

January 10, 2018

## Executive Offices

- The **ASLA Executive Committee** will be meeting at the Center for Landscape Architecture Friday and Saturday for its winter meeting. Agenda items include review of 2017 program and budget performance, strategic planning, and diversity training/discussion. For questions, please contact [Corporate Secretary Curt Millay, ASLA](#).
- **President Greg Miller, FASLA, and President-Elect Shawn Kelly, FASLA**, were at the Center for **planning meetings before the holidays** to meet with each department to review 2018 plans and goals. President Miller gave a presentation to the staff about himself and his practice. Following longstanding tradition, Miller and Kelly also served as judges for the office holiday décor contest and participated in the employee length-of-service awards ceremony. Four staff received five-year awards: Sarah Strelzik, Karen Grajales, Gregg Boersma, and Curt Millay. Four staff received 10-year awards: Keith Swann, Roxanne Blackwell, Les Blackmore, and Alice Klages.
- Corporate Secretary Millay and Manager Linette Straus, ASLA, provided a tour of the ASLA Center and an update on the Chinatown Green Street Demonstration Project to attendees of the **Transportation Research Board** conference being held in Washington this week.
- **Pledges to the Campaign for the ASLA Center for Landscape Architecture** now total \$1,300,766 or 86.7 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 \$50,881, an increase of 68 percent over the same period last year. Thank you letters to all donors to the Campaign and the Fund in 2017 will go out over the next two weeks.

## Finance, Meetings, and Business Operations

- CFO Mike O'Brien, Hon. ASLA, and the Accounting staff are **closing out December 2017** and reporting the results at the winter Executive Committee meeting later this week.
- **The 2018 LAM advertising contracts** now total **65 percent** of the budget.
- **The 2018 EXPO booth sales** reached **73 percent** of the floor space either sold (61 percent) or reserved (12 percent).
- Members of the **Sales and Marketing** staff are in Orlando participating in the **International Builders Show**.
- Meetings Director Joyce DePass is attending the **Professional Convention Management Association (PCMA) Annual conference** in Nashville this week.

## Government Affairs

- **Our parks need your help!** Due to years of under-investment by Congress in aging infrastructure, our national parks are plagued with a \$12 billion maintenance backlog. Recently, a bipartisan group of senators and a group of House legislators introduced the [National Park Service Legacy Act \(S.](#)

[751, H.R. 2584](#)) that aims to reduce the maintenance backlog at the National Park Service by establishing a dedicated backlog fund. Under this legislation, \$11.3 billion of the approximately \$12 billion maintenance backlog would be eliminated by 2047. [Tell your lawmakers](#) to cosponsor the **National Park Service Legacy Act** today!

- Legislation has been **introduced in Virginia**, [HB.555](#), which would **eliminate landscape architecture licensure and replace it with optional certification**. The bill also proposes limiting title protection to the term "certified landscape architect" and removes restrictions on the practice of landscape architecture by unlicensed persons. The Virginia Chapter, with support from ASLA National, is developing an advocacy response strategy. Additionally, State Government Affairs Director Elizabeth Hebron is assisting the **Illinois Chapter** in developing a legislative proposal for a practice act in Illinois.

### ***Landscape Architecture Magazine***

- The **February issue of LAM went to press this week**. The features include pieces on a new woodland design for the Fernbank museum in Atlanta by Sylvatica Studio; the rippling landforms around the MAX IV National Laboratory in Sweden by Snøhetta; and the long process of restoring Olana, the estate of the painter Frederic Edwin Church, in the Hudson River Valley of New York, by Nelson Byrd Woltz. Departments include a Materials piece on specifying dimensioned stone products; a new master-class program in Japanese garden design in Portland, Oregon; and placemaking at the Kopupaka Reserve in New Zealand. In the Back is a photo essay on an antique garden tool collection belonging to **David Rubin, FASLA**, and a review of the new book by **Laurie Olin, FASLA, Be Seated**. Also, check out new items on LAM's [website](#), and alert Spanish-speaking colleagues to our new series of [translated articles](#).
- Editor Brad McKee is in New York today and Thursday serving as a **judge for the National Magazine Awards**, held by the American Society of Magazine Editors at Columbia University.
- **JSTOR has begun the process of gathering archives of LAM** from various sources in preparation for scanning the 108-year archive.
- The **next LAM Lecture will be Tuesday, March 13**, at 7 pm at the Center for Landscape Architecture. The speaker will be **Bradley Cantrell, ASLA**, the chair of landscape architecture at the University of Virginia.

### **Public Relations and Communications**

- ASLA convened its **2018 Public Awareness Summit** in Austin, Texas, on January 5-7 with 46 of 49 chapters represented. The summit featured presentations from ASLA staff on implementing the rebrand, public relations, and web design. Some attendees presented case studies on student outreach, promoting the work of members, and working with a chapter to redesign a website. Representatives also participated in three group discussions regarding World Landscape Architecture Month, implementing the rebranding, and how ASLA can better help chapters with local public awareness efforts.

### **Education Programs**

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **251** active providers offering **1,301 courses**. There is **one** new provider application pending review.



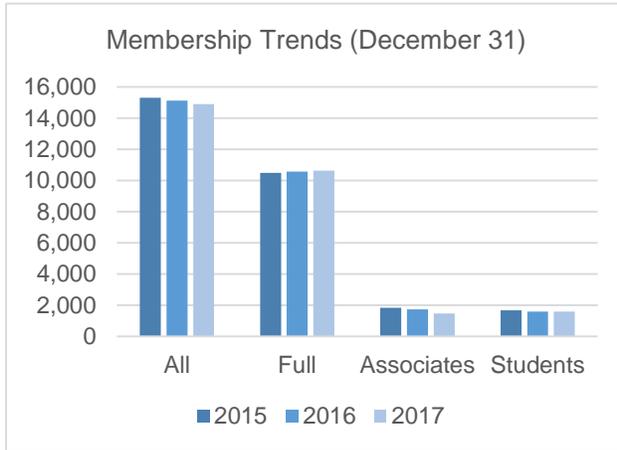
- **LAAB Immediate Past Chair Ned Crankshaw, FASLA**, Manager Kris Pritchard, and Director Susan Apollonio met with **Distance Education Accrediting Commission (DEAC)** Executive Director Leah Matthews to **discuss and draft standards for online landscape architecture programs on January 4.**
- Manager Pritchard attended the **Council for Higher Education Accreditation (CHEA)** meeting for a discussion of accreditation and the Reauthorization Bill, Promoting Real Opportunity, Success, and Prosperity through Education Reform (PROSPER), H.R. 4508, and the implications for the accreditation community.
- [A Call for Presentations](#) reminder for the 2018 Annual Meeting and EXPO in Philadelphia was sent on January 11. The deadline to submit a session for consideration is January 31.
- ASLA staff met with representatives of the **ACE Mentor Program and STEM Premier** to discuss potential partnerships to increase participation in the ACE Mentor program and raise awareness of landscape architecture as a career path.

### Professional Practice

- The **ASLA Fellows Class of 2017** has been added to [ASLA's Fellows Database](#). Fellows from previous classes are reminded that they can update their information in the database themselves or send changes they wish to see to the [ASLA library](#).
- Manager Straus is **setting up stakeholder meetings with Design Workshop (DW)** for the end of January. She is also working on an MOU and assisting Secretary Millay on **RFQs for a construction manager, permit runner, and geotechnical surveys**. Also in the works are the quarterly report due to the District Department of Energy and the Environment mid-January and updates to the content of the Chinatown Green Street Demonstration Project webpage.
- As a member of the advisory board for **The Trust for Public Land's (TPL) new "Parkology" website**, Manager Katie Riddle, ASLA, participated in a pilot test orientation of the new web tool. The tool will allow visitors to access exciting and relevant park-related data to support and build great parks in their communities. TPL is planning to launch the website in early 2018.

### Member and Chapter Services

- Several key communications were delivered to chapter leaders. On January 9, chapter past presidents received the chapter annual report questionnaire (due February 16). The monthly **Membership Minute** was distributed on January 8, providing tips on how to start the new year off strong. The monthly chapter renewal reports were sent on January 5.
- Final 2017 membership numbers are now available. Membership continues to show a slight decline 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 membership (and enrollment) of the past decade. However, **student membership has remained steady since 2016.**



Member Type	12/31/2016	12/31/2017	Change %
<b>Full Member</b>	10,584	10,633	0.5
<b>Associate</b>	1,747	1,478	-15.4
<b>Student</b>	1,606	1,600	-0.4
<b>Total</b>	<b>15,133</b>	<b>14,913</b>	<b>-1.5</b>

## Deadlines and Reminders

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