

August 23, 2017

## Executive Offices

- **President-Elect Greg Miller, FASLA**, met with staff recently at the ASLA Center **to make final committee appointment selections**. Volunteers will be notified by the end of September with committee placements. New terms will begin following the annual meeting in Los Angeles. Please contact [Corporate Secretary Curt Millay](#) with questions.
- The **Presidents Council** (ASLA, CLARB, CELA, LAF, LAAB, and CSLA) met by conference call last week. The purpose of the call was to share updates on strategic priorities, discuss plans for next January's Council meeting, and hear a presentation on a communications/messaging collaboration opportunity. **President Vaughn Rinner, FASLA**, and EVP Somerville provided the ASLA update.
- In light of recent terrorist attacks in public/civic spaces, EVP Nancy Somerville, Hon. ASLA, and staff are organizing **a virtual panel discussion on [security design](#)** next week. The event will be broadly promoted to the media, livestreamed, and recorded for the website.
- Staff recently met **to prioritize and maximize ASLA's presence at allied conferences**. The group discussed key target audiences and content focuses, in alignment with strategic objectives and legislative priorities, as well as preparation of takeaway materials about the Society.
- A [recently shot video](#) for the upcoming CLARB meeting will serve as a template for future **video outreach**, edited based on messaging needs and audiences. It is a great reminder of all the things the Society does on behalf of its members.
- The **Constitution and Bylaws Committee** held a conference call recently to begin drafting language for an international student membership category.

## Government Affairs

- **Take Action to Save the Great Lakes!** Recently, Environmental Protection Agency (EPA) Administrator Scott Pruitt submitted a [report](#) to Congress and the president that highlights the progress and accomplishments under the Great Lakes Restoration Initiative (GLRI). However, in May, the administration recommended a number of cuts to EPA's budget, including eliminating all funding for the GLRI. Upon returning from recess, Congress will continue to work on spending bills for federal programs. **Now is the time to [send a message](#) to your legislators urging them to fully fund the GLRI.**
- ASLA has joined with allied organizations in signing the **Outdoor Alliance for Kids' letter to the Department of Agriculture** (USDA). The letter urges USDA Secretary Sonny Perdue to support and strengthen seven key programs including farm-to-school and garden efforts; Every Kid in a Park program; 21<sup>st</sup> Century Conservation Service Corps; Children's Forests and More Kids in the Woods; National Forest System; Federal Recreation Council; and embracing a culture of diversity, equity, and inclusion at USDA.
- ASLA has also **joined with the [Plant Conservation Alliance](#) in sending a letter to Congress urging support for the Plant Conservation Program and National Seed Strategy**—a bipartisan campaign within the Department of Interior's Bureau of Land Management to restore wild habitats using regionally adapted native seed.

## Finance, Meetings, and Business Operations

- CFO Mike O'Brien, Hon. ASLA, has **closed out July 2017** and the results slightly exceed the budget.
- Registration and revenues for the [2017 ASLA Annual Meeting and EXPO](#) remain strong at 3,166 registered and 71 percent of the revenue goal.
- **The 2017 EXPO booth sales** total **99 percent** of the budget.
- **The 2017 *Landscape Architecture Magazine (LAM)* advertising contracts** now total **93 percent** of the budget. Ad sales for the October 2017 issue of *LAM* totaled \$413,691, exceeding sales from last year's show issue and a new record for single issue sales.

## *Landscape Architecture Magazine*

- **The next speaker in the *LAM* Lecture Series is Alpa Nawre, assistant professor at the University of Florida in Gainesville**, September 7 at 7 p.m., at the Center for Landscape Architecture. The talk is titled "The Ecologies of Resource Management: Water as a Development Tool in Rural India," and will cover the possibilities of positive social change in ensuring safe freshwater infrastructure for Indian communities. *LAM* Editor Brad McKee will conduct a conversation with Nawre after her talk. Admission is \$15; free for students with a valid student ID. Doors open at 6:30 p.m. Registration can be [found here](#).

## Member and Chapter Services

- **The Student and Associate Advisory Committees** held their elections for 2017-2018 chair. **Magdalena Aravena, Associate ASLA**, was selected to serve as chair of the Associate Advisory Committee and **Associate Representative to the Board of Trustees**. **Abigail Reimel, Student ASLA**, was selected to serve as Student Advisory Committee chair and the **Student Representative to the Board**.
- **North Carolina Chapter Past President Zak Pierce, ASLA, has been appointed as the next Chapter Presidents Council (CPC) Chair Designate**. Pierce's term as chair designate will begin following the fall CPC meeting.
- **Chapter election results were due on August 20**, per ASLA bylaws. Chapters can report their roster by using the online [2017-2018 Leadership Reporting form](#).
- **The CPC Summer Webinar** is scheduled for August 31 at 3 p.m. EDT. The agenda includes career discovery and diversity, best practices sharing, and an update on trends in the profession.

## Public Relations and Communications

- PR Manager Karen Grajales and Career Discovery and Diversity Manager Shawn Balon, ASLA, attended a Tuesday meeting at the U.S. Botanic Garden 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.
- Staff met with three PR/communications firm finalists regarding **PR support for the upcoming ASLA Blue Ribbon Panel on Climate Change and Resilience**, September 21-22, at the ASLA Center. Environics was chosen and will meet with the full team next week.

- After sharing the current status on the rebranding effort with the BOT, **a survey was posted to Board Effect** to measure reactions to date. Answers will help guide the work from Herter Design Group, due at the end of the month.

## Education and LAAB

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **208** active providers offering **1,041** courses. There are **five** new provider applications pending review.
- On August 22, **Landscape Architectural Accreditation Board (LAAB) Chair Ned Crankshaw, ASLA, LAAB Chair-Elect Ken Brooks, FASLA, incoming LAAB Chair-Elect Rodney Swink, FASLA,** and Accreditation and Education Programs Manager Kristopher Pritchard participated on the Presidents Council midyear conference call where Manager Pritchard provided LAAB updates to the group.
- On August 15, Manager Balon and Professional Practice Manager Katie Riddle, ASLA, 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 a working session to review the draft agenda for the first quarterly meeting of the Call to Action advisory group. The upcoming quarterly meeting tentatively scheduled to be hosted at the ASLA Center in September.
- Last week, Manager Balon attended the **National Conference for Community Design** steering committee meeting at the Neighborhood Design Center (NDC) in Baltimore, MD. The working session included brainstorming conference tracks and sponsorships. 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 in June 2018.
- On August 18, the **NEA Creative Placemaking Steering Committee** met via conference call to discuss next steps for the rollout of *The Nature of Communities: Field Guide*, developed from discussions and knowledge built at the creative placemaking colloquium held in Philadelphia in June. Managers Balon and Riddle participated on the steering committee call representing ASLA. Along with the committee, the call included project partners **Trust for Public Land** and **City Parks Alliance**.
- On Thursday, August 10, ASLA participated on a webinar by National Recreation and Park Association (NRPA) titled "Parks and Recreation Building Healthy Communities." **Brett Wallace, ASLA,** presented case studies of landscape architecture and his work locally in Arlington County, VA, and Manager Balon, ASLA, discussed ASLA's ongoing initiatives and programs that focus on health in the built environment including the ASLA Center for Landscape Architecture, SITES, iAdvocate network, infrastructure priorities, and online resources.
- On August 10, ASLA formally released the [ASLA Diversity SuperSummit 2017 Report](#). The takeaways in the report will serve as accountability for ASLA and as an actionable guide for the newly created Career Discovery and Diversity position. For a summary and infographic of the full report, check out the [ASLA Diversity SuperSummit 2017 Summary](#).
- This month, ASLA launched the [Diversity Summit webpage](#) providing resources from the past five years of Diversity Summits including handouts, videos, presentations, news articles, and summit reports.

## Professional Practice

- Last week, Manager Riddle and Coordinator Ali Hay hosted **practice presentations for the Student & Emerging Professional SPOTLIGHT mini-series**. The presenters received valuable feedback from mentors and Campus Planning & Design PPN Co-Chairs **David Cutter, ASLA**, and **Laura Tenny, ASLA**; **Kenneth Hurst, ASLA**, Children's Outdoor Environments PPN Officer and Incoming Co-Chair; **Emily O'Mahoney, ASLA**, Women in Landscape Architecture PPN Officer and Past Co-Chair; and **Kristina Snyder, ASLA**, Women in Landscape Architecture PPN Officer and Past Co-Chair. The four final [live Online Learning webinar presentations](#) will occur on August 23-24.
- The **SITES® education session panelists** for the upcoming presentations at the annual meeting and Greenbuild met with Manager Linette Straus last week via webinars to work on planning.
- Development of the **SITES workshops awarded to the Nevada and Washington Chapters** is underway. Both chapters have identified keynote speakers and project examples for the breakout portion of their respective workshops. Manager Straus is working with both chapters to plan invitations, logistics and prepare the workshop documents.
- Following a productive two-day **Chinatown Green Street Demonstration Project** design kick-off meeting August 8-9, Manager Straus is working with Secretary Curt Millay **to finalize the contract with Design Workshop**. The team is also working to prepare and send out an RFP for a construction manager. Work continues on pursuing stakeholder collaboration and a developing a maintenance program.
- Recently, **VP Wendy Miller, FASLA**, and ASLA Connecticut Chapter President **Debra De Vries-Dalton, ASLA**, participated in the midyear meeting of the Transportation Research Board Landscape and Environmental Design Committee in Hartford, Connecticut. Landscape architects with ConnDOT developed and presented a program of sessions that highlighted the Merritt Parkway landscape masterplan, the East Coast greenway, and innovative streetscape and transportation projects throughout the state. There were also sessions on coastal ecology and a bus rapid transit project. The attendees included public and private practitioners from the New England area.
- Manger Riddle presented at the [Building Resilience Coalition](#) meeting on Wednesday, August 9, representing ASLA as a signatory partner of the coalition. The presentation focused on SITES and its inherent value in promoting resilience. Additional presentations highlighting building industry resilient design and policies included [The Alliance for National & Community Resilience](#) (ANCR) by The International Code Council, [The Resiliency Action List \(RELi\)](#) by Perkins + Will, [FORTIFIED](#), [USGBC's LEED Resilience Pilot Credits](#) by AIA, [Green Globes](#) by the Green Building Initiative, and [The US Resiliency Council \(USRC\) Rating System](#).
- On Thursday, August 10, Riddle participated on a call as a volunteer reviewer for the Creating Sustainable Water Systems subcommittee for the [17th Annual New Partners for Smart Growth Conference](#) (NPSG), taking place February 1-3, 2018 in San Francisco, CA. The subcommittee is confirming the final program and developing each of the first five education sessions focused on the Sustainable Water Systems (Context Setting, Emerging Trends, Model Projects & Case Studies, Tools and Technologies, and Financing and Development). ASLA is continuing its ongoing active role with NPSG.

## Public Relations and Communications

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