

April 19, 2017

Executive Offices

- On April 7, [the District of Columbia became the 51st jurisdiction in the United States to enact landscape architecture licensure](#). The **successful multiyear effort was accomplished through the perseverance and dedication of the ASLA Potomac Chapter, ASLA national, and support from the Virginia and Maryland ASLA Chapters** and numerous individuals nationwide.
- **President Vaughn Rinner, FASLA**, will be the keynote speaker in Provo, Utah, for the **Utah Chapter's annual meeting** on Friday. Rinner will present on ASLA's current programs and priorities, to include the Center for Landscape Architecture and next week's midyear meeting.
- Last Wednesday, **President Rinner** met with the **Nevada Chapter in Las Vegas and Reno** where she provided updates on the Center for Landscape Architecture and the Green Street Demonstration Project as well as World Landscape Architecture Month, emerging professionals, and diversity and career discovery programs. Rinner emphasized the importance of federal and state advocacy and reviewed the use of the **iAdvocate** network and the recent infrastructure policy statement.
- Recently **President Rinner attended the Twin States Annual Conference in Birmingham, Alabama**. She opened the conference with a presentation about current ASLA activities, including a discussion of federal advocacy initiatives and an update on the Center for Landscape Architecture and the Green Street Demonstration Project. The talk also focused on ASLA and climate change, a special focus area of the Society. The exciting conference included presentations on the renaissance of downtown Birmingham and a tour of key downtown projects designed by landscape architects, including Railroad Park and the Connecting Rotary Trail.
- EVP Nancy Somerville, Hon. ASLA, attended an **association CEO roundtable**, "Associations Which Go From Good to Great." Topics were innovation, employee engagement, and revenue growth. Participants were very interested in ASLA's use of the Baldrige Framework.
- EVP Somerville represented ASLA at the **American Architecture Foundation's Accent on Architecture Gala** last week.
- **Preparations for the midyear meetings** continue, as does work on ASLA's application for the **Malcolm Baldrige National Quality Award**, and preparations for the **Center opening events** on May 16 and 17.
- **Pledges to the campaign for the Center** currently stand at 82 percent of the goal. ASLA continues to solicit support from landscape architecture firms and practitioners, companies who supply the profession, and others.
- Corporate Secretary Curt Millay, ASLA, recently led a representative from the **D.C. Sustainable Energy Utility (DCSEU)** for an inspection tour. DCSEU provided an incentive grant for steps taken to reduce energy consumption in the design of the Center.

Finance, Meetings, and Business Operations

- CFO Mike O'Brien is **reporting the March** results to the Finance and Investments Committees tomorrow. The results are in-line with the budget.

- Last Thursday the **Audit Committee finalized the draft 2016 financial statements**. The financial audit process concludes next week at the midyear meeting when the committee meets with the Society's external auditor.
- Meetings, EXPO, Education staff, and annual meeting vendors were **in Los Angeles** last week planning for the annual meeting.
- ASLA neighbor, **Lee and Associates**, invited **students from Morgan State University**, School of Architecture and Design, to the ASLA Center last week. In addition to Lee and Associates' staff, Secretary Millay and Membership Manager Susanna Butler also presented to the students.
- **The 2017 EXPO booth sales** are at **85 percent** of the budget.
- **The 2016 LAM advertising contracts** total **84 percent** of the budget.

Government Affairs

- In Alaska, the **state senate passed HB 48, legislation that would add a landscape architect as a permanent, voting member to the State Board of Registration for Architects, Engineers, and Land Surveyors**. The legislation would also extend the board through 2025. Previously passed by the house in March, the governor is now expected to sign the bill in the coming days.
- The Trump Administration's recent [budget blueprint](#) recommended eliminating all funding for the **Great Lakes Restoration Initiative (GLRI) and the Chesapeake Bay Program**, two critical restoration and research programs to protect and preserve these important water resources. ASLA urges all its members to [Send a Message to their legislators about the GLRI](#) and to [Send a Message to their legislators about the Chesapeake Bay Program](#).
- This week, ASLA is hosting its final Advocacy Day training session to help advocates prepare for their upcoming legislative meetings on Capitol Hill. **Join the "Ask the Experts" conference call on Thursday, April 20 at 2:00-3:00 p.m. EDT**. Dial-in #: 1-888-585-9008, Conference Room#: 342-340-417.
- With ASLA Advocacy Day 2017, just around the corner, **advocates should continue to prepare for their upcoming congressional meetings** using the resources on the [ASLA Advocacy Day webpage](#). If you missed last week's training webinar, [Learning the Issues: Policies Important to Landscape Architects](#), the recording is now posted. Also, be sure to check out the [ASLA What to Know Before You Go online advocacy classroom](#), where you will hear from Advocacy Guru Stephanie Vance about tips and tools for successful congressional meetings.

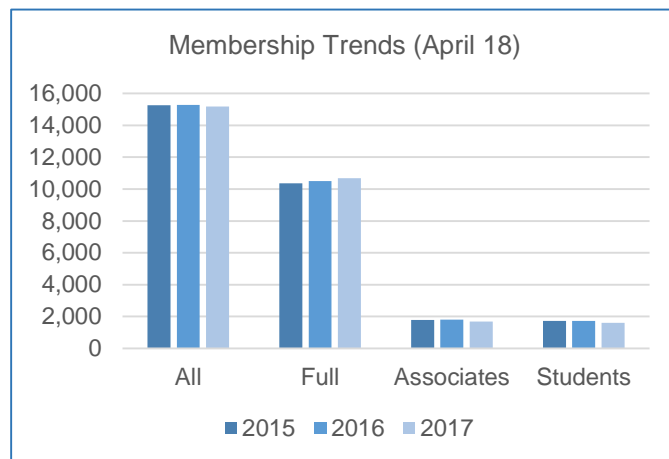
Member and Chapter Services

- On April 11, the **Emerging Professionals Committee** held the first **Ask Me Anything event** of 2017, featuring **Nina Chase, ASLA**. It was streamed live on the ASLA Facebook page and remains available for viewing. So far, it has been viewed 2,300 times. The next event will be held May 9, featuring **Mark Focht, FASLA**.
- Last week, the **Leadership Development Committee, Member Services Committee, and the Emerging Professionals Committee** held their bi-monthly committee calls. The LDC is working on the chapter best practices tool. A sample of the tool will be provided to the CPC at the midyear meeting. The MSC is working on updating collateral for the member packets and also developing a

Virtual Summit for chapter membership chairs for May. The EPC, in concert with the Associate Advisory Committee, is working on providing updated content for the Emerging Professionals webpage.

- On April 12, chapter leaders received the **bi-monthly Leadership Links**, which provided tips on how chapters can use effective strategies to create a diverse leadership within their chapters.
- The **2017 Membership Satisfaction Survey results** were emailed to the chapters last week via the *CPC News*. Please contact [Susanna Butler](#) if you are interested in receiving custom chapter reports from the member satisfaction survey.
- Membership trends continue to show a slight overall decrease, despite steady growth of the core membership group, full members.

Member Type	4/18/2016	4/18/2017	Change %
Full Member	10,578	10,779	1.9
Associate	1,813	1,672	-8.3
Student	1,762	1,635	-7.2
Total	15,415	15,301	-0.7



Education and LAAB

- The **2017 Graduating Student Survey** was sent last week to all students with a 2017 graduation date. Additionally, the survey link was shared with all of the landscape architecture program chairs so they could encourage their students to complete the survey before June 15.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has 237 active providers offering courses. There are two new provider applications pending review.
- Requests for bulk copies of **YOUR LAND** has reached over 1,500 copies. The publication itself is free and can be ordered in quantities of 10, 25, 50, 75, or 90 magazines. To request bulk copies, complete the [online order forms](#) and [send an email](#). ASLA will keep record of requests and activities for future engagement, to help efforts towards career discovery and diversity.
- This week, notifications were sent to six new candidates selected to participate in the **2017 Diversity SuperSummit**. The SuperSummit will take place from June 9-11 at the **ASLA Center for Landscape Architecture** and will convene participants from the past four diversity summits. The goal of the SuperSummit is to review past summit discussions and ideas, identify current, real-world obstacles, create action items for ASLA, and discuss the future of the Summit.
- Today, Career Discovery + Diversity Manager Shawn Balon, ASLA, met with staff at the **National Building Museum** to discuss the museum's educational initiatives and the potential inclusion of



landscape architecture in curriculum development. Manager Balon also discussed ASLA's outlook for career discovery and diversity initiatives.

- Accreditation and Education Programs Manager Kristopher Pritchard represented the **Landscape Architectural Accreditation Board (LAAB)** at the **Association of Specialized and Professional Accreditors (ASPA) Spring Conference** in Chicago April 2-4. There were over 100 accreditation professionals in attendance. The theme and presentations focused around data, complaints, program outcomes, and communicating the value of accreditation.
- **LAAB ROVE Teams** continued conducting accreditation reviews for spring 2017. **California State Polytechnic University Pomona (BSLA)** had their review conducted last week. Programs reviewed during spring 2017 are scheduled to be considered at the LAAB Summer 2017 Board Meeting.

Professional Practice

- On April 27, the **Children's Outdoor Environments** and **Healthcare and Therapeutic Design PPNs** will co-host the next [ASLA Online Learning](#) presentation, [Park Rx America: Doctors Prescribing Parks to Prevent and Treat Chronic Disease](#), led by Robert Zarr, MD, MPH. Attendees may earn 1.0 PDH through LA CES. Registration is also open for a May 10 presentation hosted by the Children's Outdoor Environments PPN on [Children's Heat and Radiation Exposures in Playgrounds and the Role of Bioclimatic Design](#).
- ASLA Online Learning is excited to announce the **Student and Emerging Professional SPOTLIGHT mini-series** giving **Student and Associate ASLA members** the opportunity to work with a [Professional Practice Network](#) (PPN) mentor in creating a presentation for ASLA's Online Learning series. For additional information on the SPOTLIGHT mini-series, please visit [The Field](#) and review the [Call for Proposals](#), which closes on **May 25**.

Deadlines and Reminders

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