

November 15, 2017

## Executive Offices

- Orientation was held yesterday for all 2018 committee chairs via videoconference. **VPs Wendy Miller, FASLA, Vanessa Warren, ASLA, and Tom Mroz, ASLA**, led the call and **discussed ASLA's mission, vision, values, strategic objectives, annual operating plan, administrative policies, and committee governance**. Committee chairs will provide a similar orientation to all committee members.
- The **call for Council of Fellows nominations is now open and will close on January 26, 2018**. Nomination templates have been revised for the 2018 cycle to reflect criteria for each category. Please use the template specific to the submission category available on the [Council of Fellows website](#). Nominations must be submitted using [the online system](#). Feel free to contact Corporate Secretary [Curt Millay](#) with any questions or concerns.
- ASLA staff, including EVP Nancy Somerville, Hon. ASLA, participated in the **Greenbuild conference** in Boston last week.
- Fundraising for the **Campaign for the ASLA Center** continues. Donations to the ASLA Center Matching Challenge now total \$12,694, which when added to the \$14,500 in additional pledges already received from earlier donors brings the campaign total to \$1,284,341. Additional solicitations are going out this month and in December.
- Contributions to support the educational programming of the ASLA Fund in 2017 now total **\$39,481** compared with \$15,651 for the same period in 2016. The ASLA Fund has also received \$18,750 to support the 2017 *LAM* Lecture Series at the ASLA Center. Year-end solicitations are scheduled for the week after Thanksgiving and year-end.

## Finance, Meetings, and Business Operations

- CFO Mike O'Brien, Hon. ASLA, is **closing out October 2017**, while the Accounting staff perform internal audit procedures of the September 30 balances.
- As the Meetings department works to close out the 2017 annual meeting, plans for 2018 are well underway. ASLA **President Greg Miller, FASLA**, and President and CEO of the Philadelphia Convention and Visitors Bureau Julie Coker Graham will be among the group **to address attendees at the official ASLA 2018 Annual Meeting and EXPO Kick-off and Reception**, on Thursday, November 30, from 6:00-8:00 p.m. at the Pennsylvania Convention Center. Members of the Pennsylvania/Delaware and surrounding chapters are welcome to attend.
- **The 2017 LAM advertising contracts** totaled **96 percent** of the budget.
- **The 2018 EXPO booth sales** reached **67 percent** of the floor space being either sold (42 percent) or reserved (25 percent).

## Government Affairs

- Recently, congressional leaders released a tax reform overhaul proposal, known as [H.R. 1, the Tax Cuts and Jobs Act](#), which contains provisions that could negatively affect landscape architecture firms, resulting in **higher taxes for firms organized as S Corporations and eliminating the Historic Tax Credit (HTC)**. Government Affairs activated the iAdvocate Network to engage

members and other advocates to send letters to Capitol Hill urging that they [pass a tax bill that is fair to landscape architects](#).

- Mark your calendars and join us for the **Fourth Quarter Advocacy Websummit on November 29 at 3:00 p.m. EST**. As presented at the ASLA Advocacy Summit and the CPC fall meeting, **ASLA and CLARB are partnering and developing strategies to assist state chapters and licensure boards in building stronger more effective relationships**. This webinar will include topics related to best practices for building and sustaining chapter/board relations; providing input on new resources to support licensure defense efforts; and beginning to plan for the 2018 state legislative season. [Join the webinar](#) from PC, Mac, Linux, iOS or Android; or iPhone one-tap, U.S. 1 (646) 876-9923, 802529225# or 1 (669) 900-6833, 802529225#; telephone, U.S. 1 (646) 876-9923 or 1 (669) 900-6833 or 1 (408) 638-0968 Meeting ID: 802529225. For questions, contact Director of State Government Affairs [Elizabeth Hebron](#).
- On November 7, Government Affairs staff attended the Federal Trade Commission's Economic Liberty Task Force roundtable on "[The Effects of Occupational Licensure on Competition, Consumers, and the Workforce: Empirical Research and Results](#)." The panelists, consisting of economic and policy experts, discussed the costs and benefits of licensing, including its effects on workers, consumers, competition, and the overall economy. Interestingly, Dr. Beth Redbird of Northwestern University highlighted her recent report, "[The New Closed Shop? The Economic and Structural Effects of Occupational Licensure](#)," which demonstrated that, contrary to established wisdom, licensure does not limit competition, nor does it increase wages. ASLA's Licensure and State Advocacy Committee will be incorporating and developing these report findings into materials for licensure education and defense.
- Government Affairs staff recently attended a meeting of the [Professional Services Alliance](#) (PSA), a coalition of national and state organizations whose goal is coordinating and organizing advocacy on policy issues with a special focus on state efforts to levy taxes against professional services. **PSA representatives provided an outlook on state tax reform for 2018 and highlighted their recent successes in thwarting legislation in Illinois, Kentucky, and West Virginia**. ASLA is exploring joining the PSA coalition in order to advance the interests of its members in defending against harmful state tax legislative initiatives.
- **Does your chapter want to be more active on policy issues?** Chapters are encouraged to use the [Checklist for state and federal issues important to ASLA chapters](#). As state legislatures, regulatory agencies, the U.S. Congress, and the administration become more active on issues impacting the profession of landscape architecture, local ASLA chapters may choose to weigh in on critical legislative and regulatory proposals. This step-by-step guide will help chapters build consensus around and respond to critical policy issues.

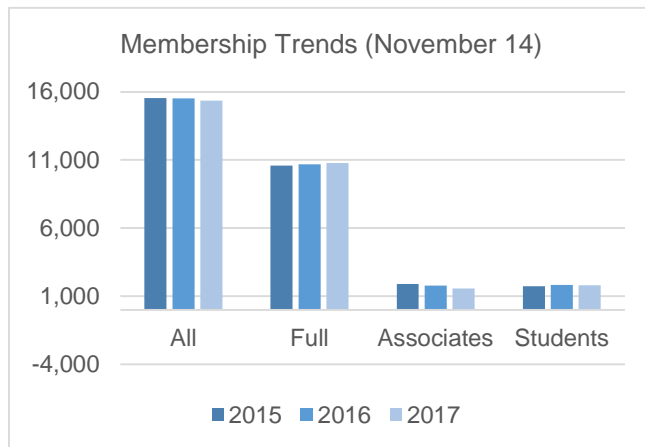
## ***Landscape Architecture Magazine***

- The **December issue of LAM** is on its way to readers. This issue is 260 pages and includes the annual product directory. The features all focus on port areas: a cover article on dredging and land-making in Baltimore Harbor focuses on the work of Mahan Rykiel Associates; a large piece on the Hampton Roads region in Virginia looks at the gathering efforts to combat urgent sea level rise problems; and we cover the redesign of Chicago's Navy Pier by James Corner Field Operations. Departments include an Office column on life for landscape architects in multidisciplinary firms and a Water section on the EPA Rainworks Challenge. Also in this issue is the Landslide 2017 list by the Cultural Landscape Foundation, for which *LAM* is a media sponsor; its theme is threatened public landscapes.

- The **December issue brings LAM's final editorial ratio for the year to 57 percent.** The goal, set by BOT-approved editorial policies, is 55 percent. The magazine published 2,460 pages this year, compared to 2,388 in 2016. There were 1,328 editorial pages (1,307 in 2016) and 1,051 ad pages (1,081 in 2016). The editorial page count was 111 in 2017, over 109 in 2016. The goal is 110. This year's average total issue size was 205 pages, over 199 in 2016.
- Along with numerous other annual meeting attendees in Los Angeles, *LAM* Editor Brad McKee was [interviewed](#) for "America Adapts: The Climate Change Podcast," hosted by Doug Parsons. The episode, released this week, **focuses on ways landscape architects are addressing climate change in many settings.** Other interviewees include **Ellen Stewart, ASLA; Immediate Past President Vaughn Rinner, FASLA, Kristina Hill, Associate ASLA; Martha Schwartz, FASLA; Barbara Deutsch, FASLA; Stephanie Landregan, FASLA; and April Philips, FASLA.**

## Member and Chapter Services

- **ASLA has reached out to those who joined ASLA through registration** at the annual meeting in order to help them take advantage of the many benefits of membership throughout the year.
- Membership remains steady since 2015 and the **full membership category, which accounts for two-thirds of all members, continues a trend of modest growth.** Associate membership has dropped sharply, likely due to the drop in student enrollments and membership of the past five years. However, **student membership is showing improvement, up 12.2 percent from 2015.**



Member Type	11/14/2016	11/14/2017	Change %
Full Member	10,670	10,778	1.0
Associate	1,771	1,556	-12.1
Student	1,817	1,791	-1.4
<b>Total</b>	<b>15,551</b>	<b>15,348</b>	<b>-1.0</b>

## Public Relations and Communications

- Herter Design Group submitted a **revision of the suggested mark** that is part of the rebrand. It reacts to comments received during presentations to the BOT and CPC at the annual meeting in Los Angeles.
- A **news release** was issued and featured in *LAND* announcing the [changes in ASLA officers.](#)
- A **news release shared the findings of the third-quarter [Business Quarterly Survey.](#)** Conditions are positive and relatively stable. The release has had several pick-ups among industry press.

- *The Dirt* Editor Jared Green conducted interviews with [Clare Cooper Marcus, ASLA, on the healing power of nature](#) and [Mark Rios, FASLA, on Los Angeles's ambitious sustainability plan](#).
- The [Green Roof Tour form](#) was redeveloped to be mobile-friendly.
- PR Manager Karen Grajales met with *Architect* magazine associate editor Sara Johnson, who covers design news for the magazine. Johnson toured the Center and learned about ASLA's events and initiatives.

### Education Programs

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **249** active providers offering **1,159**. There are **six** new provider applications pending review.
- A third reminder went out to annual meeting and EXPO attendees with instructions on how to access their professional development attendance certificates along with a request to complete education session evaluations.
- On November 9, Career Discovery and Diversity Manager Shawn Balon, ASLA, attended Alice Deal Middle School's career day to discuss landscape architecture to seventh graders. Along with a presentation on "what is landscape architecture," Balon discussed the risks he has taken in his career and worked with students to conceptualize and design a new park adjacent to the middle school.
- Today, Manager Balon participated in the monthly **National Conference for Community Design** steering committee conference call to continue discussions on conference scheduling, prospective speakers, and funding prospects and partnerships. 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.

### Professional Practice

- Yesterday, the live online learning presentation of "**Urban Street Tree Planting: Correcting Myths and Misconceptions**" took place and offered 1.0 PDH (LACES/HSW). **Jim Urban, FASLA**, presented common mistakes and provided **best practice recommendations to develop truly sustainable urban landscapes**. **Michael Keenan, ASLA**, Planting Design PPN Co-Chair, hosted the presentation. Of the 102 registrants, 91 participated in the live presentation. The recording of this presentation will be available through the [Online Learning website](#) later this week.
- Manager Linette Straus, ASLA, initiated and moderated two sessions at the annual Greenbuild conference last week, "Green, Complete and Smart: Build Green vs. Grey," and "SITES v2 Materials Credits: From Specification to reuse." Both sessions were well attended and provided a closer look at particular topics within the SITES v2 Rating System.
- On November 9, **Susan Chin, Hon. ASLA**, Executive Director of the Design Trust for Public Space, and **Susan Szenasy, Hon. ASLA**, Director of Design Innovation of *Metropolis*, were recognized at an event at the Renwick Gallery of the Smithsonian American Art Museum honoring 2017 winners of Cooper Hewitt's National Design Awards. In addition to this event, Cooper Hewitt has organized educational programs in conjunction with the Awards, including visits and activities led by the honorees in DC Public Schools. **Nominations for the 2018 National Design Awards** are now being accepted through **December 4**. Categories include Landscape Architecture, Design Mind, Interaction Design, Corporate & Institutional Achievement, and more.



- Also, on November 9, Manager Katie Riddle, ASLA, participated in a conference call for the “**Model Projects and Case Studies**” education session within the “[One Water for Resilient Communities](#)” thematic track of the upcoming the **New Partners for Smart Growth Conference**. The group is finalizing panelist invitations for the session, which will showcase real-world examples from forward-thinking communities using innovative and integrated approaches to meet their water needs. Topics will include water and stormwater infrastructure, coastal development, flood protection, green infrastructure, and job training programs.
- Manager Riddle hosted a conference call for the **New Partners for Smart Growth Parklets 6.0 initiative**. Professionals from Interstice Architects, the U.S. Forest Service, and Radian | Placematters shared ideas for their parklet concepts, focusing on pedestrian safety and right-of-way, trees as city assets, and complete streets interactive design. The parklets will be displayed during the [NPSG Conference](#) in San Francisco, February 1-3, 2018.
- Last week, Manager Riddle participated in the [Sustainable DC 2.0](#) “**Equity and People**” **working group** at the D.C. Department of Parks and Recreation. The working group’s purpose is to help ensure a process that is technically sound, enjoys broad public and expert support, and results in a sustainable strategy for the District that will continue to guide community and local government efforts toward their goals. The scope of the “Equity and People” working group includes reduction of disparities in income, education, and health; vibrant neighborhoods; and access to services.

## Deadlines and Reminders

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