

March 7, 2018

Executive Offices

- The **Chinatown Green Street Task Force** met with ASLA staff, Design Workshop, and other extended design team members today **to review design updates for the Chinatown Green Street Demonstration Project**. The task force attendees included **President Gregory Miller, FASLA**, past presidents **Chad Danos, FASLA**, and **Thomas Tavella, FASLA**, and other member experts. Later in the day, **the design team and ASLA staff met with key stakeholders** on the block to continue to gather input and to review current project strategies and concept alternatives. Design Workshop **provided a virtual reality demonstration for the task force and stakeholders to visualize the conceptual designs**.
- EVP Nancy Somerville, Hon. ASLA, gave a keynote speech as well as a Pecha Kucha-style presentation on “What Inspires Me” at the **ASLA Wisconsin Chapter** conference in Madison last week. Additional keynotes were presented by **Christopher Counts, ASLA**, and **Dee Merriam, FASLA**. **Chapter President Jonathan Bronk, ASLA**, and **Trustee Gary Brown, FASLA**, joined Somerville for firm visits with Saiki Design and SmithGroupJJR.
- **Council of Fellows Chair Marq Truscott, FASLA**, visited the ASLA Center and met with Secretary Millay regarding Council business.
- Students and faculty from the **Ohio State University held a design jury at the ASLA Center** last week as part of a project to memorialize landscapes of refuge and resistance.

Finance

- CFO Mike O'Brien, Hon. ASLA, and the Accounting staff are wrapping up a combined **January and February close** and reporting the results to the Finance and Investments Committee on March 22.
- Field work for the Society's **financial audit** wrapped last week and a call held yesterday with **Finance VP Finance Tom Mroz, ASLA**, **Audit Committee Chair SuLin Kotowicz, ASLA**, and the members of the **Audit Committee** to discuss the status and next steps. No issues were reported and the next conference call is scheduled for March 20 to discuss the financial statements.
- **The 2018 LAM advertising contracts** now total **75 percent** of the budget.
- **The 2018 EXPO booth sales** have reached **77 percent** of the floor space being either sold (72 percent) or reserved (5 percent).
- Please **register by March 30 for the 2018 Spring Meeting and Advocacy Day**. For BOT, please go [here](#) and for CPC, please go [here](#).

Government Affairs

- Recently, **Senate GOP leadership announced that passage of an infrastructure bill is unlikely this year**. Increased spending on infrastructure, one of President Trump's main campaign promises, will likely be tabled in the Senate as policy makers begin to grapple with other pressing legislative concerns such as appropriations, gun law reform, and immigration. Department of Transportation Secretary Elaine Chao continues to push the administration's agenda this week at a House Transportation and Infrastructure hearing.

- **Take action and [send a message](#) to urge your member of Congress to cosponsor the Living Shorelines Act!** ASLA has endorsed [H.R. 4525, the Living Shorelines Act](#), which would provide critical funding to help our nation's coastal communities develop flood-resistant green infrastructure projects that integrate plants and local ecosystems.
- ASLA's Director of State Government Affairs Elizabeth Hebron and Government Affairs Coordinator Casey Ellingson recently attended a **House Committee on Small Business Subcommittee** hearing titled, "[Occupational Hazards: How Excessive Licensing Hurts Small Business.](#)" The hearing examined how easing occupational licensing barriers may reduce workforce gaps and regulatory costs for small businesses and included testimony from several anti-licensure leaning institutions. ASLA Government Affairs continues to monitor and to respond to state and federal occupational licensing reform proposals and activities.
- Recently, the **Nevada Chapter** and the Nevada State Board of Landscape Architecture testified at a Legislative Commission Sunset Subcommittee meeting. **Ellis Antunez, FASLA**, testified on behalf of the board and responded to questions regarding the board's budget and licensing procedures and practices. **Lucy Joyce, ASLA**, provided testimony on behalf of the chapter and described the breadth and scope of the profession and how licensure is key to protecting the health, safety, and welfare of the public.
- [Legislation](#) creating a landscape architecture practice act was introduced in the Illinois Senate. However, the **Illinois Chapter** is continuing to work with additional partners and interested parties to modify the bill prior to it being called for a vote. Illinois is one of three remaining states that operate under a title act.
- Kentucky bill, [HB 465](#), introduced this week **would reorganize all of the state's licensing boards under four different governing "authorities" and require boards to undergo sunset reviews every five years.** The bill proposes to place the Kentucky State Board of Examiners and Registration of Landscape Architects under the new "Land Development Authority," which would also include the engineers, architects, and geologists' boards. Director Hebron is in communication with the **Kentucky Chapter** and continues to monitor developments.

Landscape Architecture Magazine

- The **April issue of LAM goes to press today**, rain or shine. The editorial content clocks in at 122 pages of an action-packed 212-page issue (58 percent editorial). **This issue has a global range for World Landscape Architecture Month**, with features on a memorial project around an excavated historic slave port in Rio de Janeiro, three new parks on the Paris periphery, a residential acequia in New Mexico, and a new campus landscape in Monterrey, Mexico. There are also articles on new public spaces in Moscow, planting details for large trees on steep slopes, the new bonsai museum in Washington, D.C., and an Office column on maintenance concerns.
- The next **LAM Lecture is this coming Tuesday, March 13, with Bradley Cantrell, ASLA, chair of landscape architecture at the University of Virginia.** Bradley will talk about "Responsive Landscapes | Intelligent Wilds," focusing on deployment of artificial intelligence and machine learning in wilderness environments as a tool of ecological design. To register, go to ASLA's [events page](#).
- **LAM's latest article to appear in Spanish, about the Fernbank Museum landscape in Atlanta, is [live](#) on the website!** Please share with your Spanish-speaking colleagues.



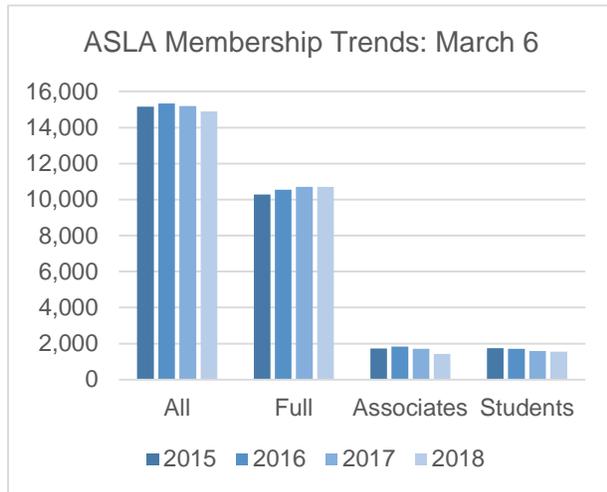
- Last weekend, Staff Writer/Editor Katsma attended the seminar, “The Aesthetics of Planting Design,” at UC Berkeley **to collect contacts and leads for future Palette and feature articles.**
- **Work is proceeding on the LAM Climate Reader**, in particular, Managing Editor Zackowitz is securing permissions from authors and photographers for repurposing (to be on the cautious side). Editorial staff will meet with Communications staff next week to discuss budget and logistics.

Education Programs

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **240** active providers offering **1,193** courses. There is **one** new provider applications pending review.
- Education Programs Director Susan Apollonio and Manager Whitney Mitchell held a webinar for **Landscape Architecture Continuing Education System™ (LA CES™)** providers on February 28 to discuss the first phase of upgrades to the system. The recording will be archived and made available to all providers.
- Today, PR & Communications Director Terry Poltrack and Career Discovery and Diversity Manager Shawn Balon, ASLA, participated in a conference call with **Michael Wood, Executive Director of Association of Architecture Organizations (AAO)**, to discuss featuring landscape architecture components at the [2018 Design Matters Conference](#) to be held in Seattle, WA, November 14-17.
- On February 27, Manager Balon attended the **DC Environmental Education Consortium (DCEEC)** Executive Meeting to discuss the North American Association for Environmental Education (NAAEE) Affiliate Organization Assessment Tool, review the strategic plan initiatives and goals for the year, and discuss participation for members and membership organizations.
- On March 1, the Education Department held a conference call with **Education VP Lake Douglas, FASLA**, to discuss upcoming events in March.

Member and Chapter Services

- **The Spring CPC Meeting information is now posted in [CPC Central](#).** Chapter presidents should ensure that all chapter participants have registered. Registration is a two-step process: [Register](#) for the meeting and Advocacy Day, then [book your hotel](#) (via link or call 1-888-421-1442 and refer to the 2018 Spring Meeting).
- Membership has fallen slightly since 2015 although the **full membership category, which accounts for two-thirds of all members, has remained steady.** Associate membership has dropped sharply, most likely due to the drop in student enrollments and membership of the past five years.



Member Type	3/6/17	3/6/18	Change %
Full Member	10,707	10,711	<.01
Associate	1,703	1,433	-15.9
Student	1,587	1,548	-2.5
Total	15,203	14,902	-2.0

- On March 6, chapter leaders received the bimonthly **Membership Minute**, which focused on World Landscape Architecture Month. The **Membership Minute** is produced by the ASLA Member Services Committee.
- At the end of February, Member and Chapter Services Managing Director Julia Lent, Hon. ASLA, facilitated a **strategic planning session for the Iowa Chapter**. This is the third chapter strategic planning session of 2018, with an additional session in the planning stages.

Public Relations and Communications

- Professional Award entries** closed March 6 and are being screened for completion and eligibility. Entries appear to have dropped from previous years.
- The **2018 Residential Landscape Architecture Trends Survey** will close March 8. Invitations to participate went out to all Full and Associate members.
- The **Honors and Awards Advisory Committee** met by conference call and discussed tactics to increase the number of Honors nominations, the status of awards submissions, and how to raise the profile of the awards ceremony at the annual meeting. The Executive Committee is currently culling **the list of Honors nominations to provide a maximum of two nominees per category** for Board of Trustees vote at the April spring meeting, plus **up to eight nominees for Honorary Membership**.
- A majority of the **Professional Awards jury signed off on this year's nominations for the ASLA Design Medal**. Their credentials will be forwarded with the full roster of Honors nominees to the Executive Committee once that list is finalized this week.

Professional Practice

- Thirty-five of the 120 education sessions that took place during the 2017 ASLA Annual Meeting and EXPO in Los Angeles were recorded and are now available on the [ASLA Online Learning website](#)**. Topics covered range from climate adaptation and habitat design to radical water conservation and residential design.



- Manager Linette Straus, ASLA, with the **ASLA PPC ASHRAE Workgroup**, followed up with the ASHRAE Workgroup 5 to discuss their review of the ASLA 189.1 revised outline and example section submission during their winter conference.
- The **PPC Autonomous Vehicles Subcommittee** held its monthly call to review policy statement revisions and webpage final developments. Additional volunteers joined the group and fulfilled positions on additional subgroups such as resources and tools and education.
- Straus finalized arrangements and continued to develop the **SITES® presentations for the ASLA Boston Chapter conference** to take place at the end of the month.

Deadlines and Reminders

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