

January 11, 2017

Executive Offices

- With final construction and furniture installation proceeding around the clock, the **staff move back to the ASLA Center is set to begin on the evening of January 13.**
- A coordination meeting with Akridge (the building management company) regarding the new WELL program and its guidelines was held today to ensure that all WELL-compliant procedures are in place in anticipation of the move back to the Center. **The WELL Building Standard measures attributes of buildings that impact occupants' health. Seven factors are considered: air, water, nourishment, light, fitness, comfort, and mind.** Executive Offices prepared an **occupant survey for staff dealing with thermal, acoustic, and ergonomic comfort** in the pre-renovation headquarters to use as a benchmark for future surveys. The surveys will be conducted annually once staff moves into the renovated space.
- A **Staff Guide to the ASLA Center** that explains use of the Center features, meeting rooms, and equipment is in process.
- The **Council of Fellows (COF) 2017** nomination deadline is Friday, January 20. Corporate Secretary Millay, ASLA, is working with nominees and chapters to prepare for the deadline as well as with the COF Executive Committee, which is reviewing a number of submissions for possible nomination.
- Donations to the **Campaign for the ASLA Center for Landscape Architecture** now total \$1,196,563 or 80 percent of the \$1.5 million goal. For more information and to see the list of the more than 200 firms, practitioners and friends who have given, click on the [ASLA CENTER CAMPAIGN](#).

Finance, Meetings, and Business Operations

- CFO Mike O'Brien and the Accounting staff are **closing out December.**
- The **audit starts tomorrow** as the accounting staff host the Society's auditors for two days of planning. Audit fieldwork is scheduled to begin February 15th.
- Logistics for the **January 26-29 Winter ExCom meeting** are nearing completion. Also, hotel contracts are currently being finalized for quite a few meetings to include the most immediate: the President's Council Meeting and the Council of Fellows Jury (both in March). Planning is well underway for the 2017 annual meeting in Los Angeles and work is also underway to identify host city options for the 2021 annual meeting.
- The **2017 EXPO** has sold **32.7 percent** of the budget for the Los Angeles show.
- **Advertising contracts** for *Landscape Architecture Magazine* represent **68.6 percent** of the budget.

Member and Chapter Services

- The [2017 Member Satisfaction Survey](#) launched on January 6 so please take a moment to share your opinions and encourage your chapter members to participate as well (individual chapter results will be available only to those chapters that participate). The survey closes on **January 27.**

- On January 9, chapter leaders received the monthly **Membership Minute**, which provided tips on how chapters can use the momentum from last year to start the new. Chapter leaders also received their monthly chapter renewal reports.
- The Membership team is **preparing for a new membership drive that will focus on lapsed emerging professional and student members** whose membership has lapsed within the past five years.
- After four years of modest growth, **ASLA closed 2016 with 15,140 members, a drop of 1.2 percent from the start of the year.** This drop is partly attributed to the cyclical nature of the annual meeting registration, which also impacted student and associate membership at year's end. **The peak membership total in 2016 was 15,689, a .4 percent increase from the peak level in 2015.**

Member Type	12/31/2015	12/31/2016	Change %
Full Member	10,499	10,591	0.8
Associate	1,853	1,747	-5.7
Student	1,676	1,606	-4.2
Affiliate	585	509	-13.0
Student Affiliate	248	247	-0.4
International	179	172	-3.9
Honorary	154	166	6.4
Corporate	129	102	-15.7
Total	15,323	15,140	-1.2

Government Affairs

- ASLA helped to sponsor the new [Dangerous by Design 2016](#). The new report identifies the most dangerous places in the nation to be a pedestrian, and how changing state and local policies that address transportation planning and design can help address this critical issue. Now in its seventh year, the 2016 edition includes new Pedestrian Danger Index numbers for all 50 states and the District of Columbia.
- Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA, and Government Affairs Manager Mark Cason participated in the **7th Annual National Complete Streets Partners Dinner** to celebrate the accomplishments of the Complete Streets movement and meet with transportation designers and planners in town for the [Transportation Research Board Annual Meeting](#). Polly Trottenberg, Commissioner of the New York City Department of Transportation, was the keynote speaker for the event.
- Director Blackwell participated in the webinar, Moving Forward in 2017: Active Transportation in the New Congress and the Trump Administration, where presenters shared insights on **what's**



anticipated in federal trail, walking, and biking policy as the new Congress and Trump administration take office. Former Congressman Tom Petri (WI) was a featured speaker and spoke about the importance of local advocacy efforts to keep active transportation programs viable.

- **Did your chapter have a great year in advocacy in 2016? Nominate your chapter or chapter leader for an advocacy award.** Categories include: ASLA Chapter of the Year Advocacy Award; ASLA Rising Star Advocacy Award; ASLA Advocacy Leadership Award. Submissions for all [ASLA Advocacy Awards](#) nominations are due no later than **February 28**. For questions regarding the advocacy award program, please contact [Mark Cason](#); phone, 202-216-2370.
- **State legislatures are in full swing** with all but seven jurisdictions either in regular or pre-filing sessions. To date, ASLA is working closely with the **Virginia Chapter** to oppose [H.B. 1824](#) which would deregulate landscape architects and interior designers; **monitoring additional bills in Missouri and Virginia that would set new standards for occupational licensing**; and last week State Government Affairs Director Elizabeth Hebron participated in a joint call with the ASLA Arizona Chapter, the Council of Landscape Architectural Registration Boards, the American Institute of Architects, the Arizona Chapter of the American Institute of Architects and the National Council of Architectural Registration Boards to discuss **licensure advocacy strategies in Arizona**.
- **The newly revised and updated “Landscape Architecture Licensure Handbook” (formally known as the “Regulation of Landscape Architecture and the Protection of Public Health, Safety, and Welfare” or “Blue Book”)** is now available for [download](#) on the ASLA website. The publication explains why landscape architecture licensure is needed and provides a compendium of legal cases showing physical harm, property damage, and financial harm. Additionally, the handbook analyzes various forms of possible regulation, concluding that licensure provides the greatest protection of public health, safety, and welfare. All chapters are highly encouraged to use this publication in your advocacy efforts.

Landscape Architecture Magazine

- **The 204-page February issue goes to press this week. It is LAM’s biggest-ever editorial section, at 134 pages.** This is a long-planned special issue titled “Found Ground,” about efforts to build parks and public spaces on leftover parcels above and below road and rail infrastructure in cities. Among the projects featured are the Hudson Yards redevelopment by Nelson Byrd Woltz and Queens Plaza by Margie Ruddick, both in New York City; the Capitol Crossing development in Washington, D.C. (three blocks from the new ASLA Center for Landscape Architecture!); Underpass Park, by PFS Studio, in Toronto (a 2016 ASLA Award of Excellence winner for Design); and Klyde Warren Park in Dallas, by OJB Landscape Architecture.
- Editor Brad McKee is traveling to New York this week to serve on the **National Magazine Awards** jury at Columbia University, sponsored by the American Society of Magazine Editors.

Public Relations and Communications

- ASLA recently completed its **2017 Public Awareness Summit** in Savannah, Georgia, January 6-8. Representatives from 47 chapters planned for World Landscape Architecture Month activities in April 2017; brainstormed additional opportunities, strategies, and tactics; explored possible collateral development ideas; and looked ahead to their new role as a formal advisory group to staff. Additionally, several attendees presented successful public awareness initiatives from the past year to their peers, and members of ASLA staff gave presentations on public relations basics and social media.

- The **call for nominations for [ASLA 2017 Honors](#) is open until January 20**, so please be thinking about deserving candidates to nominate for the [medals](#), [Landscape Architecture Firm Award](#), [Community Service Award](#), and [Honorary Membership](#). Individual professional members and chapters may make nominations. Guidelines for each honor are posted online. Should you have any questions, please contact [Honors and Awards Coordinator Carolyn Mitchell](#).
- The ASLA **virtual reality video on Underpass Park** has surpassed 1,500 views on YouTube and 10,000+ in Gear VR. [Azure magazine](#) recently covered the video; and an [article by Planetizen](#) also lauded it.
- *ArchNewsNow* has been featuring **Dirt articles**, including recent posts on the progress of the Rebuild by Design winners, the best books of 2016, and President-elect Trump's moves on environmental policy.
- ASLA will be exhibiting at the **International Builder's Show** January 10-12, in Orlando, Florida, at booth S1767. Features includes "Ask a Landscape Architect" (staff member Shawn Balon, ASLA) and an onsite parklet.

Education and LAAB

- The **Committee on Education** held its first conference call of 2017 on January 9. **Vice President of Education, David Cutter, ASLA**, and Accreditation and Education Programs Manager Kristopher Pritchard, conducted the call with a focus on committee orientation presentation and discussion around goals and topics for the committee to focus on for this year.
- The **Landscape Architecture Continuing Education System™** (LA CES™) has **221** active providers offering **1,243** courses. There are **no** new provider applications pending review.

Professional Practice

- Professional Practice Manager Linette Straus, ASLA, participated in a recent meeting of the **Biophilic DC work group**. The work group discussed and accepted Straus' suggestion for integrating the biophilic principles and types into the Green Area Ratio (GAR) zoning regulation required for new construction in the District of Columbia.
- On January 3, the **ASLA ASHRAE Working Group** along with Manager Shawn Balon, ASLA, Manager Straus, and Managing Director Susan Cahill, Hon. ASLA, met via conference call and advanced the **discussion on model codes within ASHRAE 189.1** (Standard for the Design of High-Performance Green Buildings) **specific to site sustainability and water use efficiency**. ASLA will be submitting comments during the ASHRAE public comment period, open through January 29.
- The **Public Practice Advisory Committee** (PPAC) launched its work for 2017 on January 4 via a webinar meeting. The committee discussed the committee's goals for 2017 as well as PPAC members' proposals for annual meeting education sessions that will focus on work in the public realm. **PPAC Chair David Tatsumi, ASLA, Professional Practice VP Wendy Miller, FASLA**, and Director Cahill led the presentation.

Deadlines and Reminders

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LEADERS**EXPRESS**



AMERICAN SOCIETY OF
LANDSCAPE ARCHITECTS

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- Submissions for all [ASLA Advocacy Awards](#) nominations are due no later than February 28.
- The [Leadership Calendar](#) can be accessed on the web.