

May 11, 2016

Governance and Administration

- **President Chad Danos, FASLA, and EVP Nancy Somerville, Hon. ASLA, represented ASLA at the White House Conference on Resilient Building Codes** yesterday (along with private and public collaborators) to discuss the critical role of building codes in furthering community resilience, explore the economic benefits of resilient design, and to consider actions that the federal government and the private sector can take to advance resilience in the built environment.
- **President Danos** was in Winston-Salem recently to participate in the North Carolina ASLA Annual Meeting where he emceed the annual awards banquet, presented on ASLA activities, and facilitated a panel discussion with ASLA past presidents **Rodney Swink, FASLA; Perry Howard, FASLA; and Susan Hatchell, FASLA.**
- **President Danos** also traveled to Fort Worth to the **Texas Chapter Annual Meeting** where he was the keynote speaker during the chapter's annual awards luncheon. He then proceeded to St. George, Utah, for the **Utah Chapter's Annual Meeting**, and again was the keynote during that chapter's annual awards luncheon.
- Staff met with the **ASLA Center for Landscape Architecture design and construction team** for the biweekly review, including review of open RFIs, specifications regarding the building automation system, and selection of the consultant for special inspections. Earlier, staff met with Gensler and the Haworth/Price Modern representative to review final furniture selections and budget.
- The **Board Performance Task Force**, chaired by **Immediate Past President Richard Zweifel, FASLA**, met via conference call last week to review results of the post-Annual Meeting Board survey, discuss issues/areas to be considered for future Board training, and identify additional trustee resource needs.
- As part of the **Chinatown Green Street Demonstration Project**, EVP Somerville and staff held a conference call with **Steven Spears, FASLA, and Design Workshop** to discuss **further development of ideas for Chinatown park** and additional stakeholder meetings in collaboration with the **DowntownDC BID.**
- EVP Somerville participated in the **Landscape Architecture Foundation (LAF) Executive Committee** and Board meetings recently. Somerville presented on ASLA's priority programs and participated in planning discussions for **[LAF's Summit on Landscape Architecture and the Future](#)**, to be held in Philadelphia on June 10-11.

Government Affairs

- **Advocacy Day is almost here!** Please review the [Advocacy Day 2016](#) webpage in preparation for your meetings with your congressional leaders.
- Last week, President Danos issued a [call to action](#) to encourage all ASLA members to participate in the **[2017-2018 Federal and State Legislative Priorities Survey](#)**. This year, ASLA has combined the federal and state surveys to make it more efficient and convenient for ASLA members to participate. Currently, over 200 advocates have taken the survey. **Please take a few minutes to take this short questionnaire (only 19 questions)** to help ASLA determine the future legislative objectives. The **survey deadline is May 31.**

- The National Association of Flood and Stormwater Management Agencies (NAFSMA) has officially opened the competition for the **2016 Stormwater Management Green Infrastructure Awards Program**. To be eligible for consideration, [applications](#) must be submitted by **May 17**.
- Government Affairs activated the iAdvocate Network on May 5 to bring awareness and encourage **Maryland** members to [contact](#) Governor Hogan to sign into law **The Pollinator Protection Act of 2016 (SB198/HB211)**. Passed by the Maryland General Assembly, the bill would restrict the sale and use of neonicotinoid pesticides, a documented contributor to the decline in pollinators across the country, as well as in Maryland. If you are from Maryland and did not receive our request to Take Action and would like to receive them in the future, [sign up now](#).
- On May 4, Government Affairs participated in the **National Complete Streets Coalition Steering Committee strategic planning meeting**. With the passage of a federal Complete Streets policy and 930 state and local policies, the coalition wants to plan for the next phase of Complete Streets efforts and address fiscal issues to meet those goals. Follow-up meetings to establish goals and agendas will be held in the near future.
- ASLA **signed onto a coalition letter to the Senate Environment and Public Works Committee requesting that a green infrastructure provision** be included in the reauthorization of the Water Resources Development Act. The letter, led by the Nature Conservancy, expressed support for principles of resilient design and nature-based solutions, and showcased how such solutions, in combination with grey infrastructure, provide for sustainable and cost-effective means to reduce flood and storm damage, improve water quality, and protect vital wild habitats related to Army Corps of Engineers projects.

Finance, Meetings, and Business Operations

- Accounting is working through an issue with the auditors and the financial drafts should be available by Friday. Once the drafts are available the **Audit Committee** will schedule a call.
- **The 2016 LAM advertising contracts** total **83 percent** of the budget.
- **The 2016 EXPO booth sales** continue with **78 percent** of the floor sold.
- **Attendee [registration and housing](#) for the [2016 Annual Meeting and EXPO](#) in New Orleans launched on Monday**. Meetings and special programs staff have negotiated special discounted room rates at 11 hotels all within walking distance of the Ernest N. Morial Convention Center. Attendees that book their hotel rooms at these hotels when they register save up to \$75 on their registration fees. **Register before the early-bird deadline of June 17** to save even more on registration fees and ticketed workshops and special events.
- **To date, 15 schools have signed up to participate in this year's [Alumni Tailgate](#)**. The new schools since the last posting include: Cal Poly State University, Louisiana State University, University of Arizona, University of Georgia, and University of Wisconsin. Encourage your alma mater to sign up for this October 22 Mardi Gras-themed event held on the showroom floor during the annual meeting.

Landscape Architecture Magazine

- On May 6, LAM Editor Brad McKee attended the symposium "Landscape and the Academy" presented by the Garden and Landscape Studies program at Dumbarton Oaks in Washington, D.C.



The **symposium focused on campus design and history**, and included presentations by **Mark Hough, FASLA; Linda Jewell, FASLA; and Gary Hilderbrand, FASLA.**

Public Relations and Communications

- A [statement](#) about the **White House Conference on Resilient Building Codes** was distributed May 10, with early interest from *Total Landscape Care*.
- The *Washington Business Journal* on Monday published its **first-ever list of area landscape architecture firms**, along with two articles—“[Three Things to Know about Greater Washington’s Landscape Architects](#)” and “[Why Water Is an Increasingly Important Part of Real Estate](#)” (subscription required). ASLA helped data editor Carolyn M. Proctor connect with **Dennis Carmichael, FASLA**, and also proposed a focus on how landscape architects help address the D.C. region’s stormwater issues.
- This year, **people from 22 countries posted 5,600 times in social media with #WLAM2016 for World Landscape Architecture Month**. These posts reached 4 million people worldwide, which is approximately **33 percent more than 2015**.
- A coordinated WLAM push by ASLA and its chapters to promote the “**10 Parks That Changed America**” helped the PBS show attract **2.4 million viewers, higher than the PBS average for primetime**. This is one tactic that emerged from this year’s Public Awareness Summit.
- A [press release](#) reporting stable and healthy results for the **first quarter 2016 Business Quarterly survey** was distributed via several wire services. *PRISM*, a new online publication about technology and artistry in the built environment, expressed early interest.
- The registration brochure for the **2016 Annual Meeting and EXPO** in New Orleans is at the printer, and the [website and registration](#) went live on Monday. (See Meetings.)
- ASLA staff participated in a monthly phone call yesterday with staff from U.S. Green Building Council to discuss ways to promote the **Sustainable Sites Initiative™ (SITES®)**, especially through local-level presentations and workshops. **Chapters interested in hosting a SITES education session should contact Professional Practice Manager [Linette Straus](#), ASLA.**

Member and Chapter Services

- On May 2, chapter leaders received the monthly **Membership Minute**, which provided tips on how to engage emerging professionals. Chapter leaders also received their monthly chapter renewal reports.
- On May 6, a reminder email was sent to the 675 student members with a 2016 graduation date reminding them of the **free associate member benefit**.
- During the past week, the **Emerging Professionals Committee** and the **Member Services Committee** met via conference call to continue working on their respective 2016 projects. The first *Ask Me Anything* Google hangout for Emerging Professionals will be May 12 at 3 p.m. EDT, hosted by LAM Editor-in-Chief Brad McKee.
- On May 1, email reminders to “**Renew Your Membership**” were sent to the 1,638 members with valid emails. Current membership trends continue to be generally positive. One exception has been Associate membership, which grew by nearly seven percent in 2015, but has leveled off in 2016.

Member Type	5/10/2015	5/10/2016	Change %
Full Member	10,350	10,565	2.1
Student & Student Affiliate	1,926	1,932	0.3
Associate	1,895	1,888	-0.3
All Members	15,296	15,385	0.6

Education Programs and LAAB

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **223** active providers offering **1,430** courses. There are **two** new provider applications pending review.
- Director Susan Apollonio and **David Myers, ASLA**, University of Maryland, participated in a [Next Generation Careers \(NGC\) focus group meeting](#), which is part of an **National Science Foundation-funded Research Coordination Network Incubator project**, jointly led by the Ecological Society of America and the Society for Conservation Biology. The discussion focused on questions regarding forms of exchange or synergies that should be developed across a broad range of sectors among employers, higher education and professional societies to advance the NGC agenda. A follow-up workshop will be held this fall to explore the potential of a cross-sector network.
- **Landscape Architectural Accreditation Board (LAAB) ROVE Teams** have concluded accreditation reviews for spring 2016. **University of Washington (MLA)** had its review conducted last week. **Programs reviewed during spring 2016 are scheduled to be considered at the LAAB Summer 2016 Board Meeting.**

Professional Practice

- Yesterday, Manager Straus and Manager Shawn Balon, ASLA, attended a panel discussion regarding creating, maintaining, and rehabilitating habitat within the urban context at Gensler & Associates in Washington, DC. Manager Straus participated as one of the five panelists—highlighting the work that ASLA has been doing with SITES and the Chinatown Green Street Demonstration Project as well as the overall role that landscape architects play in designing and establishing habitat within the urban context.
- Manager Straus, Manager Balon, and Coordinator Hay participated in the kickoff steering committee meeting for the **Urban Topic Area of the U.S. Climate Resilience Toolkit** at the National Oceanic and Atmospheric Administration (NOAA) headquarters. ASLA's contribution will focus on urban issues and case studies for the topic area. The toolkit will be available to the general public as an effort led by the White House's Office of Science and Technology and Policy and NOAA.
- On May 2, Director Elizabeth Hebron, Manager Straus, and Corporate Secretary Curt Millay, ASLA, met with D.C. Water to provide an update on the **Chinatown Green Street Demonstration Project**. D.C. Water staff also briefed ASLA on the agency's current green infrastructure projects in the District.



of Columbia. There was a valuable exchange of information and ideas as well as follow-up for data sharing.

Deadlines and Reminders

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