

August 9, 2017

Executive Offices

- The two-day **Chinatown Green Street Demonstration Project Design** kick-off meeting wrapped today at the Center for Landscape Architecture. The event brought together: the project task force, including **President Vaughn Rinner, FASLA, President-Elect Greg Miller, FASLA, Immediate Past President Chad Danos, FASLA, past presidents Mark Focht, FASLA, and Tom Tavella, FASLA**, EVP Nancy Somerville, Hon. ASLA, and other staff and member experts; the integrated design team from Design Workshop, Oehme van Sweden, and VIKA Capital; and stakeholders including developers, neighboring property owners, and other collaborators. Design Workshop's **Steven Spears, FASLA, and Rob Berg, ASLA**, led the meeting. The group discussed project vision, goals and metrics, fundraising, SITES certification, and project schedule. The project design phase is fully funded; fundraising is now focused on raising matching funds for the construction phase.
- Final preparations are underway for a meeting this Friday with **President-Elect Miller** to make **2018 committee appointments**.
- Corporate Secretary Curt Millay, ASLA, has sent lists of all members with 10-plus years of continuous full membership to chapter representatives for possible nomination to the **Council of Fellows**. The **2018 nomination cycle will open in September**.
- The **slate of candidates for 2017-2019 Council of Fellows chair-elect and secretary** was finalized last week. The election will open in the next few weeks and elected officers will be installed at the annual COF business meeting in Los Angeles.
- **Donations to the Campaign for the ASLA Center for Landscape Architecture** now total \$1,255,147 or 83.7 percent of the campaign 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.
- **Donations to the 2017 ASLA Fund** currently total \$28,133, an increase of 132 percent over the same period last year.

Government Affairs

- State Government Affairs Director Elizabeth Hebron attended the **Federal Trade Commission's first Economic Liberty Task Force roundtable meeting** on July 27. The event highlighted several approaches that states are using to make it easier for workers in state-licensed occupations to offer their services across state lines or move between states. The approaches discussed included multi-state agreements and compacts. The speakers included physicians, nurses, teachers, and certified public accountants.
- The office of Senator Deb Fischer (NE) reached out to ASLA requesting assistance with passing [the Water Infrastructure Flexibility Act \(S. 692\)](#), which would allow local communities and municipalities to incorporate green infrastructure projects into integrated planning permits to meet Clean Water Act compliance. ASLA sent a message to all Senate offices urging support for the measure. ASLA also activated the iAdvocate Network urging members to take action on this measure. ASLA advocates have sent more than 250 messages to the Senate on this measure.

- The Bureau of Ocean Energy Management (BOEM) is **requesting public comment for use in the preparation of a new five-year National Outer Continental Shelf Oil and Leasing (OCS) Program** for 2019-2024, which would replace the 2017-2022 program approved by the Obama administration on January 17, 2017. BOEM's Request for Information (RFI) is seeking comments on all planning areas of the program, most notably areas that are restricted from oil and gas leasing by Presidential withdrawal or Congressional moratorium. ASLA Government Affairs is soliciting helpful feedback from members to help guide the organization's response to the administration's RFI. **Please submit feedback to our [google doc](#) no later than August 14.**

Finance, Meetings, and Business Operations

- CFO O'Brien and the Accounting staff are working on reporting **July 2017 results** and **reviewing the financials for the first six months** of the year to identify expense and revenue trends and support 2018 planning.
- Registration and revenues for the [2017 ASLA Annual Meeting and EXPO](#) remain strong at 2,861 registered and 68 percent of the revenue goal.
- The **2017 EXPO** has sold **98 percent** of the budget for the Los Angeles show.
- **Advertising contracts** for *Landscape Architecture Magazine* are now at **89 percent** of the budget.

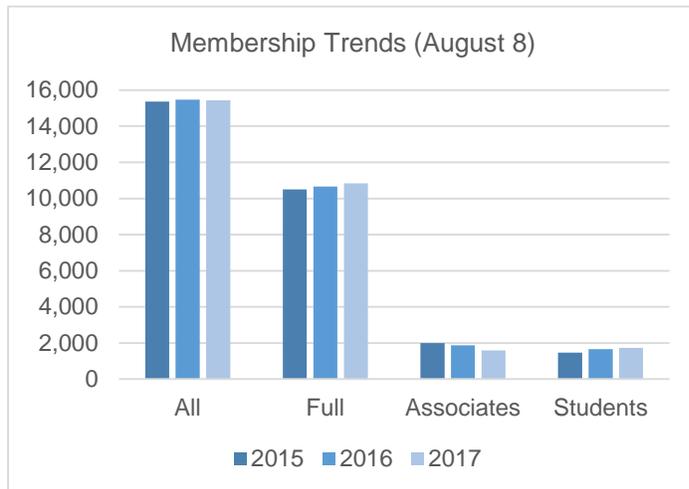
Landscape Architecture Magazine

- The September issue, *LAM's* ASLA awards annual, is at the printer. As ever, it includes the ASLA Professional Awards, the Student Awards, and the ASLA Honors. (The Landmark Award will appear in the October issue.) Kudos to Honors and Awards Coordinator Carolyn Mitchell for exacting work on cross-checking credits and affiliations.
- Yesterday, *LAM* Editor Brad McKee met with architect John Mateyko and two staff representatives of the **National Council of Architectural Registration Boards** (NCARB) at their request. NCARB has formed a task force, with Mateyko as its liaison to NCARB's Board of Directors, to determine ways in which climate change considerations should factor into the Architect Registration Examination. **The task force is exploring the ways allied professions such as landscape architecture have absorbed climate resilience thinking into standard education, training, and practice.** McKee agreed to provide the task force with a reading list and other links to the many dimensions of landscape architecture practice influenced by climate change. The task force plans to present its findings to NCARB's board in the fall.

Member and Chapter Services

- Yesterday, the **Emerging Professionals Committee held an "Ask Me Anything" event**, featuring **Daniel Tal, ASLA**. It was streamed live on the ASLA Facebook page and remains available for viewing.
- On August 3, the **LARE Prep Committee** met to discuss upcoming workshops at the annual meeting. Two workshops are planned, including one session dedicated to preparation for Section 4.
- The **Associate Advisory Committee** met on August 2 and elected its chair for 2017-2018: **Magdalena Aravena, Associate ASLA**. She will also serve as the Associate Representative to the Board of Trustees.

- On August 3, chapter leaders received their monthly chapter renewal reports.
- Membership continues to show a slight drop overall from 2016, yet the **full membership category, which accounts for two-thirds of all members, is growing at a rate of nearly two percent since 2016.** While associate membership has dropped since last year, **student membership is on the rise, up over 17 percent** since 2015.



Member Type	8/8/2016	8/8/2017	Change %
Full Member	10,656	10,837	1.7
Associate	1,879	1,597	-15
Student	1,654	1,734	4.8
Total	15,468	15,434	-0.2

Public Relations and Communications

- Senior Communications Manager Jared Green traveled to Dallas, Texas, last week to produce a **virtual reality film of Klyde Warren Park**, designed by the Office of James Burnett. **Jim Burnett, FASLA**, was interviewed for his narration. It will be release at the annual meeting.
- PR Manager Karen Grajales and Career Discovery and Diversity Manager Shawn Balon, ASLA, attended a meeting at the U.S. Botanic Garden last week to help plan D.C. Teachers Night, which will take place on September 21. The program was organized by the D.C. Environmental Education Consortium and U.S. Botanic Garden.
- A [new, responsive ASLA awards search](#) was launched using Microsoft's Bing technology, which enables asla.org users to search both awards text and images. In addition, a [new LAND search was launched](#) using the same technology, which enables LAND readers to search both text and images.
- Intern Dana Davidsen attended the **International Society of Arboriculture** annual conference for *The Dirt*. She covered speeches on [advancing the health agenda of urban forestry](#) and the [therapeutic benefits of tree climbing](#).

Education and LAAB

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **244** active providers offering **1,023** courses. There is **one** new provider application pending review.
- The **LA CES Monitoring Committee** is conducting its annual review of 10 percent of active providers to verify compliance with LA CES guidelines and procedures. This week, each of the three subcommittees are meeting via conference call to discuss provider materials.

- The **Annual Meeting Education Session Preference Survey** was sent to all professional registrants for Los Angeles. The purpose of this survey is to help ASLA identify the level of interest in each education session so that session rooms may be assigned accordingly. The deadline for the survey is this Friday.
- **Landscape Architectural Accreditation Board's (LAAB) Annual Reports** were due August 1. All programs have submitted and locked their reports. Programs accredited by LAAB are required to submit reports each year providing information about the program's students, graduates, budgets, and faculty among other items. This information allows LAAB to monitor significant changes and compliance with accreditation standards. Additionally, aggregate data from the reports is used to track trends in landscape architecture education and to communicate those trends with our communities of interest. Data from this year's annual report will be provided to program chairs at the annual meeting in Los Angeles.
- Yesterday, Manager Balon met with Rachel Madewell, Senior Development Officer at the National Building Museum (NBM), to discuss NBM's [Big Build](#): A hands-on festival of tools, trucks, and construction within the built environment.
- Yesterday, Manager Balon met via conference call with Mary Bradford, Affiliate Director of **ACE Mentor Program in the Washington, D.C., metro area**, to discuss potential participation with a local school in the upcoming year. A discussion on marketing and outreach strategies was also discussed regarding ASLA member participation in local ACE Mentor programs.
- Last week, Manager Balon attended the workshop *Exploring Disability: Access, Identity, and Inclusion* at the Center for Diversity and Inclusion at American University in Washington, D.C.

Professional Practice

- On August 2, Managers Balon and Riddle participated on a call with staff from signatory organizations of the [Joint Call to Action to Promote Healthy Communities](#). The group is developing the vision and mission statements that will guide future efforts. Members of the Joint Call to Action will continue to curate the goals and initiatives during the upcoming September work session to be hosted at the ASLA Center.
- Managers Balon and Riddle and intern Nathania Martinez hosted fifth- and sixth-grade students last week at the ASLA Center for Landscape Architecture. The group was attending the National Building Museum's summer camp, Architectural Encounters, and participated in a "*What is Landscape Architecture?*" presentation and engaged in exciting questions about the profession, design, and local projects around DC. Afterwards, the students toured the ASLA Center and enjoyed watching the bees buzz through the green roof plantings.
- The **Sustainable Design and Development Professional Practice Network** collaborating with staff have produced a new ASLA Online Learning webinar: [SITES Section 2.2: Conduct a Pre-Design Assessment](#). This presentation guides a design team in evaluating optimal site performance and pre-design assessment and planning to determine potential opportunities. The webinar is a complimentary benefit to ASLA members and available for PDH via [LA CES](#).
- Manager Linette Straus, ASLA, participated in the USGBC-led SITES® quarterly call, which reviewed recently posted educational webinars and the current status of registered SITES projects.



- A recap meeting was held with **Biophilic DC** following its 2017 spring event. Planning for the 2018 program is also underway. Manager Straus will participate in a subgroup for landscape and the built environment to develop specific elements for the 2018 program.
- The **SITES education session panels for 2017 ASLA Annual Meeting and 2017 Greenbuild** met via webinars with Manager Straus to plan their presentations for –“SITES®: Water cycle management and resiliency in the face of climate change” and “The Sustainable SITES Initiative® (SITES V2) Materials Credits for the Entire Project Life-Cycle: From materials specification to use, maintenance, deconstruction and reuse.” Both are off to a good start.
- The [Leadership Calendar](#) can be accessed on the web.