

March 8, 2017

Executive Offices

- The **ASLA Center for Landscape Architecture** hosted the **Presidents Council** meeting for LAF last week. Agenda items included a review of landscape architecture demographics, including growth and diversity, a facilitated strategy session, organizational reports, and a presentation on state and federal government affairs issues by Directors Roxanne Blackwell, Hon. ASLA, and Elizabeth Hebron. **President Vaughn Rinner, FASLA**, gave the ASLA update report and **President-Elect Greg Miller, FASLA**, also participated in the session.
- **President Rinner** recently completed a leadership visit to **Colorado State**. She met with students and faculty and gave a presentation on ASLA and key issues for the profession.
- **Immediate Past President Chad Danos, FASLA**, recently conducted a **student chapter leadership visit at Michigan State**. In addition to the student meeting, Danos met with the MSU Landscape Architecture Advisory Board to discuss what ASLA is doing on engaging student members, associate members, career discovery, and addressing diversity.
- EVP Nancy Somerville, Hon. ASLA, will be attending the Clinton Global Initiative's summit on "**Women in the Green Economy: Tackling Institutional Barriers**" tomorrow. The conference will focus on institutional barriers that may be preventing women from fully participating in the green economy.
- The **Ethics Committee** held a conference call to discussion revisions and updates to the **Code of Environmental Ethics**.
- Corporate Secretary Curt Millay, ASLA, held a **kick-off call yesterday with a team from BoardEffect, an online platform for managing board materials and communications**, to begin onboarding of the system in time for the midyear meeting.
- The **National Building Museum** held a tour of the ASLA Center for Landscape Architecture last week. Project architect, Abram Goodrich, and landscape architect, **Lisa Delplace, ASLA**, led the tour to a sold-out crowd.
- The **Constitution and Bylaws Committee** held a conference call to work on revisions to the Student Chapter and Student Affiliate Chapter Model Bylaws to be presented to the Board at the midyear meeting.
- **Pledges to the campaign for the ASLA Center for Landscape Architecture** now total \$1,221,576, leaving \$278,424 to raise. To see who has already given, please see [ASLA Center Honor Roll](#).
- **Donations to the ASLA Fund** for January 2017 totaled \$14,814 compared to \$994.40 in January 2016.
- All ASLA Emeritus members received a promotional postcard for the [ASLA Heritage Circle](#), the **ASLA Fund's bequest program** in the first week of February.

Finance, Meetings, and Business Operations

- CFO Mike O'Brien and the Accounting staff have two days of audit field work this week. Overall, the audit is progressing as planned.
- The new **ASLA Center for Landscape Architecture** meeting facilities are off to a great start! Last week, the Center hosted the **Smart Growth Network** and the **Presidents Council** meeting, and this week it will host the inaugural lecture in the new *LAM* Lecture Series (see more in the *Landscape Architecture Magazine* section).
- Planning continues for the upcoming **2017 midyear meeting** and the **ASLA 2017 Annual Meeting and EXPO in Los Angeles**.
- The **EXPO** for the Los Angeles meeting has **244 exhibitors** occupying **52,600 square feet**, which represents **79 percent of the budget**. The sales team will continue to sell the 12,400 square feet of available exhibit space.
- **Advertising contracts** for *Landscape Architecture Magazine* increased by two percent, which represents **81 percent** of the budget.
- Staff continue to work through a number of **building operation issues** and to refine the daily operation procedures for the ASLA Center.

Government Affairs

- On Monday, the Trump administration issued a revised travel ban for six nations: Iran, Libya, Somalia, Sudan, Syria and Yemen. ASLA updated its membership on the revised ban and **requested member feedback on how the ban is impacting members**, their firms, and landscape architecture programs at colleges and universities across the country. Please take a moment to tell ASLA [how the revised travel ban is impacting you](#).
- Yesterday was social media day to support the **Land and Water Conservation Fund (LWCF)** and ASLA activated the iAdvocate Network and ASLA_Advocacy Twitter account to ask members to urge their legislators to sign onto a Dear Colleague letter to increase funding for LWCF. ASLA encourages all members to [send a message](#) to their legislators about LWCF. Additionally, ASLA Advocacy participated in a social media campaign supporting #LWCF, engaging over 1,500 viewers on Twitter over a series of six advocacy related tweets.
- Recently, ASLA sent [a letter](#) to Congressman Matt Gaetz (FL) opposing **bill H.R. 861 – that would eliminate the U.S. Environmental Protection Agency** – and urged him to withdraw the measure. ASLA then activated the iAdvocate Network and ASLA Advocacy Twitter account informing advocates about the statement opposing the bill and urged them to send an opposition message to their member of the House of Representatives. Currently, over 1,550 messages have been sent on this issue. [Send your message today](#).
- On March 1, ASLA and other coalition partners sent a letter to **Department of Interior Secretary Zinke and National Park Service (NPS) Acting Director McGettigan** on the **potential harm a federal hiring freeze will have on the national park system**. The letter also stressed how a federal freeze will undermine the staffing, protection and maintenance of national parks, as well as asking the administration to exempt the NPS from the hiring freeze and from any plans to reduce the federal workforce.

- ASLA issued a [statement](#) last week in response to President Trump's, *First Address to a Joint Session of Congress*. **The statement highlighted President Trump's call for an infrastructure proposal and urged policy makers to support an infrastructure package that is comprehensive and addresses updating and strengthening all forms of community infrastructure**, including multimodal transportation corridors, water and stormwater management systems, public lands, parks and recreation facilities, and the unique needs of our coastal communities.
- State Government Affairs Director Elizabeth Hebron **continues to work with chapters facing licensure and barriers to practice issues. Recently, assistance was provided to Arkansas, Illinois, South Carolina, Michigan, Arizona, Wisconsin, and Nebraska.**
- [Register](#) for the upcoming free webinar on ***The Future of Shared Autonomous Vehicles tomorrow*** from 1:00 - 2:00 PM EST, sponsored by Stantec. Design professionals will hear from autonomous vehicle experts on the profound impact these future vehicles will have on urban places, mobility systems, and human ecology. The panel will also discuss what they are doing now to integrate autonomous mobility into their work.
- Join ASLA for the **Q1 Advocacy Websummit on Tuesday, March 14 at 2:00 p.m. EST**. The webinar agenda includes an overview presentation of 2017 state licensure activity and tips from ASLA national and several chapters on hiring and working with a lobbyist. Use [this link](#) to join the webinar or dial-in using 1-877-568-4106; access code 936-123-741.

Landscape Architecture Magazine

- The **fantastic March issue** is arriving any time now to readers. The cover feature is about startups, and how more than a dozen emerging professionals made the leap to open their own offices—terrific insights! Other major stories include a profile of Steve Durrant, **FASLA** and his work at Atla Planning to expand bicycle networks in cities. And a major spread focuses on the new Chicago Riverwalk by **Sasaki with Jacobs/Ryan** Landscape Architects.
- Meanwhile, the April issue is nearing the end of production. Big stories include **Jack Dangermond** of Esri, and his quest to map all of the green infrastructure in the United States; the project of Dirk Sijmons of H+N+S in Rotterdam to create a renewable energy infrastructure for the nations surrounding the North Sea by 2050, to bring those countries into compliance with the Paris Agreement; the relocation of the Exploratorium in San Francisco to a bayside site at the Embarcadero by GLS Landscape Architecture; and on Hardberger Park in San Antonio, by Stephen Stimson Associates Landscape Architects.
- And the big moment is near: **YOUR LAND, a supplement of LAM for kids, went to press last week.** It will ship as a companion to the April issue.
- Editor **Brad McKee** has returned from Winnipeg, where he served on the **Canadian Society of Landscape Architects' Awards of Excellence jury.**

Education and LAAB

- **Vanessa Bridges joins ASLA as the Education Programs Manager.** Vanessa has extensive experience in managing meetings and has worked on projects in both the for- and nonprofit sectors managing everything from meeting logistics to speaker searches and coordination with groups ranging from 10 to 20,000.

- On Monday, Directors Susan Apollonio and Terry Poltrack, along with Manager Shawn Balon, ASLA, met with **Juanita Shearer-Swink, FASLA** via conference call to review the draft agenda for the **2017 Diversity Super Summit** that will take place this summer at the ASLA Center for Landscape Architecture. The Super Summit will convene past attendees (2013 – 2016) and new attendees who have been invited for the culmination of the past five years of rewarding discussions and action it.

Professional Practice

- The **Children's Outdoor Environments PPN** hosted a new Online Learning presentation yesterday titled *San Diego's First Public Nature Play Area: How Park and Recreation Made it Happen!* (1.0 PDH), presented by **Ilisa Goldman, ASLA**, and **Shamli Tarbell**. The recording has been added to the [catalogue of recorded presentations](#) and can be purchased and viewed at any time.
- Last week ASLA hosted the **Smart Growth Network Partners Meeting** at the new Center for Landscape Architecture. The meeting included an introduction to the ASLA Center and several presentations—*Smart Growth and Green Infrastructure* by **David Rouse, ASLA**, APA Managing Director of Research and Advisory Services; *ASLA's Chinatown Greenstreet Demonstration Project* by Corporate Secretary Curt Millay, ASLA. Manager Shawn Balon, ASLA, provided updates to the group regarding the 2017 ASLA Annual Meeting and EXPO, upcoming events at the Center for Landscape Architecture, and World Landscape Architecture Month.
- During the monthly **Biophilic DC** meeting, Manager Linette Straus, ASLA, and Casey Trees co-lead the discussion on the development of a plan of action for a Biophilic District program. This would be to identify and develop areas for biophilic installations and projects. The District Office of Planning gave a presentation for the proposed amendment of the District's comprehensive plan to include principles of resiliency. Manager Straus contributed edits for the plan to incorporate additional environmental components and shared examples of landscape architecture projects and contributions for coastal resiliency and climate change mitigation. During the next monthly meeting, Manager Straus will give a SITES presentation to the core members and invited stakeholders. New stakeholders from The Nature Conservancy and the District DOT also participated.
- The ASLA Public Practice Advisory Committee met recently to **discuss ideas about developing and presenting webinars about public sector landscape architecture work** to broaden the exposure of this segment of the profession.
- On February 28, the ASLA **Archives and Collections Committee** met to discuss the ASLA website area devoted to the ASLA Library, Archives and Research Services. Library and Archives Technical Administrator Ian Bucacink reviewed the recently updated [Landscape Architecture Collections Database](#). Committee members began exploring possible future exhibit display in the Center for Landscape Architecture.
- Managers Straus and Balon participated in the monthly **ASHRAE Code Standard review** on February 27, which focused on the section for site sustainability. The ASHRAE members were in agreement with ASLA and acknowledged that the existing standard requires major revisions. The ASHRAE Committee requested that ASLA continue to advise and participate in the revisions of the current standard.

Public Relations and Communications

- A press release announcing the results of the **2017 Residential Landscape Architecture Trends Survey** went live on Tuesday in [English](#) and [Spanish](#). Washington, D.C. radio station WTOP-FM has



shown early interest, with reporter Jeff Clabaugh conducting an interview with Jennifer G. Horn, ASLA, for a weekend business feature.

- *Dirt* editor Jared Green attended the **Environments for Aging** conference in Las Vegas, where a number of ASLA members, including **Jerry Smith, FASLA**, and **Brian Bainson, ASLA**, presented. Coverage appears in [The Dirt](#).
- The **D.C. Environmental Education Consortium** recently held its bimonthly meeting. Topics included the D.C. Environmental Literacy Plan, a road map that will lay the foundation for District-wide implementation, and integration of environmental education into the K-12 curriculum. PR Manager Karen Grajales attended.

Member and Chapter Services

- Chapter leaders received the monthly **Membership Minute** on Monday, which provided tips on how to recruit new members during **World Landscape Architecture Month**. Chapter leaders also received their monthly chapter renewal reports.
- The Full and Emerging Professional lapsed member campaigns that kicked off in early fall have garnered 144 renewals. Additional outreach will continue to both groups.
- Final preparations are being made for **LA Bash 2017**, which is being held March 23-25 at the University of Maryland, College Park. As a sponsor of LA Bash, ASLA will have a booth in the EXPO and will host a dinner for ASLA student chapter presidents.

Deadlines and Reminders.

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