

September 6, 2017

## Executive Offices

- ASLA National **reached out to the Texas, Arkansas, and Louisiana Chapters after Hurricane Harvey** and has posted a letter from Texas Trustee Tim May, ASLA, on the [website](#) along with links for organizations that are taking donations to help with disaster relief. The Florida Chapter leadership was also contacted in anticipation of Irma. Chapters have been reminded of the hardship dues waiver option for any members who may be directly affected by these hurricanes.
- **President-Elect Designate Shawn Kelly, FASLA**, and nine other members of the Wisconsin Chapter **testified in opposition to state legislation that would create a new form of licensure review** (A.B.367/S.B.288) and a new pilot self-certification program (A.B.370/S.B.296). The chapter's testimony was very compelling and the self-certification bill sponsor agreed to remove a list of specific occupations to be studied for inclusion in the program (including landscape architecture). Director Hebron will continue to work with the chapter to monitor and to respond to licensure attacks in the state.
- EVP Nancy Somerville, Hon. ASLA, hosted the **ASLA Virtual Panel on Security Design** with Past President **Len Hopper, FASLA, OLIN's Richard Roark, ASLA, and GGN's Bernie Alonzo, ASLA**. The recorded session can be found [here](#). ASLA has also **proposed the panel as an education session** for the 2018 APA National Planning Conference.
- Last week a kickoff meeting took place with staff and the team from Environics, the PR firm that will help promote the Sept. 21-22 **Blue Ribbon Panel on Climate Change and Resilience**. The meeting led to an agreement on PR strategy, benchmarks, next steps, and website content. Following the meeting, the firm drafted an op-ed regarding the value of green infrastructure by EVP Nancy Somerville to submit for consideration at major news outlets.
- ASLA hosted students and faculty from **Louisiana State University** last week. In addition to the building and roof tour, the group was welcomed by EVP Somerville and Special Asst. Keith Swann and heard presentations from: Professional Practice Manager Linette Straus, ASLA, on SITES® and the green street project; Honors and Awards Coordinator Carolyn Mitchell on the student awards submissions for this year and next; State and Federal Government Affairs Directors Elizabeth Hebron and Roxanne Blackwell, Hon. ASLA, on advocacy and getting involved; and Corporate Secretary Curt Millay, ASLA on the Center redesign.
- Staff continue preparations for a **parklet in front of the ASLA Center on PARKing Day**, Friday, September 15.

## Finance, Meetings, and Business Operations

- CFO Mike O'Brien, Hon. ASLA, is **closing out August 2017** and preparing information for the governance meetings in Los Angeles.
- Registration for the **2017 ASLA Annual Meeting and EXPO** is up to 3,350 registered and revenues are at 76 percent of the registration and ticket revenue goal. Reduced rate pricing on [registration](#) and tickets to [field sessions](#), [workshops](#), and [special events](#) ends on **September 15**.
- The **2017 EXPO booth sales** now total **101 percent** of the budget.
- **The 2017 LAM advertising contracts** totaled **94 percent** of the budget.

## Government Affairs

- Last week, U.S. District Judge Amos L. Mazzant of Texas **struck down the Obama administration's rule to expand overtime pay** to more than four million workers. The judge [ruled](#) that the regulation would override Congress's intent that workers' eligibility for overtime pay should primarily depend on their job duties. He said the regulation made salary the primary factor in determining whether a worker could receive overtime pay. The rule would have doubled the salary threshold to \$47,476 from \$23,660 that determines which workers are eligible for overtime pay. Employers would have to pay overtime to workers under the threshold. [Landscape architecture professionals](#) likely would have been exempt from the new overtime pay rule under the "learned professionals" exemption.
- Director of Federal Government Affairs Roxanne Blackwell, along with other members of the [Partnership for Active Transportation](#), met with the **Deputy Assistant Secretary of Transportation Policy at the U.S. Department of Transportation** to discuss the **Transportation Investments Generating Economic Recovery (TIGER)** grants program, the **Transportation Infrastructure Finance and Innovation Act (TIFIA)**, and project streamlining. The partnership encouraged the Department and Secretary Chao to support trails and other bicycle and pedestrian projects and to continue their eligibility for federal financing programs.
- **Support Active Transportation Today!** This week, Congress returns from the August recess and will begin working on spending bills to fund critical federal programs, including the fiscal year 2018 Transportation, Housing and Urban Development, and Related Agencies (T-HUD) appropriations measure. **Now is the time to [contact your legislators](#) to urge them to support funding for the highly successful Transportation Investment Generating Economic Recovery (TIGER) grants**, which provides transportation planners, like landscape architects, the flexibility needed to design transportation projects that fit the unique needs of communities.
- ASLA has joined with allied organizations in signing the Outdoor Alliance for Kids' letter to the Department of Interior (DOI). The letter urges DOI Secretary Ryan Zinke to continue support of the [Every Kid in a Park program](#).
- On August 29, Director Hebron, along with several members of the **Professional Licensing Coalition**, met with the office of **U.S. Senator Mike Lee (UT)** to discuss concerns with his recently introduced **Restoring Board Immunity Act, S.1649**. The legislation would give antitrust immunity to all boards of a state if the state: (1) commissions a study to reform occupational licensing laws; and (2) enacts legislation providing for either active supervision or judicial review of licensing board decisions.
- Recently, the ASLA Government Affairs team and the Wisconsin Chapter provided a **pre-Advocacy Summit webinar** for the summit participants. The webinar included a preview of the schedule and program, information on logistics and the advocacy site tour, and a reminder for participants to complete their homework in advance of the summit. The Advocacy Summit will take place on September 8-10 in Milwaukee.

## Landscape Architecture Magazine

- The **October issue of LAM goes to press early next week**. This issue, at 272 pages (128 editorial pages), is headed to the meeting in Los Angeles. The features, which are focused on California, include a profile of Christopher Hawthorne, the Los Angeles Times architecture critic, and his ambitious Third Los Angeles futures project; a look at three stadium landscape designs in Los



Angeles by the office of **Mia Lehrer, FASLA**; the harsh landscape impacts of the legalized cannabis industry in California; a remaking of Potrero Hill public housing in San Francisco by GLS Landscape Architecture; and the large-scale restoration of the south San Francisco Bay salt ponds by AECOM and the Coastal Conservancy over the past decade. The issue also includes a feature on the Getty Center landscape in Los Angeles by OLIN, recipient of the 2017 Landmark Award.

- Also, major kudos to the *LAM* sales staff—Kathleen Thomas, Gregg Boersma, and Daryl Brach—for **making the October issue the biggest ad seller ever**, at \$413,691!

### Member and Chapter Services

- On August 31, ASLA hosted the summer webinar for the **Chapter Presidents Council**, with over 60 chapter leaders attending. The webinar focused on career discovery and diversity, and trends in the industry. The webinar slides have been posted to [CPC Central](#) for reference.
- On September 12, **the Emerging Professionals Committee will hold its next Ask Me Anything event**. It will be streamed live on the ASLA Facebook page.

### Public Relations and Communications

- The **2017 professional and student awards** press releases, websites, and social media were released September 6. The press releases were issued in English, [Spanish \(student\)](#), and [Chinese \(student\)](#). Early coverage online at [world-architects](#), and strong interest was expressed by *ArchNewsNow.com*, *Total Landscape Care*, *PRISM – Sustainability in the Built Environment*, and *HGTV.com*.
- Just five days after launch, the [professional](#) and [student](#) awards websites had received **53,000 pageviews**, up 15 percent over the same time last year.
- The **2017 annual meeting website**, which launched in May, has received 68,000 pageviews, up 11 percent over the 2016 site during the same timeframe.
- *ArchNewsNow* made [the Dirt post on Trump's evisceration of environmental regulations](#) the lead article in its newsletter. [Streetsblog](#) also featured it, and [the Huffington Post promoted](#).
- [Planetizen featured](#) intern Dana Davidsen's list of **best podcasts** for landscape architects.

### Education Programs

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **242** active providers offering **1,291** courses. There are **four** new provider applications pending review.
- **Rutgers University's** newly-appointed program chair, **Wolfram Hoefler, PhD, ASLA**, met with Education Programs Director Susan Apollonio, Accreditation and Education Programs Manager Kristopher Pritchard, and Career Discovery and Diversity Manager Shawn Balon, ASLA, at the ASLA Center for Landscape Architecture Tuesday in an effort to establish a better relationship with ASLA National and to better understand LAAB accreditation and career discovery and diversity initiatives.
- On August 24, Manager Balon participated on a call with **Vice President Jon Ruble, ASLA, Indiana ASLA Chapter, Sean Rotar, ASLA, and Joe Blalock, ASLA**, to discuss **planning for a presentation on career discovery, diversity, and recruitment at the upcoming chapter meeting**

**in September.** Balon will be the opening speaker and will include a panel discussion with representatives from Purdue University and Ball State University landscape architecture programs.

## Professional Practice

- The **Student & Emerging Professional SPOTLIGHT mini-series** took place August 23-24. These presentations were free for ASLA student members, with reduced prices for other member categories. *Transitional Landscapes & Tactical Mycelium* presented by **Elyana Javaheri, Associate ASLA**, and **Bridget Ayers Looby, Associate ASLA**, had 35 registrants; 21 were student members. *Tropical TalkStory: Hardwood Hammocks and Aloha Art* presented by **Tricia Keffer, Student ASLA**, and **Rachel Katzman, Associate ASLA**, had 17 registrants; nine were student members. This represents a significant increase in student participation—out of the 91 registrants for the two previous live presentations, only four were student members. The [recordings](#) of these presentations are available through the [Online Learning website](#).
- On August 30, as part of ASLA's Online Learning **Chris Stevens, ASLA**, presented [The Historic American Landscapes Survey \(HALS\): An Introduction to HALS and the Short Format Historical Report](#). The Historic Preservation PPN hosted this LA CES (1.0 PDH) approved session.
- Manager Katie Riddle, ASLA, is participating on the *Creating Sustainable Water Systems* subcommittee for the [17th Annual New Partners for Smart Growth Conference](#) (NPSG). The subcommittee's task is to develop an education session for Case Studies/Model Projects. Other subcommittee volunteers include staff from the Natural Resources Defense Council, National Oceanic and Atmospheric Administration, and the Sonoma County Water Agency (Stormwater Resource Management and Flood Control).
- Manager Linette Straus, ASLA, had a reporting call on the progress of the **Chinatown Green Street Project** with the **District of Columbia Department of Energy and Environment (DOEE)**. Discussion included the contract and scope review as well as the stakeholder agreements for collaboration.

## Deadlines and Reminders

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