

May 17, 2017

## Executive Offices

- ASLA held its **first of two events last night to thank the major donors of the Center for Landscape Architecture**. Last night included a reception and formal dinner. Today's events included: an all-day open house; a presentation for middle school students by Professional Practice Manager Linette Strauss and PR Manager Karen Grajales; a live-streamed Center lecture and tour by Gensler, Oehme van Sweden, and EVP Nancy Somerville, Hon. ASLA; and a VIP reception from 6-9 p.m. Donors and VIP visitors will receive a copy of a **Jim Richards, FASLA, sketch/watercolor of the Center**.
- **President Vaughn Rinner, FASLA**, EVP Somerville and staff participated in **APA's National Planning Conference** in New York last week. Rinner was a panelist on **"Urban Influencers: Women Leaders in Allied Professions,"** along with leaders from the APA and AIA. The panel included interesting life stories and a lively discussion between the panelists and the audience about issues women encounter as they move into leadership roles in the workplace. Diversity Manager Shawn Balon, ASLA, represented ASLA on the panel, **"A Call to Action for Healthy Communities,"** which highlighted ASLA's initiatives toward the recently launched [Joint Call to Action to Promote Healthy Communities](#). Manager Linette Straus, ASLA, and Senior Manager Jared Green also attended.
- President Rinner and Education Director Susan Apollonio **will attend the CELA meeting in Beijing, China**, next week. In addition to providing updates on current ASLA initiatives, they **will present on the work the Presidents Council is doing to share combined data and trends on students and recent graduates**.
- President Rinner was the keynote speaker at the **University of Illinois Department of Landscape Architecture convocation ceremony** last Saturday. It has been a long-standing tradition for the current president of ASLA to speak at the graduation.
- **President-Elect Greg Miller, FASLA**, attended the **Prairie Gateway Chapter Awards ceremony** in Kansas City recently. Miller gave a presentation about ASLA's current programs and operations.
- **Immediate Past President Chad Danos, FASLA**, was in Washington, D.C., attending the **LAF board meeting recently**. Danos provided an update on ASLA activities and priorities. Also, the LAF Board stopped by the Center for a tour.
- This week, EVP Somerville and the Government Affairs staff **delivered a letter signed by a whopping 1,871 landscape architects and allied stakeholders to Environmental Protection Agency (EPA) Administrator Scott Pruitt** opposing recent administration actions that rescind many U.S. climate regulations, policies, and programs. The letter is in response to Pruitt's "request for public comment" on Executive Order 13777, "Enforcing the Regulatory Reform Agenda." Check out [the list](#) of landscape architects who signed onto this critical letter.
- **Pledges to the campaign for the Center** currently stand at \$1,250,224 (\$10,000 increase since last reported), which is 83 percent of the \$1.5 million goal. All ASLA members received a request for support of the campaign with their May issue of *Landscape Architecture Magazine* and individual solicitations will continue through the summer. To see who has already donated click on the [ASLA Center Honor Roll](#).



- Education Director Susan Apollonio completed **examiner training for the Malcolm Baldrige National Quality Award**. Applicants for the award are allowed to nominate a staff member to the Board of Examiners. Serving as an examiner is a significant professional development opportunity that benefits both the examiner and the examiner's organization. EVP Somerville and Managing Director Julia Lent, Hon. ASLA, have also served as examiners.
- Notification to **2017 Council of Fellows** candidates has been completed by President Rinner. A press release announcing the new class is in yesterday's issue of *LAND*.
- Special Assistant Keith Swann and Resource Development Director Ron Sears attended the **Chesapeake Bay Trust fundraiser** in Baltimore to seek out perspective donors for the Chinatown Green Street Project.
- On May 14, **Team ASLA**, which comprised 10 staff plus **Elizabeth Miller, FASLA**, rode 20 miles in beautiful weather as part of the DC Bike Ride 2017. Photographic evidence can be seen [here](#) (password: ASLA).

#### Government Affairs

- **This Week is Infrastructure Week** and to help celebrate encourage all your chapter members and colleagues to check out **ASLA's infrastructure recommendations "Landscape Architects Leading Community Infrastructure Design and Development."** The recommendations urge policy makers to develop a comprehensive infrastructure plan that includes active transportation, water and stormwater management, and parks and recreation projects. ASLA re-sent the recommendations to House and Senate offices this week.
- On May 5, Congress passed, and the president signed, a **\$1 trillion FY 2017 omnibus-spending bill (H.R. 244)** to fund federal programs through September 30. The **bill includes continued funding for key programs important to landscape architects**. The U.S. Department of Transportation's TIGER program, which provides grants to local governments for multimodal transportation projects, is funded at \$500 million—the same as fiscal year 2016. The measure also provides \$8.1 billion for the Environmental Protection Agency (EPA), about a one percent decrease from FY 2016. EPA's Clean Water State Revolving Fund is funded at \$1.394 billion, and the Drinking Water State Revolving Fund at \$863 million, both are at the 2016 level. This bill also provides \$400 million for the Land and Water Conservation Fund (LWCF), which provides grants to communities for outdoor recreation and trails projects, a reduction of \$50 million below the fiscal year 2016 level, but is above the House and Senate requested amounts. Read more on 2017 budget analysis [here](#).
- On April 26, President Trump signed [Executive Order 13792](#) instructing the Department of the Interior to review national monuments designated since 1996 under the Antiquities Act that are larger than 100,000 acres, or where Interior Secretary Zinke determines the designation was made without adequate public outreach or support. In conjunction, the department also announced the first ever **formal public comment period on monument designations** under the Antiquities Act, and on a [list of monuments](#) under review under the president's executive order. **ASLA is encouraging chapters to submit comments on this important issue. Written comments are due by July 10.** For additional information or questions, contact ASLA Government Affairs Manager [Mark Cason](#).
- Government Affairs thanks all our great advocates for making **ASLA Advocacy Day 2017** such a huge success! If you haven't already done so, please take a moment to "Tell Us How We Did," and how we can improve next year's Advocacy Day. Take the survey [here](#).

- Last week, ASLA hosted the **National Park Service Second Century Action Coalition** monthly meeting. The agenda included an overview of the FY 2017 appropriations, a discussion on the forthcoming FY 2018 budget, and an appropriations strategy to fund national parks in the next fiscal year. The meeting also included an update on the National Park Service Legacy Act, legislation that would provide funding for national park deferred maintenance projects.
- **The 2017 Advocacy Summit will be September 8-10 in Milwaukee.** The [nomination form](#) is now available so please coordinate with your chapter/state to consider who should attend. Chapter summit attendees will receive reimbursement for airfare and two nights at the host hotel. Please contact [Elizabeth Hebron](#) with any questions. The nomination deadline is June 9.
- Government Affairs is working with the **Rhode Island Chapter** to develop an advocacy strategy in support of legislation that would amend an existing building performance law to include SITES® and LEED for Neighborhood Development as the guiding framework for sustainable landscapes for “public real property” in the state.

## Finance, Meetings, and Business Operations

- CFO Mike O’Brien, Hon. ASLA, has **closed out April 2017** and the results are in line with the budget.
- Registration and housing for the **2017 ASLA Annual Meeting and EXPO** opened last week with more than 600 registered in the first few days.
- **Register before the June 30 early bird deadline to save** on registration rates.
- **Book at one of the 10 official ASLA hotels, and save** even more. Ticketed workshops and field sessions are available while tickets last.
- The **2017 EXPO booth sales** total **87 percent** of the budget.
- **The 2017 LAM advertising contracts** remain at **85 percent** of the budget.

## Landscape Architecture Magazine

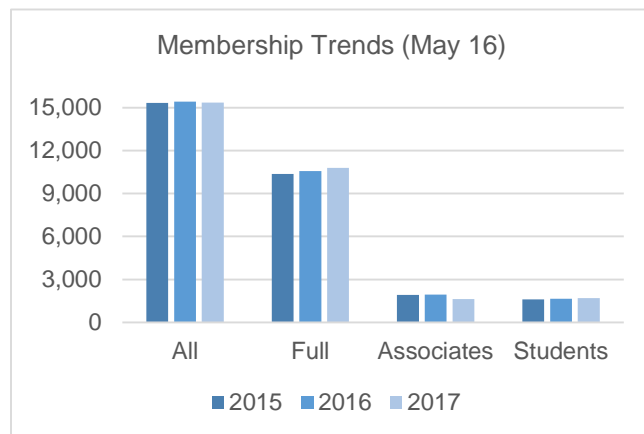
- **Terrific news!** *LAM* contributor Timothy Schuler has been **named by the Forest History Society as the winner of the 2017 John M. Collier Award for Forest History Journalism for his article “Searching for a Sign,” which appeared in the November 2016 issue.** The award honors excellence in reporting on forest or conservation history. The article covers the legacy of bent trees along trails in the United States believed to have been wayfinding markers used by precolonial peoples. More about the Collier Award and past recipients can be found [here](#).
- **The June issue of LAM is off to press.** The cover feature is about the North Wharf and Silo Park in Auckland, New Zealand, by Wraight + Associates and Taylor Cullity Lethlean, which won the 2014 Rosa Barba Prize at the Landscape Biennial in Barcelona. Also in features are a conversation about the prospects of deploying artificial intelligence in ecological restoration and a look at the progress of the Atlanta BeltLine. Departments for June include a Materials section on specifying paving materials to reduce urban heat and an Office section on recruiting practices in firms. The Back includes an essay on the challenges of landscape architecture in a zero-carbon future.
- On May 15, *LAM* Editor Brad McKee moderated a talk sponsored by the **National Capital Planning Commission, “Modernist Landscapes Reconsidered,”** with speakers **Elizabeth Meyer, FASLA, and Gary Hilderbrand, FASLA,** at the National Building Museum. The topic covered ways to adapt

postwar landscapes to the changing needs of cities. The event, held in the Great Hall of the museum, sold out, with about 200 people in attendance. A video of the event is to be posted on YouTube within a week.

- On May 5, McKee served as a guest facilitator for the **Landscape Architecture Foundation's first class of the LAF Fellowship for Innovation and Leadership** and two recent Olmsted Scholars during their three-day residency to launch their projects. The purpose was to examine the projects in detail and draw out possibilities during the research year, and also to build the participants' experience in presenting their projects to the public. More about the Fellowship class can be read in this *LAM* online [article](#).

## Member and Chapter Services

- On May 12, the **Emerging Professionals Committee held an Ask Me Anything event, featuring Mark Focht, FASLA**. It was streamed live on the ASLA Facebook page and [remains available](#) for viewing. So far, it has been viewed 1,739 times.
- Student and Associate Advisory Committee Nominations are due June 16.** Last year, the Board of Trustees established two new committees, the Student Advisory Committee and Associate Advisory Committee. The purpose of these committees is to increase the ability of ASLA to gain insight on the priorities of emerging professionals and learn how best to provide membership value to student and associate members. Committee selections are made from candidates who have been [nominated by the chapter president of the professional chapter](#). Contact your chapter president to suggest potential nominees. Questions? Contact [Managing Director Julia Lent](#), Hon. ASLA.
- Membership continues to show a slight drop overall from 2016, yet a modest increase from 2015. **Full members are growing at a rate of nearly two percent since 2016 and up four percent since 2015.** While associate membership has dropped since last year, **student membership is on the rise**, up nearly six percent since 2015.



Member Type	5/16/2016	5/16/2017	Change %
Full Member	10,572	10,788	2.0
Associate	1,928	1,636	-15.1
Student	1,659	1,704	2.7
<b>Total</b>	<b>15,438</b>	<b>15,355</b>	<b>-0.5</b>

## Public Relation and Communications

- Director Terry Poltrack attended the **3<sup>rd</sup> Annual National Adaptation Forum** May 9-11, in St. Paul, which attracted about 1,000 attendees who are focused on adaptation and resilience in response to climate change. Also attending on ASLA's behalf was **Minnesota Trustee Ellen Stewart, ASLA**.



Most attendees represented small grassroots movements or city/regional initiatives, but it was a lively and surprisingly optimistic gathering, with a strong accent on the intersection between environmental and social equity issues. A side meeting of the Science-to-Action network, of which ASLA is a member, focused on short- and long-term reasons-to-be for the network and its evolving communications strategy.

- **Online registration for the [2017 ASLA Annual Meeting and EXPO](#) went live on Wednesday** after a soft launch. Pre-registration brochure was signed off and sent to the printer. Watch your mailboxes (the old-fashioned kind)! Poulin+Morris, the firm working on the ASLA rebranding, designed the brochure and worked with staff on the website.
- Senior Communications Manager Green wrote up the [Earth Optimism Summit](#) in D.C. and attended the **American Planning Association conference** in New York City. Click the link for coverage of the [APA annual meeting in NYC](#). Green also covered the panel moderated by LAM Editor McKee—**Modernist Landscapes Reconsidered**—at the National Building Museum.
- The **Professional Awards** jury met last weekend to assess the 456 entries, but ran out of time before having to catch flights home. Awards were granted in the General Design, Residential Design, Research, and Landmark categories; Communications entries were narrowed during the meeting, then evaluated virtually. Final selections in the Communications and Analysis & Planning categories will be made via webinar. The webinar will allow for debate and discussion to guide the final choices. Jurors are **Elizabeth Miller, FASLA, chair; Diane Jones Allen, ASLA; Maureen Alonso; James Lord, ASLA; Janet Rosenberg, FASLA; Glen Schmidt, FASLA; Todd Wichman, FASLA; and Barbara Wyatt, ASLA**. Joining them to assess the Research submissions are **M. Elen Deming, ASLA, and Charlene LeBleu, FASLA, representing LAF and CELA, respectively**.

## Education and LAAB

- On April 10, Career Discovery + Diversity Manager Balon attended **STEM Education 101: Major Policy Issues for the 115<sup>th</sup> Congress** in Washington, DC. The event highlighted K-12, higher education, CTE, informal and afterschool, and workforce issues that have implications for STEM education and the work at the 115<sup>th</sup> Congress.
- This week, Manager Balon attended *Building the Foundation*, a workshop offered at the [Center for Diversity and the Environment](#) in Portland, OR. The workshop for diversity and inclusion included an iterative process of awareness building, information gathering, analysis, vision development, planning, and action.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **236** active providers offering **1,113** courses. There are **one** new provider applications pending review.
- **LAAB ROVE Teams** continue conducting accreditation reviews for spring 2017. **University of Oregon (BLA/MLA)** had its review conducted last week.

## Professional Practice

- The **Children's Outdoor Environments PPN** hosted an [ASLA Online Learning](#) presentation on May 10 entitled *Children's Heat and Radiation Exposures in Playgrounds and the Role of Bioclimatic Design* (1.0 PDH), presented by **Jennifer Vanos, PhD**. There were 12 attendees. The recording will be added to the [Online Learning website](#) within the next few days.

- The **Environmental Justice PPN** hosted an ASLA Online Learning presentation on May 17: *Equity by Design: Connecting with Underserved Communities in Your Design Process* (1.5 PDH), presented by **Alisa Hefner, ASLA**, and Vernice Miller-Travis, with 22 registrants.
- On June 14, the **Transportation PPN** will host the next Online Learning presentation, [Creating Pollinator Habitat Along Roadsides](#), presented by Jennifer Hopwood, Robert LaRoche, Jessie Byrd, ASLA, and Ellen Barth Alster, ASLA. Attendees may earn 1.0 PDH through LA CES. Registration is also open for a June 19 presentation hosted by the **Sustainable Design and Development PPN** on *Designing Trees into the Urban Landscape & Integrating Stormwater Management* (1.0 PDH), presented by Jeremy Bailey.
- The [Call for Proposals](#) for the **Student and Emerging Professional SPOTLIGHT mini-series** closes **May 25**. Please share this opportunity with **Student and Associate ASLA members**. Selected participants will work with a [Professional Practice Network](#) (PPN) mentor in creating a presentation for ASLA's Online Learning series.
- All PPN leadership teams are currently being polled to determine the PPN meeting schedule for the ASLA Annual Meeting and EXPO this October. As in 2016, PPN Live on the EXPO floor will include meeting rooms, a PPN Lounge space, and a stage for larger PPN presentations; EXPO tours focused on PPN topic areas will also continue this year.
- During the CPC Midyear Meeting, Manager Straus announced the **ASLA Chapter SITES AP Contest winners**—Washington and Nevada.
- Last week, as part of an ongoing process and activity to inform and encourage firms and members to seek SITES project certification and professional credentialing, Manager Straus continued the **SITES Lunch and Learn** series in New York. Field Operations, Mathews Neilsen, Michael Van Valkenburgh Associates, and the NYC Parks Department participated in the series, which included a SITES overview presentation developed by USGBC for 1.0 PDH. There was excellent attendance and interest generated for both project certification and the SITES AP. Particular NYC agencies are interested in potentially adopting SITES for city projects in the future.
- ASLA held a second pre-design kick-off meeting for the **Chinatown Green Street Demonstration Project** with the primary integrated design team to discuss outlined strategies, immediate action items, a draft contract, and a draft schedule. The team delivered items to Design Workshop this week so that they can develop the drafts for final review.
- The **Public Practice Advisory Committee** met via webinar to advance their discussion and plans for developing online learning sessions covering the scope and range of landscape architecture work in the public realm with the idea of engaging student and associate members.
- The **ASLA ASHRAE working group** met via conference call to follow up on the ASHRAE workgroup 5 revision of standard 189.1. The ASLA group discussed next steps for developing a revised version to submit as a Continued Maintenance Proposal.
- Manager Straus participated in a planning meeting with **Biophilic DC** for their spring event May 22 at University of the District of Columbia. Manager Straus will lead a breakout group on the built environment.

## Deadlines and Reminders

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