

February 8, 2017

Executive Offices

- The **Executive Committee** held its winter meeting at the ASLA Center for Landscape Architecture on January 27-28. Agenda items included: discussion of 2016 program results and outcomes to inform strategic planning; an update on the rebranding initiative; and a discussion with the director of the **National League of Cities' Sustainable Cities Institute** regarding climate change and resilience initiatives. The committee also had a review of ASLA's strategic planning process and how ASLA is using the Baldrige Excellence Framework to enhance effectiveness of programs and operations.
- Upon the conclusion of the Winter ExCom meeting, **Immediate Past President Chad Danos, FASLA**, traveled to Las Vegas to participate in a **Student Chapter Leadership visit at UNLV**. After conducting studio critiques, he presented "The Influence of Landscape" to approximately 50 students, faculty, and professionals. The following morning, IPP Danos and Emerging Professionals Committee Chair Daniel Martin, Affiliate ASLA, met with the student chapter officers to discuss a variety of topics focused around chapter operations, support, and member engagement.
- With the staff move back to the Center, the remaining old office furniture has been donated to local charities. Today Special Assistant Keith Swann facilitated the donation of the old **patio furniture** (two wrought iron benches and two table sets) **to the healing garden of the University of Maryland Charles Regional Medical Center**. The hospital was quite ecstatic to receive such a gift to enhance the healing garden for their patients.
- **Fundraising for the ASLA Center** for Landscape Architecture continues to reach out to landscape architecture firms, practitioners, and corporate partners. To date the campaign has received \$1,218,001 million in cash and pledges. Staff and volunteers are continuing to pursue additional firms for their charitable support while at the same time reaching out to all individual ASLA members for their participation in the campaign.
- ASLA is stepping up promotion of the **ASLA Fund Heritage Circle** program that recognizes members and friends who have included the Fund in their estate plans. Charitable gifts made through bequests help ensure ASLA's ability to continue promoting the values of landscape architecture in the uncertain years ahead. Promotion of the Heritage Circle will include ads in *Landscape Architecture Magazine*, postcards to emeritus members and emails to long-standing ASLA members.

Finance, Meetings, and Business Operations

- CFO Mike O'Brien, the Accounting staff, and directors are prepping the background information for the audit team scheduled to be on site on February 15.
- Meetings and Special Programs Director Joyce DePass is **sourcing cities for the 2021 Annual Meeting and EXPO**, working on **space revisions for the 2020 annual meeting** due to convention center renovations, and drafting the rate card, master schedule, and space allocations for the **2017 meeting at the Los Angeles Convention Center, scheduled for October 20-23. Registration and housing will open in early May**. Meetings and Special Programs Manager Kelli Bland has **finalized the contract for the Diversity Super Summit**; and **is building out registration for the first event of the four-part LAM Lecture Series** to be held in March at the Center, and the **Midyear Meeting** in April. Meetings staff are also fielding inquiries from outside groups **requesting use of Center meeting space**.

- As of January 31, the **EXPO** for the LA meeting has **207 exhibitors** occupying **44,000 square feet**. This is **70 percent of the budget**. The sales team will continue to sell the 20,400 square feet of available exhibit space.
- **Advertising contracts** for *Landscape Architecture Magazine* now represent **75.9 percent** of the budget.
- Staff continue to work through a number of **building operation issues** and refining the daily operation procedures.

Government Affairs

- Last week, the full Senate confirmed **Elaine Chao**, President Trump's nominee for transportation secretary by a vote of 93-6. Chao served as Secretary of Labor under the George H. Bush administration, Deputy Secretary of Transportation under the George H.W. Bush administration, was a fellow at the Heritage Foundation, and is married to Senate Majority Leader Mitch McConnell.
- ASLA has joined with allied organizations in sending a letter to leaders of the Senate and House of Representatives urging them to support strong funding for conservation, recreation, and preservation programs during the fiscal year 2018 budget process.
- After an outcry from local conservation and sportsmen groups, **Congressman Jason Chaffetz (UT)** promised to rescind his bill to sell off millions of acres of federally owned land. On January 24, Chaffetz reintroduced [the Disposal of Excess Federal Lands Act \(H.R. 621\)](#), which called for the disposal of 3.3 million acres of federal land in 10 western states identified as being suitable for sale to non-federal entities. In an Instagram posting, Chaffetz said "H.R. 621 dies tomorrow."
- Last week, Government Affairs presented two education sessions at the annual **New Partners for Smart Growth conference** in St. Louis. The first session, *Strategies for Designing without Displacement*, highlighted how landscape architects and other design professionals are faced with the dilemma of how to enhance the public realm in low-income communities without spurring the elements of gentrification. The second session, *Some Assembly Required: Lessons Learned in Complete Streets Implementation*, explored built projects from around the country. Panelists shared easily achievable complete streets design concepts that can include green infrastructure, street furnishings, public art, and accessibility features.
- **Numerous state legislatures are considering licensure reform legislation.** State Government Affairs continues to work with chapters to respond to landscape architecture licensure threats and to provide support for positive legislative measures. Last week, ASLA provided a support letter for **Alaska** bill H.B. 48 which would create a permanent, voting member seat for a landscape architect on the Alaska State Board of Architects, Engineers, and Land Surveyors and would extend the board through 2025.
- State Government Affairs participated in the Council of Landscape Architectural Registration Board's "In the Know" January webinar and highlighted **ASLA's new [licensure advocacy materials](#)** and the updated **[Landscape Architecture Licensing Handbook](#)**.
- Did your chapter have a great year in advocacy in 2016? Then consider nominating your chapter or chapter leader for an advocacy award. Categories include ASLA Chapter of the Year Advocacy Award, ASLA Rising Star Advocacy Award, and the 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](#) (202-216-2370).



Member and Chapter Services

- The emerging professional lapsed member campaign is in full swing. An email was sent in mid-January to the lapsed emerging professionals highlighting the new dues structure. The lapsed Full member campaign that kicked off in early fall has obtained 99 renewals. Additional outreach will continue with both groups.
- In late January, the **Associate Advisory Committee (AAC)** and **Student Advisory Committee (SAC)** met via conference call. The AAC is creating new testimonials on the value of membership to emerging professionals. The SAC has been reaching out to the student chapter presidents and developing talking points to encourage student chapter engagement.

Education and LAAB

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **227** active providers offering **1,103** courses. There is **one** new provider application pending review.
- The **2017 Annual Meeting Call for Presentations closed last week with 424 education and 39 field sessions received.** The Annual Meeting Education Advisory Committee is reviewing submissions this month. Session notifications will be sent in March.
- **Landscape Architectural Accreditation Board (LAAB)** held a new board member orientation conference call on February 2 for new educator member Lynn Ewanow, Kansas State University, and public member Gilbert Holmes, University of La Verne. **LAAB Chair Ned Crankshaw, ASLA,** and Accreditation and Education Programs Manager Kristopher Pritchard led the call.
- Manager Pritchard attended the **Council for Higher Education Accreditation (CHEA) 2017 Annual Conference** January 31-February 1 in Washington, D.C. The focus was on quality assurance and accreditation in higher education moving into the future given a new administration and congress, with featured speakers **Senator Elizabeth Warren (D-MA)**, Representative Virginia Foxx (R-NC), and Larry Sabato, Center for Politics, University of Virginia.
- LAAB conducted a conference call training for team chairs serving on 2 Programs/1 Team accreditation visits this spring. **LAAB Volunteer Scott Shannon, ASLA,** conducted the call.

Public Relations and Communications

- **Two press releases** were published last week—the [first](#) describing ASLA's diversity activities in celebration of African American History Month, and the [second](#) to announce the 2017 call for entries for the Professional and Student Awards. [Lawn & Landscape](#) and [Total Landscape Care](#) have shown early interest in these stories.
- The **2017 Residential Landscape Architecture Trends Survey** is now open until February 16.
- PR Manager Grajales attended on Tuesday the mid-year meeting of the **D.C. Public Schools' Adopt-a-School Program** in Washington, D.C. ASLA staff will develop classroom activities with its partner, McKinley Technology High School, after the teachers are surveyed.



- Once again, ASLA is offering a **special [JobLink](#) summer internship promotion** to its members. During the months of February, March, and April, ASLA members may post one free intern position per firm, agency, or organization. As of today, there are six intern postings.
- [The 2017 professional and student awards juries have been finalized](#), the press release sent, a social media campaign has been launched to promote entries, and the brochure is in the mail. **Professional awards jury members** include: Elizabeth Miller, FASLA, chair; Diane Jones Allen, ASLA; Maureen Alonso, U.S. General Services Administration; James Brasuell, *Planetizen*; James Lord, ASLA; Janet Rosenberg, FASLA; Glen Schmidt, FASLA; Todd Wichman, FASLA; and Barbara Wyatt, ASLA. The **student award jury members** include: Barbara Swift, FASLA, chair; Michael Albert, ASLA; Meg Calkins, FASLA; Mark Focht, FASLA; Robert Page, FASLA; James Richards, FASLA; Roberto Rovira, ASLA; Meghan Stromberg, American Planning Association; and Mercedes Ward, ASLA. The deadline for professional submissions is April 17, and for student submissions is May 15.

Deadlines and Reminders.

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