

November 29, 2017

Executive Offices

- Preparations are underway for the **2018 planning meetings with President Greg Miller, FASLA, and President-Elect Shawn Kelly, FASLA**. Both will meet with EVP Nancy Somerville, Hon. ASLA, and senior staff to discuss the governance calendar and department goals for the upcoming year.
- The **ASLA Fund sent out its first ever Giving Tuesday appeal** yesterday to more than 47,000 members, subscribers and friends of the American Society of Landscape Architects. The appeal asks for charitable contributions to the Campaign for the ASLA Center for Landscape Architecture. To make your own contribution, please click on [Giving Tuesday Donation](#).
- Team-building activities and exercises (several of which focused on internal coordination and communication), the “Are We Making Progress?” and Gallup Q12 survey results were discussed during the recent annual **staff retreat**. Also, EVP Somerville reviewed the BOT-approved changes to the Strategic Objectives and highlights of the Annual Operating Plan.

Government Affairs

- Today, ASLA, the American Institute of Architects, and the National Society of Professional Engineers, joined in sending [a letter](#) to leaders of the U.S. Senate and House of Representatives **expressing concern for the unfair treatment of professional services businesses, including design firms, organized as S Corporations or pass-through businesses** in the comprehensive tax reform proposals moving through Congress. If your firm is organized as a pass-through business, use the [iAdvocate Network](#) to tell your legislators not to cripple landscape architecture firms with higher, unfair tax burdens.
- ASLA has also joined with active transportation and bicycle activists in sending a letter to Senate Finance Committee leaders **opposing their proposal to eliminate the \$20-per-month bicycle commuter transportation benefit** in the U.S. Senate’s comprehensive tax reform proposal.
- Recently, the Department of Interior Secretary Ryan Zinke [proposed fee increases](#) in 17 national parks—increases that could force entrance fees to increase from \$25 to \$70. ASLA has joined with coalition partners in sending comments to Zinke opposing the fee increases and urging him to support passage of the **National Park Service (NPS) Legacy Act, bipartisan legislation that would completely eliminate NPS’s maintenance backlog**. After public outcry about the fee increases, NPS has extended the [public comment period](#) to December 22. Your voice is needed to tell the administration to keep our national parks affordable for everyone. Also, you can use the [iAdvocate Network](#) to urge your legislators to support the National Park Service Legacy Act.

Landscape Architecture Magazine

- This week, *LAM* is finalizing its agreement with JSTOR, the esteemed online [library](#), **to have the magazine’s entire archive digitized**. The agreement will eventually **allow ASLA to make the century-plus archive available to members for free as a member benefit**. It will also be available to library users worldwide under the Plants and Society Collection. JSTOR should begin sourcing the original magazines imminently for scanning in their original format. The online archive is expected to become available in 2019. Kudos to Senior Editor Jennifer Reut and CFO Michael O’Brien, Hon. ASLA, for the long and careful parsing of the agreement with ASLA’s legal counsel and JSTOR representatives.

- Late in breaking to us, but the **annual landscape architecture website rankings** tabulated by The Global Grid recently **placed LAM at No. 8** among the top 20 landscape sites in the world, up from No. 12 in 2016. **ASLA's website, including *The Dirt*, comes in at No. 2!**

Meetings and Business Operations

- Several staff are **in Philadelphia this week planning for the ASLA 2018 Annual Meeting and EXPO** with a series of meetings and events with teams from the Pennsylvania Convention Center, the Marriott Hotel, members of the Pennsylvania/Delaware Chapter, and the Annual Meeting Education Advisory Committee. The annual meeting is scheduled for October 19-22.
- **The 2017 LAM advertising contracts** totaled **98 percent** of the budget.
- **The 2018 EXPO booth sales** remains at **67 percent** of the floor space being either sold (42 percent) or reserved (25 percent).

Member and Chapter Services

- On November 20, **CPC Chair Tim Nickerson, ASLA, and Chair-Elect Zak Pierce, ASLA**, hosted the annual **CPC Orientation** webinar with chapter leaders. The orientation covered ASLA governance, strategic objectives, and administrative policies as well as key resources for chapter presidents and other chapter leaders. Leaders can access the presentation on the [Chapter Operations Workbook](#).

Public Relations and Communications

- Herter Design Group submitted a **revision of the suggested mark**, part of the rebrand, based on comments received during presentations to the Board of Trustees and Chapter Presidents' Council at the annual meeting in Los Angeles. It was discussed and endorsed by the Executive Committee during its conference call and will be implemented in phases beginning January 2018.
- 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.
- A recent [interview with Clare Cooper Marcus](#), noted author and educator, on the healing power of nature was a hit, with nearly **2,000 reads so far**.

Education Programs

- This week, a reminder was sent to all accredited landscape architecture program chairs, asking them to complete the **Program Topic Area and Curriculum Survey** by December 8. The data collected will be used to revise the Study Landscape Architecture webpage and inform initiatives specific to diversity, equity, and inclusion.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **247** active providers offering **1,193**. There are **six** new provider applications pending review.



Professional Practice

- On December 12, the **Women in Landscape Architecture PPN** will host an ASLA Online Learning webinar titled “Creative Goal Setting for Women” presented by **Mia Scharpie, Associate ASLA**. Mia is the founder of Build Yourself, a career advancement training company that **helps women in creative fields move past the obstacles that hold them back in the workplace**. The presentation will focus on setting inspiring and motivating career goals, and methods on how to be “creatively strategic” in optimizing the investment of your time.

Deadlines and Reminders

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