

July 26, 2017

Executive Offices

- The **ASLA Summer Executive Committee Meeting** wrapped on Saturday. Discussion items included a finance update, which included financial training for the ExCom; outcomes from the diversity summit; rebranding ASLA (see more in PR and Communications); results of the “Are We Making Progress?” and Gallup Q12 engagement surveys; international student membership; and the SWOT assessment (strengths, weaknesses, opportunities, and threats). The Board of Trustees will be updated on the outcomes of this meeting, department updates, and other pressing items during its **summer webinar scheduled for August 17.**
- The **ASLA Nominating Committee** requests your help in identifying potential candidates for the following offices: [2019 President-Elect](#); [2019-20 Vice President, Finance](#); [2019-20 Vice President, Membership](#); [2019-20 Vice President, Professional Practice](#). Please review the information on eligibility and officer roles/responsibilities for the national officer slate and **forward your suggestions to Corporate Secretary [Curt Millay](#), ASLA, by Friday, August 11.** All individuals whose names are put forward will be contacted once the call closes to determine their willingness to run and will be asked for a brief summary of their interests and experience. Putting your own hat in the ring is perfectly fine. **Your participation in the process is extremely important and very much appreciated.**
- Work has begun to update and expand ASLA’s **business continuity plan**, which addresses core functions, required IT access and applications, individual and departmental staff responsibilities, and identifies business continuity plans for short-term and longer-term scenarios. Work on the business continuity plan will continue over the summer. EVP Nancy Somerville, Hon. ASLA, Secretary Curt Millay, ASLA, CFO Mike O’Brien, Hon. ASLA, Director Terry Poltrack, and Managing Director Susan Cahill, Hon. ASLA, are leading the charge.
- **Contributions to the Campaign for the ASLA Center for Landscape Architecture now total \$1,254,897, which is 84 percent of goal.** All ASLA chapters are supporting the campaign, as are many firms and individual practitioners. ASLA continues to solicit members and friends of ASLA who have yet to pledge and welcomes additional contributions those in a position to make them. At the same time, ASLA is ramping up its fall appeals for contributions to the 2017 ASLA Fund. For information click on [ASLA Fund](#).

Government Affairs

- **Congress has begun working on its fiscal year 2018 (FY18) spending bills and is considering cuts or elimination of federal programs important to landscape architects.** ASLA has joined with allied organizations in sending a letter to members of the House of Representatives expressing strong opposition to the FY18 Interior, Environment, and Related Agencies Appropriations bill, which cuts funding for the Environmental Protection Agency by seven percent and slashes funding for the Land and Water Conservation Fund by 32 percent.
- Recently, the **House Appropriations Committee** approved a FY18 Transportation, Housing and Urban Development, and Related Agencies **spending bill that eliminates ALL funding for the highly successful Transportation Investment Generating Economic Recovery (TIGER) grants.** ASLA activated the iAdvocate Network to urge members to contact their legislators about continuing this critical active transportation program.

- ASLA has joined with its water and green infrastructure partner organizations in sending a letter of endorsement for the Innovative Stormwater Infrastructure Act of 2017 to Congressman Denny Heck (WA). **Congressman Heck has introduced the House version of the bill that encourages communities to use green infrastructure projects to address stormwater and other water issues.** Senator Udall (NM) has introduced the bill in the Senate.
- Government Affairs Manager Mark Cason represented ASLA at a consulting meeting regarding Theodore Roosevelt Island, a park site administered by the George Washington Memorial Parkway in Washington, D.C., and Rosslyn, VA. The meeting, hosted by the National Park Service (NPS), informed attendees of steps in the Section 106 process. **The purpose of the project is to provide guidance for preserving the cultural landscape of Theodore Roosevelt Island and the adjacent portion of the parkway.** The NPS seeks to ensure that the planning process properly considers the significance of the cultural landscape and historical features of the sites.
- Manager Cason met with the Office of Representative Bob Latta (OH) to discuss [H.R. 2355, the Water Infrastructure Flexibility Act](#). **Representative Latta's legislation would authorize the use of green infrastructure in integrated plan permits under the Environmental Protection Agency's (EPA) integrated municipal stormwater and wastewater planning approach.** The bill also would establish an Office of the Municipal Ombudsman at the EPA to provide technical assistance to municipalities to comply with federal water pollution and safe drinking water laws and to provide information about available federal financial assistance. ASLA National and the Ohio Chapter have provided endorsement letters for the legislation.
- Recently, Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA, participated in an **infrastructure roundtable discussion with design and building industry professionals** and special guest **Representative Earl Blumenauer, Hon. ASLA (OR)**, hosted by the American Institute of Architects. Blackwell highlighted ASLA's infrastructure recommendations "Landscape Architects Leading Community Infrastructure Design and Development." Others highlighted the need to address buildings in any infrastructure package that Congress considers.

Finance, Meetings, and Business Operations

- **Registration and ticket revenues for the [ASLA 2017 Annual Meeting and EXPO](#) are now at 65 percent of the annual revenue goal**, and are pacing neck and neck with the 2015 meeting in Chicago. The Windy City hosted the largest meeting since San Francisco in 2007. Los Angeles could very well outdo them all.
- **Six of the [10 official meeting hotels](#) have sold out.** Rooms are still available at Hotel Indigo, InterContinental Downtown, Sheraton Downtown, and the Westin Bonaventure. There is still time to save on registration. Book your hotel room when you [register](#), and save up to \$75 more. Advance rate pricing expires on September 15.
- CFO Mike O'Brien, Hon. ASLA, has **closed out June 2017** and reports to the Finance and Investments Committees later this week. The June results slightly exceeds the budget.
- **The 2017 EXPO booth sales total 95 percent** of the budget.
- **The 2017 LAM advertising contracts totaled 89 percent** of the budget.
- **New to the annual meeting this year is ScanTrivia, a mobile gaming app for the ASLA EXPO.** ScanTrivia brings attendees and exhibitors face-to-face in a fun scavenger hunt that puts attendee

knowledge of exhibitor products and services to the test. More information to come on this new pilot program and the great prizes up for grabs for the winners.

Public Relations and Communications

- While fonts and color palette are determined for the **revised ASLA brand**, Herter Design Group continues to get input regarding the mark. The latest recommendations were reviewed at the Summer ExCom July 21, and Herter Design Group is moving forward based on the discussion and shared ideas. A response is due to the Task Force the second week of August.
- **Herter Design Group** is also working with ASLA on the annual meeting look and feel, and has been assigned the 2017 media kit.
- A reminder for the second quarter **Business Quarterly survey** was sent to primary firm contacts, and the survey closed with 164 responses.
- PR Manager Karen Grajales attended a meeting with members of the **D.C. Environmental Education Consortium and the U.S. Botanic Garden** to plan the annual D.C. Teacher Night, which will take place September 21.
- Proposals have been received from three public relations firms to support September's **ASLA Blue Ribbon Panel on Climate Change and Resilience**. Previously a call was held with all three to answer any questions about the initiative and desired outcomes.

Education and LAAB

- The **Landscape Architectural Accreditation Board (LAAB)** met at the ASLA Center for Landscape Architecture July 21-22 for the summer 2017 board meeting. LAAB reviewed **13 renewal of accreditation programs**, including: California State Polytechnic University Pomona (BSLA and MLA); Louisiana State University (BLA and MLA); Ohio State University (BSLA and MLA); Pennsylvania State University (BLA); University of Massachusetts (MLA); University of Oregon (BLA and MLA); Utah State University (BLA and MLA); and West Virginia University (BSLA) and **one initial accreditation program** Delaware Valley University (BSLA). Additionally, LAAB worked on organizational improvements and processes, including discussion of accrediting online programs.
- During LAAB's summer meeting, **Leah Matthews, PhD, executive director at Distance Education Accreditation Commission**, met with the board to discuss accrediting online programs. Dr. Matthews gave an overview of what entails accrediting online programs, provided examples of some disciplines that are ahead of the game in distance education, including the healthcare profession, and answered questions raised from LAAB about possibly accrediting online landscape architecture programs.
- Also during the meeting, **Rodney Swink, FASLA**, was elected as LAAB Chair-Elect and **Joy Lyndes, ASLA**, was elected LAAB Secretary, for an additional one-year term. Additionally, the board re-appointed **Ned Crankshaw, ASLA; Joy Lyndes, ASLA; Tom Jacobs and Lucinda McDade, PhD**, to serve a second 3-year term on LAAB's board. All terms start on January 1.
- Career Discovery and Diversity Manager Shawn Balon, ASLA, attended the National Conference for Community Design steering committee meeting via conference call last week. Manager Balon will attend the monthly meetings to assist in guiding decisions and planning around maximizing the impact, rigor, and accessibility to the event. The national conference will convene in Baltimore, MD, in 2018.

- Education Programs Director Susan Apollonio and Manager Balon met with STEM Education & Designer Alex Claros at the Boys & Girls Clubs of Greater Washington (BGCWG) to discuss potential collaboration with local clubs to assist in building curriculum pertaining to sustainable education and landscape architecture.
- On July 18, Manager Balon and Professional Practice Manager Katie Riddle, ASLA, attended the Call to Action bi-weekly conference call to review action items and next steps from the Shaw Forum that occurred on July 10 at ULI.
- The Education Department held a webinar to provide an overview of the programs housed within the department for **Education VP-Elect Lake Douglas, FASLA**. Director Apollonio, Managers Pritchard and Balon, and **Education VP Cutter** all provided overview of their work within the varieties of programs to include: Annual Meeting, LA CES, LAAB, Committee on Education, and Career Discovery and Diversity initiatives.
- Director Apollonio and Managers Pritchard and Balon met with **Jennifer Low, ASLA**, Program Manager, and **Rachel Booher, ASLA**, Operations Manager of Landscape Architecture Foundation (LAF) on July 13. The meeting focused around sharing ideas and initiatives that ASLA and LAF are working on with regard to diversity and education data/scholarships.

Member and Chapter Services

- **The LARE Prep Committee** hosted a webinar titled *The LARE Prep Experience: Test Taking Tip*, presented by **Haley Blakeman, ASLA**, and **Michael Petty, ASLA**, which has been added to the [LARE Prep recorded presentations](#) and can be purchased and viewed at any time.

Professional Practice

- Managers Shawn Balon, ASLA, and Katie Riddle, ASLA, participated on a call with staff members of the [Trust for Public Land](#) to review the soon-to-be-released Parkology website. This website will be an online community resource for “all things parks,” offering helpful ideas and guidelines for creating parks of all scales. ASLA staff will continue to contribute feedback and resources for the design and process pages of the website. Plans are to release pilot website in early August.
- Recently, Managers Balon and Riddle participated on a call with staff from signatory organizations of the [Joint Call to Action to Promote Healthy Communities](#). This served as a follow up to the July Shaw Forum, and kicks off the bi-weekly calls for the initiative. ASLA staff will co-chair the leadership efforts along with Matt Welker, senior manager, Strategic Alliances & Initiatives at [AIA](#) for the next quarter. The upcoming September work session is tentatively scheduled to be hosted at the ASLA Center.
- Manager Linette Straus, ASLA, and Corporate Secretary Curt Millay, ASLA, met with the District (D.C.) Department of Transportation (DDOT) to present the **Chinatown Green Street Demonstration Project**. The group discussed how they would partner and collaborate to further the design of the project and help to achieve the projects goals. DDOT provided guidance and advice on perceived obstacles and steps to take to ensure approvals.
- Last week, agenda items on the **quarterly PPN Council Leadership Call included** recruitment efforts for open chair positions, annual meeting planning and logistics for the PPN Live events, as well as past and upcoming individual PPN happenings. Lisa Horne, ASLA, incoming PPN council



chair, offered suggestions to PPN leaders regarding PPN Live session topics and ideas for generating participation from PPN members. Staff reminded all PPN leaders to review individual PPN webpages on the website to ensure the content remains relevant and current, and staff will work with individual PPNs to update content in the upcoming months. Managers Balon, Riddle, and Coordinator Ali Hay hosted the call.

Deadlines and Reminders

- The **call for national officers** (2019 President-Elect and 2019-20 Finance, Membership, and Professional Practice VPs) closes on Friday, August 11.
- The [Leadership Calendar](#) can be accessed on the web.