

November 23, 2016

## Executive Offices

- **President Vaughn Rinner, FASLA**, visited headquarters last week for meetings with staff and later participated in a meeting of the **CLARB Model Law Task Force** along with State Government Affairs Director Elizabeth Hebron. The task force is revising the CLARB model law to better reflect today's regulatory environment. Rinner also joined staff for the **ASLA Center design and construction team meeting** and site inspection. The substantial completion date is set for **December 23**. **Progress on the ASLA Center** continues to be monitored through weekly calls and meetings. The move is planned for the week between Christmas and New Year's, with staff's first full day in the redesigned headquarters on Tuesday, **January 3**.
- The **Council of Fellows received over \$26,000 in pledges for COF scholarships** during a pledge drive at the COF Investiture Dinner in New Orleans.
- ASLA and **Green Business Certification Inc. (GBCI)** staff met to discuss the **2017 SITES® initiatives, and promotion and marketing plans**. With SITES v2 certification and the SITES AP launched, most of the focus in 2017 will be on growing participation in and visibility of SITES. One exciting outcome: **a companion SITES rating system for existing landscapes is in development**.
- Donations to the **Campaign for the ASLA Center for Landscape Architecture** now total \$1,174,319 or 78 percent of the \$1.5 million goal. For more information and to see who has given, click on the [ASLA CENTER CAMPAIGN](#).
- Corporate Secretary Curt Millay, ASLA, was installed as a new member of the George Washington Chapter of Lambda Alpha International (LAI), the honorary land economics fraternity. EVP Nancy Somerville, Hon. ASLA, and *Landscape Architecture Magazine* Editor Brad McKee, who are also LAI members, were on hand.

## Finance, Meetings, and Business Operations

- **We are in the black!** ASLA has reached profitability through October 2016. The October results are above the budget and in line with the prior year.
- **Advertising contracts** for *Landscape Architecture Magazine* finished 2016 achieving **100 percent** of the budget.
- The **2017 EXPO** in Los Angeles has reservations for **61 percent** of the budget.
- The **Meetings team is corralling the 2016 annual meeting final bills from vendors** and finalizing specs for the **upcoming AMEAC meeting and kick-off for the 2017 annual meeting in Los Angeles**. To date, close to 70 members have confirmed their participation.
- In anticipation of the move back to the Center for Landscape Architecture, Meetings has started working with our official caterer, Haute, in **developing new procedures and menus that adhere to WELL Building Standards**. These procedures and menus will be in place before the upcoming winter ExCom meeting.



## Government Affairs

- ASLA, in working with the **Land and Water Conservation Fund (LWCF) Coalition**, **helped to defeat [S.3110, the American Energy and Conservation Act of 2016](#)**, which failed to get the 60 votes needed to move the bill forward in the Senate on Thursday afternoon. The measure, authored by Senator Bill Cassidy of Louisiana, would establish a number of new mandatory spending commitments of Outer Continental Shelf (OCS) revenues, without meeting the existing commitment of OCS dollars to fully fund the Land and Water Conservation Fund (LWCF). Upon learning about the vote, the coalition and ASLA worked quickly to get a letter to each Senate office urging a NO vote on the measure.
- ASLA continues to work to urge Congress to pass a **National Park Service (NPS) Centennial Challenge package**. ASLA activated the iAdvocate Network this week to urge members to contact their federal legislators about passing this measure before the 114<sup>th</sup> Congress ends in December. This year, ASLA advocates have sent over 2,500 messages to Congress urging support for NPS Centennial Challenge.
- ASLA sent a **letter to congressional champion Representative Reid Ribble (WI) thanking him for his leadership in advancing the natural and nature-based solutions provision during consideration of the [Water Resources Development Act \(WRDA\) of 2016](#)**. The provision would provide important opportunities for landscape architects to continue designing and implementing natural and nature-based approaches in an array of water infrastructure projects such as wetlands, natural floodplains, coastal dunes, ocean reefs, and others. The House and Senate are expected to continue work on WRDA during the upcoming lame duck session.
- This week, Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA, participated in the Resilience Building Coalition discussion meeting, *Turning Tides: The Building Industry's Role in Mitigating Residential Flood Risk*, where panelists from the Office of Management and Budget, Federal Emergency Management Agency, American Society of Civil Engineers, and others presented on strategies to address flood risk and management in communities across the country.
- Recently, Government Affairs Manager Mark Cason attended the **Industry Advisory Group (IAG)** annual meeting. IAG is an **advisory committee to the U.S. Department of State Bureau of Overseas Buildings Operations (OBO)** that provides advice concerning industry and academia's latest concepts, methods, best practices, innovations and ideas related to OBO's mission to provide safe, secure, and functional facilities that represent the U.S. government. Such facilities represent American values and the best in American architecture, landscape architecture, engineering, technology, sustainability, art, culture, and construction execution. The meeting included an array of esteemed professionals across disciplines to discuss specific issues relative to the program and featured a presentation on the new U.S. Embassy project in New Delhi, India.
- The **District of Columbia landscape architecture licensure bill successfully crossed another hurdle**. On November 15, the District of Columbia City Council's Committee of the Whole passed Bill 21-790, "Regulation of Landscape Architecture and Professional Design Firms Amendment Act of 2016" on its first reading with no opposition. The second and final reading is scheduled for December 6. ASLA Government Affairs continues to work closely with the **Potomac Chapter** to support passage of the bill.
- Recently, the **Wisconsin Institute for Law and Liberty issued an anti-occupational licensing report entitled "[Fencing Out Opportunity](#)."** The report lists eight occupational licenses it believes offer no public health or safety benefits, **including landscape architects**. ASLA Government Affairs

is working with the Wisconsin Chapter to develop a response to the report and an advocacy strategy with the state legislature.

## Education Programs and LAAB

- Education Director Susan Apollonio spoke on a webinar (120 event planners participated) titled *Tech Trends That Will Transform Your Events* hosted by *Meetings and Conventions* magazine. Director Apollonio presented the case study of how the 2016 annual meeting general session, *Designer for Diversity in Design*, utilized technology to engage the audience in the conversation.
- The **Landscape Architectural Accreditation Board (LAAB)** conducted program Site Visits at **Clemson University (MLA)** and **University of Nevada Las Vegas (BLA)** November 13-16.
- The Landscape Architecture Continuing Education System™ (LA CEST™) has **222** active providers offering **1,201** courses. There are **no** new provider applications pending review.

## Professional Practice and IT

- On November 9, ASLA launched a **new and improved [Online Learning website](#)** that continues to provide information on new and evolving practices and products and offers a convenient and affordable way to earn the professional development hours (PDH) needed to meet state licensure requirements. There are more than 100 recorded presentations available for on-demand viewing. These include ASLA annual meeting education session recordings and the **Professional Practice Network (PPN) Online Learning series**, plus live presentations that provide the opportunity to [tune in live](#) to ask experts questions. **New to Online Learning:** presentations are now organized into [22 topic areas](#), and there are **discounted prices for Associate and Student members**. Prices for all ASLA members are discounted at least 75 percent below nonmember prices. A [press release](#) announcing the launch of the new website was distributed on Wednesday via several wire services. [Lawn & Landscape](#) included the full release, and *Southeast Asia Building* magazine from Singapore will include news about the new website.
- On November 22, Manager Shawn Balon, ASLA, held a conference call with the parklets 5.0 planning committee for the [2017 New Partners for Smart Growth Conference](#). Seven parklets are in the planning stages and will be designed and displayed in St. Louis, February 2-4. Organizations that will be involved include the Local Government Commission, US Forest Service, PlaceMatters, Walkable and Livable Communities Institute, Knox College, Riverside University Health System, Forest ReLeaf of Missouri, Washington University, Greater Places, Missouri Botanical Garden, Nature Explorer Program, and PGAV Planners.
- On November 16, the **Children's Outdoor Environments PPN** hosted a new Online Learning presentation, *Integrating and Planning for Children with Sensory Processing Disorders in Outdoor Play Environments* (1.0 PDH), presented by **Chad Kennedy, ASLA**, and **Amy Wagenfeld, Affiliate ASLA**. The recording has been added to the [catalogue of recorded presentations](#) and can be purchased and viewed at any time.
- Library and Archives Technical Administrator Bucacink represented ASLA at the **Mid-Atlantic Regional Archives Conference** in Annapolis on November 4. He attended educational sessions and networked with fellow archival professionals from the surrounding states. The ASLA Professional Practice Library has recently established a new relationship with Dr. Yukako Tatsumi of the University of Maryland, College Park, to donate the unused collection of East Asian landscape architecture journals to the university's library. ASLA receives several technical and design journals from organizations overseas in their native languages. This expands ASLA's relationship with local

# LEADERS**EXPRESS**



AMERICAN SOCIETY OF  
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university libraries beyond the ongoing inter-library program with Virginia Tech's WAAC library  
Alexandria, VA.

## **Deadlines and Reminders**

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