

August 31, 2016

Executive Offices

- The entire staff will be **participating in the annual retreat tomorrow** to discuss the “**Are We Making Progress**” **survey results** for this year. Discussed will be what has been learned and what has been implemented over the years, as well as teambuilding and communications exercises, and how the **WELL Building Standard** is enhancing the Headquarters redesign and staff benefits.
- Staff conferred with **Boo Thomas, FASLA, and Haley Blakeman, ASLA, of the Louisiana Center for Planning Excellence (CPEX) and President Chad Danos, FASLA**, on the effect of the [devastating flooding in Baton Rouge](#) and surrounding Louisiana counties. Also discussed was how ASLA can support CPEX and its planning work during the recovery and rebuilding process. The report ran in *LAND*, was distributed via social media, and included information on how members can help the relief efforts.
- EVP Nancy Somerville, Hon. ASLA, and staff are continuing work on **administrative policy updates** for review and action on the September Executive Committee conference call. Currently in process are polices on: Finance, Investments, Reimbursements, Nominating Committee Guidelines, Member Information Confidentiality, and Executive Sessions. Work also continues on the 2017 **Annual Operating Plan**.
- The **Constitution and Bylaws Committee** recently held a call to continue reviewing the Chapter Model Constitution and Bylaws in preparation for Board action in New Orleans.
- EVP Somerville met with **CLARB’s Executive Director Joel Albizo, Hon. ASLA**, yesterday to discuss current organizational focuses and areas where both organizations can support each other.
- Last week, EVP Somerville and Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA, **met with National Park Service (NPS) Associate Director, Cultural Resources, Partnerships and Science, Stephanie Toothman**. The **discussion covered the status of the Historic American Landscapes Survey (HALS) budget** and the potential for additional staff for the program. ASLA will have a follow-up meeting with Associate Director Toothman so that she may provide more budget details about the program.
- Staff met recently to **continue planning for the Center opening and 2017 Center programming**. The opening celebration is tentatively scheduled for Thursday, January 25, the day before the winter Executive Committee meeting. Also in the planning stage: a preview tour and dinner for major donors, tentatively scheduled for January 24.

Finance, Meetings, and Business Operations

- **The 2016 LAM advertising contracts** total **93 percent** of the budget and this year’s annual meeting issue (October) exceeds all previous records for advertising revenue.
- **The 2016 EXPO booth sales** continue with **91 percent** of the budget being sold.
- [Annual meeting](#) registration has climbed to over **3,100** with more than half of the **15 field sessions already sold out**. Tickets to the [Council of Fellows Investiture Dinner](#) are also selling fast. Advanced rate pricing and registration discounts for booking in the official ASLA hotel room block all expire on September 16, so [register now](#).



- To date, **31 schools have signed up for the Alumni Tailgate**, scheduled for Saturday, October 22. This year's **prizes for Best School Spirit/Decorated Space** include: 15 complimentary student registrations to the 2017 annual meeting in Los Angeles; second place will receive 10; and third place will receive five comp registrations. Also, **the exhibitor with the most school spirit** will win a free corner booth upgrade for 2017; second place receives a free 2017 overhead sign; and third place receives 10 free drink tickets good for Saturday or Sunday evening's reception on the EXPO floor in New Orleans.

Government Affairs

- [Register today](#) to participate in [Landscape Architects as Federal Leaders](#), a **one-of-a-kind webinar hosted by ASLA and the Landscape Architecture Foundation** on September 15, 2-3:15 p.m. EDT. The webinar will feature representatives from federal agencies, including the U.S. Forest Service and the Smithsonian Institution, who will discuss federal leadership opportunities available to landscape architects, the range of project types and national policies that impact landscape architects, as well as pathways to careers in federal service.
- [Apply Now!](#) The **2017 State Licensure and Advocacy Grant Application** is now open and available for chapters interested in financial support for their licensure & state advocacy activities. Qualifying activities include state advocacy days and legislative breakfasts that promote and defend licensure as well as those that support ASLA state or local advocacy efforts including the right to practice from local challenges. The application deadline is October 7, and awardees will be notified in early November.
- On August 25, the **National Park Service (NPS) celebrated 100 years of service** and ASLA members used [iAdvocate](#) to send tweets to their federal legislators in support of the [Centennial Challenge Fund](#). The fund would finance NPS signature construction, maintenance, and education projects by matching private contributions with federal dollars. Congress returns next week and is expected to begin consideration of a Centennial Challenge bill.
- ASLA Government Affairs is working with the office of Congressman Jeff Denham (CA) to ensure that the bipartisan compromise **to permanently reauthorize the Land and Water Conservation Fund (LWCF)** that was reached by Senate Energy and Natural Resources Committee Chairman Lisa Murkowski (AK) and Ranking Member Maria Cantwell (WA) is carried over into the House-Senate Conference Committee's version of the *North American Energy Security and Infrastructure Act*.

Member and Chapter Services

- On August 31, **Membership VP Keith Wilson, ASLA**, hosted the quarterly **Membership Chair Webinar**, which focused on the value of membership and highlighted the many benefits ASLA provides for members.
- Shortly after Labor Day, ASLA will launch a **new lapsed member campaign** to promote membership to those whose membership has lapsed within the past five years. Outreach will begin with a postcard communication, to be followed by email messages.

Public Relations and Communications

- ASLA received official notification that it will partner with **McKinley Technology High School** for the 2016-17 school year as part of the **D.C. Public Schools' Adopt-a-School Program**. The vision of McKinley Technology High School is to become the highest performing high school in the nation

through the integration of a rigorous college preparatory and STEM curricula. A kickoff meeting will take place on September 21.

- The field of candidates to conduct the **ASLA's rebranding effort** has been short-listed to three firms. The three will be interviewed on September 19 either in person or via webinar.
- The **Call for Honors nominations will be released September 20**, with a closing date of January 17. The 2016 **professional and student award winners will be announced September 1** and featured in the September 6 *LAND* in alignment with coverage in *Landscape Architecture Magazine*. The Honors call will appear in the September 20 edition of *LAND*.
- Public Relations and Communications Director Terry Poltrack and Honors and Awards Coordinator Carolyn Mitchell sat in on Susan Stamburg's voiceover recording for the **2016 Professional Awards video**, to debut at the annual meeting in New Orleans.

Education Programs and LAAB

- The **Committee on Education (COE)** held its August conference call on the 18th. The three COE subcommittees focused on recruitment of future professionals, enrollment monitoring and information dissemination, and creation of a model curricula for elementary and secondary education. **Chair Sean Rotar, ASLA** and Accreditation and Education Programs Manager Kristopher Pritchard led the call.
- Education Programs Manager Emily O'Connor recently attended the **American Society of Association Executives (ASAE) annual meeting** in Salt Lake City. Content of the meeting focused on best practices and emerging trends in association management. Manager O'Connor attended sessions on education trends: session technology, digital badging, alternate room sets, and gamification.
- The **LA CES monitoring process is continuing on schedule**. Feedback summaries were sent to providers. Of the 23 providers being monitored, five met all guidelines, nine have received feedback on ways to improve their LA CES programs, and nine have been asked to provide additional information for the committee to review. Monitoring is scheduled to conclude by September 23.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **218** active providers offering **1,312** courses. There is **one** new provider application pending review.

Professional Practice

- The **Online Learning Student & Emerging Professionals SPOTLIGHT mini-series** continued with the presentation "The Importance of Good Design: Comparing Play in the UK vs US," which offered 1.0 PDH. Additional presentations in the [SPOTLIGHT mini-series](#) include: "Urban Voids of Los Angeles"; "Correlating Patterns in the Urban Landscape: Biophilia and Landscape Configuration"; and "Capturing Perceptions: Instagram, Twitter, and Professional Practice." To view the mini-series, check out the [recorded presentations](#).
- On August 18, 23, and 25, the National Planning Committee for the **2017 New Partners for Smart Growth Conference** met to review the call for session proposals. ASLA is an organizational member of the committee. Coordinator Ali Hay participated in the calls and the review of the following categories: Transportation, TOD, & Streets, Finance, Real Estate, & Development, Planning Tools & Technology, Water & Coastal Areas, Redevelopment, Partnerships for Success, The New Economy, Market Trends, and Demographics.



Deadlines and Reminders

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