holiday season!
- Staff met once again with the ASLA Center design and construction team to review the progress prior to the holidays. The team continues to work toward the substantial completion date and inspections are on track.
- Pledges to the **Campaign for the ASLA Center for Landscape Architecture** now total \$1,177,419, which is 78.5 percent of the \$1.5 million goal. For more information, click on [ASLA CENTER CAMPAIGN](#). Donations to the 2016 ASLA Fund total \$21,760 to date, an increase of 156 percent over the same period last in 2015.

Finance and Meetings

- CFO Mike O'Brien has **closed out November 2016** and has reported better than expected results to the Executive Committee and the Finance and Investments Committee. Financial operations is now focused on the year-end close and preparing for the audit planning visit in January.
- Meetings is finalizing the following January 2017 meetings: the first is the Public Awareness Summit in Savannah, GA, Jan. 6-8, and the Winter Executive Committee Meeting in Washington, D.C., Jan. 26-28.

Government Affairs

- Prior to adjourning, the **U.S. Congress passed [H.R. 4680, the National Park Service Centennial Act](#)**. The bipartisan legislation celebrates the National Park Service's 100th year of existence and provides tools and resources to safeguard America's iconic natural and historical treasures. The Centennial bill also establishes the National Park Centennial Challenge Fund to finance signature construction, maintenance, and educational projects by matching private contributions with federal dollars. For the past two years, ASLA and its grassroots advocates have voiced strong support for passing NPS Centennial legislation, including sending thousands of messages to Congress and advocating for the issue during the annual ASLA Advocacy Days. ASLA activated the iAdvocate Network to inform members about the tremendous victory.
- Additionally, the **U.S. Congress passed [S.612, the Water Infrastructure Improvements Act for the Nation](#), which incorporates the Water Resources Development Act of 2016**, and funding for Flint, Michigan. ASLA, in conjunction with the Nature Conservancy, the American Society of Civil Engineers, and others, **successfully worked to include a provision in the final bill to require the Army Corps of Engineers to report to Congress on the feasibility of using green infrastructure projects, also known as nature-based solutions, in coastal projects**. While this is an important step in advancing nature-based infrastructure in Army Corps of Engineers projects, **Congress did not adopt the stronger [Ribble language](#)** that urged the Corps to consider nature-based solutions for all projects.
- On December 15, Government Affairs hosted the **4th Quarter Advocacy Websummit**. Close to 30 chapters logged on to hear an overview of the 2016 state election results and what it likely means for occupational licensing. Participants also learned of ASLA's new Licensure Factsheets and tools now available [here](#) on the ASLA website. Additionally, the websummit featured a "Licensure Panel" where

Dena Kennett, ASLA, reviewed the current efforts to pass licensure legislation in the District of Columbia; **David Sprunt, ASLA**, discussed Colorado's advocacy efforts and strategic plan for their ongoing sunset review; and **Noel Fehr, ASLA**, highlighted his efforts to overcome a local challenge to his ability to stamp plans.

Public Relations and Communications

- PR Manager Karen Grajales and Professional Practice Manager Shawn Balon, ASLA, participated in a phone meeting to discuss the **Call to Action to Promote Healthy Communities**. ASLA is a participating organization, along with the American Public Health Association (APHA), American Institute of Architects (AIA), American Planning Association (APA), American Society of Civil Engineers (ASCE), and others. The final Call to Action will be released in early February.
- **Forty-eight of the 49 Chapters** (less Hawaii) have committed to sending a representative to the January 6-8 Public Awareness Summit. One of the agenda items is to plan for the sunsetting of the Public Relations and Communications Advisory Committee and the structure of the Public Awareness Coalition, made up of representatives from each of the chapters and taking on the role of advising the department on strategy and execution of outreach.
- **Membership and Marketing** collaborated to send a reminder to the lapsed members targets before the close of 2016. They are also working on a more aggressive schedule to continue the campaign in 2017. Marketing additionally is creating and scheduling an email marketing campaign to Emerging Professionals focused on their new membership rates for January 2017.

Professional Practice

- Library & Archives – The 28 members of the 2016 class of ASLA Fellows have been added to the [Fellows Database](#) along with information contained in their fellows nomination documents. Work on updating all the records in the database is ongoing along with ensuring compliance with style guidelines. Also, the Archives and Collections Committee launched its 2017 work by holding the orientation webinar this week and discussed plans and goals for the upcoming year.
- The **NEA Creative Placemaking Colloquium Steering Committee** ([Trust for Public Land](#) and [The City Parks Alliance](#)) met via conference call to review case studies for the field guide that were discussed during a creative placemaking colloquium held in Philadelphia earlier this year. Efforts to finalize the field guide will continue into 2017 as the steering committee works to complete the first phase of the guide for the [Greater & Greener Conference](#) that will be held July 29 – August 2, 2017, in Minneapolis/Saint Paul. Manager Shawn Balon, ASLA, participates on the steering committee representing ASLA.
- Also, Balon held a conference call with the parklets 5.0 planning committee to continue planning for the [2017 New Partners for Smart Growth Conference](#). Seven parklets will be designed and displayed throughout the conference space in St. Louis on February 2-4.
- On December 12, the ASLA ASHRAE Working Group along with Balon and Manager Linette Straus, ASLA, met via conference call to advance the **discussion on model codes within ASHRAE 189.1 specific to site sustainability and water use efficiency**. (Standard for the Design of High-Performance Green Buildings).



- Manager Straus attended a lecture entitled, “Learning from Philadelphia: The Habitat Mapping Project,” on Wednesday hosted by Biophilic D.C. at The National Geographic Society. Education Director Susan Apollonio, Straus, and Balon participate in the Biophilic D.C. workgroup.

Deadlines and Reminders

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