



June 28, 2017

Executive Offices

- Don't forget! **The call for National ASLA [committee](#) service closes this Friday, June 30.** To volunteer for service on [one or more of the committees](#), please fill out the [committee appointment form](#). Contact [Corporate Secretary Millay](#) with any questions.
- **The deadline for nominations for the Student and Associate Advisory Committees has been extended to July 7.** The committees were established last year to provide input from emerging professionals and help ASLA better serve these members. The chairs of each committee also serve as representatives to the Board of Trustees. Nominations are made by the chapter president of the nominee's professional chapter through the [online nominations process](#).
- **President Vaughn Rinner, FASLA**, was the keynote speaker at the **Maryland Chapter**, where she discussed ASLA's national programs and priorities, the Center, Pollinator Week, and the pollinator reception held at the Center (see more in Government Affairs).
- Congratulations to **President Rinner** who is the recipient of the **Iowa State University College of Design 2017 Design Achievement Award!** She will travel to Ames, IA, after the Los Angeles annual meeting to receive the award.
- **President-Elect Greg Miller, FASLA**, is participating as a judge for the **2017 Singapore Landscape Architecture Award**. In the first round of judging, Miller's duties were to judge 31 entries in the residential, commercial, and hotel/resort design categories. The award, sponsored by the Singapore Institute of Landscape Architects, promotes the best works of Singapore's landscape architects and landscape design innovation.
- **Senior staff** met to discuss **communications challenges and strategies** and how to better inform members about what ASLA is accomplishing. Results of the discussion will feed into member focus groups planned for the fall as well as the 2018 annual operating plan and budget.
- Donations to the **Campaign for the ASLA Center for Landscape Architecture** continue to sit at \$1,252,898 or 83.5 percent of goal. ASLA continues to reach out to firms, individual practitioners, and companies providing products and services to the profession to raise the balance needed to complete the campaign. Please click on [ASLA Center Honor Roll](#) to see who has already given. To add your name or your firm's name to the list, please click on [Donate to the Campaign](#).
- Donations to the **2017 ASLA Fund**, ASLA's charitable foundation, currently total \$25,328, an increase of 144 percent over the same period last year.
- Invitations to participants for ASLA's interdisciplinary **Blue Ribbon Panel on Climate Change and Resilience** have gone out. Already confirmed to participate are **Mark Dawson, FASLA; Diane Allen Jones, ASLA; Dr. Dwane Jones, Director of the Center for Sustainable Development at the University of the District of Columbia; Laurinda Spears, ASLA, FAIA, Tim Duggan, ASLA; Dr. Jalonne White-Newsome, environmental engineer at the Kresge Foundation; and Armondo Carbonell, Chairman of the Department of Planning and Urban Form at the Lincoln Institute of Land Policy**. President Rinner will be chairing the panel, which is scheduled to convene on September 21-22.
- EVP Nancy Somerville, Hon. ASLA, is quoted extensively in a [CityLab article](#) on how automated vehicles and other **trends may increase the need for landscape architectural services**.

- ASLA coordinated an **education session proposal** on the renovation of the ASLA Center for Landscape Architecture for the January 2018 National Institute of Building Sciences' Building Innovation Conference.
- Managing Director Julia Lent, Hon. ASLA, updated the annual “**Are We Making Progress?**” and **Gallup surveys**. Lent researched and included additional questions to add segmentation and benchmarking. Responses to the surveys are due **by COB tomorrow**.

Finance, Meetings, and Publishing

- **Friday is the last day to save \$150 on registration for the 2017 [ASLA Annual Meeting and EXPO](#). Book your hotel room when you [register](#), and save up to \$75 more.** Early-bird pricing also expires on all workshops and special events. While field session pricing remains constant, sessions are starting to fill up. Current registration numbers are keeping pace with the past two years with a significant increase in registrations anticipated for the remainder of the week.
- **The [official meeting hotels](#) for the annual meeting are beginning to sell out. Rooms are still available at the headquarters hotel (JW Marriott) and six additional hotels within walking distance of the convention center.** Please beware of companies that contact you by email or phone attempting to sell hotel rooms for this meeting. Known as “housing pirates,” these companies do not represent ASLA and may or may not be legitimate housing vendors. Experient is the only company authorized to sell hotel rooms on behalf of ASLA.
- CFO O'Brien recently reported on the **May 2017 results**, which are in line with the budget.
- The **2017 EXPO booth sales** total **91 percent** of the budget.
- The **2017 LAM advertising contracts** totaled **88 percent** of the budget.

Government Affairs

- Last week, ASLA cosponsored the **Congressional Pollinator Protection Caucus** briefing entitled “The Challenges and Opportunities for Pollinators in the United States” on Capitol Hill, and hosted a congressional reception at the Center for Landscape Architecture. Nearly 200 congressional and federal agency staff, coalition partners, and local landscape architects attended this highly anticipated annual event.
- ASLA hosted a **brown bag lunch meeting for landscape architects working in the federal agencies**. During the meeting, ASLA provided updates on recent federal and licensure advocacy efforts, including achieving licensure in the District of Columbia. Participants also discussed hiring and budget changes at their agencies, and providing input on [Executive Order 13792 on the designation of national monuments](#).
- ASLA sent a letter to all members of Congress and their legislative staff **urging a NO vote on H.R. 1873, the Electricity Reliability and Forest Protection Act**, which would allow utility companies to remove trees and other vegetation on federal lands, without being subject to federal environmental review and other requirements. Ultimately, the bill passed the House of Representatives by a vote of 300-118.

- **Alaska** Governor Bill Walker signed into law [H.B. 48](#), legislation that **adds a permanent voting seat for a landscape architect to the State Board of Registration for Architects, Engineers, and Land Surveyors**. The legislation also extends the state board through June 30, 2025.
- Legislation was recently introduced in Wisconsin **that would require the Wisconsin Department of Safety and Professional Services to evaluate the necessity of state licensing for five occupations, including landscape architecture**. The bill, [A.B. 370](#), would also create a new self-certification registry that allows individuals certified by a state-approved “supporting organization” to apply to use the title “state certified” in conjunction with their practice. ASLA Government Affairs staff is working with the Wisconsin Chapter on a response to this bill and to several others that would also affect licensure.
- The Federal Trade Commission’s newly created Economic Liberty Task Force will host a [roundtable](#) in Washington, D.C., on July 27 to highlight approaches that make it easier for workers in state-licensed occupations to offer their services across state lines or move between states. Government Affairs staff will be attending the event as well as working with the ASLA Licensure and State Advocacy Committee to submit public comments.

Member and Chapter Services

- The **LARE Prep Committee is hosting a new webinar on July 12 at 2 p.m. EDT, [The LARE Prep Experience: Test-Taking Tips](#)** featuring **Haley Blakeman, ASLA**, and **Michael Petty, ASLA**. The session will focus on proven test-taking methods to best position exam candidates for success.
- The latest edition of **Leadership Links was released on June 14**, which provided tips on how to delegate like a champ. The Leadership Development Committee produces the bimonthly message, sent to chapter leaders and archived on the Chapter Operations Workbook.
- On June 21, the Member Services Committee hosted a **Membership Chair webinar**, which focused on the roles of a membership chair and common concerns about membership. Thirty-six chapter leaders participated.
- Beta testing has begun to collect information on **best practices from chapters**. Spawned from an idea of the Leadership Development Committee, it will include all aspects of chapter programs and management. The resulting information will be published on the ASLA website.

Public Relations and Communications

- PR Manager Karen Grajales participated in a phone meeting to discuss the **Call to Action to Promote Healthy Communities**. The partners are planning a July workshop to map out concrete next steps and actions. Career Discovery and Diversity Manager Shawn Balon, ASLA, will attend the workshop, along with **Dennis Carmichael, FASLA**, and **Claire Bedat, ASLA**. ASLA is a participating organization, along with the American Public Health Association, American Institute of Architects, American Planning Association, American Society of Civil Engineers, and others.
- An RFP was sent on Monday to **public relations agencies to support ASLA’s Blue Ribbon Panel on Climate Change and Resilience**, planned for this fall.
- Manager Grajales and Intern Dana Davidsen attended the June 21 congressional briefing as part of **Pollinator Week 2017**. Video and still images were captured during the reception at the Center.

- Manager Grajales, Marketing Manager Lauren Martella, and PR and Communications Coordinator J.R. Taylor held a phone meeting with **Martin Schwanauer, ASLA**, and **Brett Miller, ASLA**, both with the Southern California Chapter, which focused on ways to **promote the annual meeting** to Los Angeles-area media outlets.
- A blast email went to all members **promoting the annual meeting** and alerting them that the early-bird discount expires this Friday. Promotion has been ramped up to weekly in addition to regular pieces in *LAND*.

Education and LAAB

- The **Landscape Architecture Continuing Education System™** (LA CEST™) has **241** active providers offering **1,097** courses. There are **two** new provider applications pending review.
- This week, Manager Balon met with Lauren Wilson, Teenage Programs Director at the National Building Museum (NBM), to discuss programs and potential collaboration between NBM and ASLA.
- [Landscape Architectural Accreditation Board \(LAAB\) updates](#) were made on asla.org to be more dynamic and to compare with related accrediting organizations.
- Accreditation and Education Programs Manager Kris Pritchard is preparing for the LAAB summer board meeting to be hosted at the ASLA Center for Landscape Architecture on July 21-22.
- Manager Pritchard and LAAB Intern Nathania Martinez attended the **Council for Higher Education Accreditation** (CHEA) Summer Workshop in Washington, D.C., yesterday.
- The **Committee on Education's** June conference call, held on Wednesday, focused on subcommittee work in two areas: recruitment of future professionals and education topics (STEM, online education). The committee also received updates from the recent CELA Conference in Beijing and the Diversity SuperSummit.
- On June 15, the **Clearinghouse Workgroup** met via conference call for to review content for a stand-alone, mobile-friendly website that will serve as a community for user interaction around accessing and sharing information about all things parks. The clearinghouse is a Partner Community between the **City Parks Alliance**, the **National Recreation and Park Alliance**, and **The Trust for Public Land**. Manager Balon participates on the workgroup and steering committee representing ASLA.
- On June 16, Manager Balon, Manager Grajales, and Coordinator Taylor attended the **Hart Middle School Career Fair in Washington, D.C., to discuss landscape architecture** and distribute *Your Land* to seventh and eighth grade students.
- The annual meeting speaker webinar was recorded and shared with all speakers.
- Due to low a response rate, the **deadline for the 2017 Graduating Student Survey has been extended until Friday**. Additional requests for responses have been made through ASLA social media channels and to landscape architecture program chairs.

Professional Practice

- Chair **Andy Bowden, ASLA**, led the ASLA Professional Practice Committee (PPC) met via conference call to review ongoing efforts by the subcommittees including developing a reference

guide of resources on “how to start your own practice.” The PPC Autonomous Vehicles and Planning subcommittee also held a conference call this week and reviewed possible opportunities. The ASLA ASHRAE working group further developed a revision for submission of portions of section 5 and 6 of the 189.1 Standard.

- **ASLA welcomes Katie Riddle, ASLA, as the new staff professional practice manager** responsible for the Professional Practice Networks, LATIS, and the *Field* among other projects. Katie brings 10 years of design experience as a landscape architect, including urban and community planning and design, mixed-use and commercial development, and construction management and documentation.
- CFO O'Brien, Director Ron Sears, Secretary Curt Millay, ASLA, and Manager Linette Straus, ASLA, met to review the **District of Columbia Clean Water State Revolving Fund** reporting requirements on matching funds for the Chinatown Green Street Demonstration Project.
- Coordinator Ali Hay and Manager Riddle hosted kick-off meetings with the emerging professionals and mentors participating in the Online Learning **Student & Emerging Professional SPOTLIGHT mini-series**. The live webinars will occur in mid-August, and include the following presentations: **Transitional Landscapes: Temporary Places with Permanent Impacts**; **Tactical Mycelium: an exploration of wastewater treatment byproducts as ephemeral building material**; **Tropical Hardwood Hammocks of the Florida Keys: Why Sustainable Built Forms are Vital for the Region**; and **Aloha Public Art: Exploring Honolulu's Art Scene**. Planning is underway to finalize the live webinar dates and content.
- Manager Straus represented ASLA at an event on **Master Case Studies in Biophilic Design** in D.C. The ASLA Potomac Chapter co-sponsored the event and **Stephen K. Cook, ASLA**, spoke and addressed synergies between related design fields in the creation of biophilic space. Straus is also working with **Biophilic DC** co-founder Stella Tarnay on a potential collaboration on educational programming.
- The **Professional Practice Networks (PPNs)** have 13,730 members (as of June 21), an increase of 384 since the beginning of 2016. The Sustainable Design and Development PPN continued to have the most members, with 2,097. The Urban Design, Parks and Recreation, and Residential Landscape Architecture PPNs continue to have more than 1,000 members each. Looking at emerging professionals (Student, Student Affiliate, and Associate ASLA members) as a percentage of PPN members, the top three PPNs are: Ecology & Restoration (47.6%), Environmental Justice (44.4%), and Women in Landscape Architecture (42%).

Deadlines and Reminders

- The call for [committee](#) service closes on Friday.
- The [Leadership Calendar](#) can be accessed on the web.