

January 25, 2017

Executive Offices

- Staff are preparing for the **Executive Committee's winter meeting at the Center for Landscape Architecture** on Friday and Saturday. The employees moved back to the building last week. Contractors are continuing to work after business hours and will continue to do over the next weeks until construction is completed. Even though not entirely finished, **the Center looks fantastic!**
- **ASLA was named as one of nine exemplar organizations exhibiting the most comprehensive approaches to educating and engaging their members regarding climate change**, according to [a report](#) by the **Kresge Foundation**.
- On Monday EVP Nancy Somerville, Hon. ASLA, attended a convening of science and science-to-action organizations focused on **using science to inform public policy making around climate change**, environmental justice, and related issues.
- The call for nominations to the **Council of Fellows (COF)** closed on January 20 with submissions from several chapters and the COF ExCom. All submissions will be forwarded to the COF jury in the next few weeks. The jury will meet in person on March 24, 2017 to make final selections. A new COF task force focused on exploring opportunities to activate Fellows on the chapter and national level held its first conference call yesterday.
- Donations to the **Campaign for the ASLA Center for Landscape Architecture** now total \$1,213,312, which leaves a little more than \$283,000 more to raise. For more information and to see the list of the more than 200 firms, practitioners and friends who have given, click on the [ASLA Center Honor Roll](#).

Finance, Meetings, and Business Operations

- CFO Mike O'Brien is **working on the initial draft of the 2016 financials** and reporting to the Executive Committee at its winter meeting this week. The results are in the black and positively exceed the budget.
- The **2017 EXPO booth sales** in Los Angeles currently total **67 percent** of budget.
- **2017 LAM advertising contracts** totaled **75 percent** of the budget.

Government Affairs

- **State legislatures continue to be active on licensure policy.** Thanks to a swift and successful advocacy effort, **Virginia** bill [HB 1824](#) that proposed deregulating landscape architects, interior designers, and polygraph examiners was struck down in a subcommittee vote last week. The full committee is expected to accept the subcommittee decision later this week. In **Washington**, [HB 1631](#) was introduced on January 18. In place of licensing, the legislation would require registration with the state for landscape architects and several other occupations including animal massagers, boxing announcers, and horse floaters. The bill would also create an "Angie's List" type program for the public to comment and review on the services received by the registrants. State Government Affairs Director Elizabeth Hebron is working closely with Washington Chapter to respond to the bill. On a positive note, the **Nebraska** Professional Landscape Architects Act, [LB 364](#), was introduced on January 13. The legislation would modernize the state's landscape architecture licensing law, and is supported by the Great Plains Chapter.

- Did your chapter have a great year in advocacy in 2016? **Nominate your chapter or chapter leader for an advocacy award** – categories include: ASLA Chapter of the Year Advocacy Award; ASLA Rising Star Advocacy Award; ASLA Advocacy Leadership Award. Submissions for all [ASLA Advocacy Awards](#) nominations are due no later than **February 28**. For questions regarding the advocacy award program, please contact [Mark Cason](#) or use 202-216-2370.
- This week, **ASLA signed onto a transition document** spearheaded by the Sustainable Urban Forests Coalition. The document titled, ***Fostering Thriving Communities through Healthy Urban and Community Forests*** outlined key urban, community forestry, and smart investment recommendations for the Trump administration. Key recommendations include creating more job opportunities in urban and community forestry; increasing understanding and stewardship of the benefits and threats to urban and community forests; and supporting urban and community forestry to bolster public health benefits.
- **ASLA has joined other members of the [Partnership for Active Transportation](#) in sending a letter to incoming Secretary of Transportation Elaine Chao requesting a meeting to discuss active transportation issues.** The meeting would focus on the partnership's concerns for achieving safety goals for all modes of transportation; allowing [Transportation Infrastructure Finance and Innovation Act \(TIFIA\)](#) funding to be used for smaller, active transportation projects; and providing overall funding for active transportation projects.

Public Relations and Communications

- The PR and Communications staff met with representatives of 47 or the 49 Chapters in Savanna, Georgia, January 6-8 at the **ASLA 2017 Public Awareness Summit** to plan activities for the year ahead. Read a summary in [LAND](#).
- ASLA is once again offering members a **free internship posting on JobLink** during the months of February, March, and April. An email and *LAND* article will promote this opportunity this week. There are currently 54 **JobLink postings**, up slightly from earlier in the week, and 2016 continued a growth trend, finishing the year with 691 postings.
- The **call for nominations for ASLA 2017 Honors has been extended to Friday, January 27**, so please be thinking about deserving candidates to nominate for the [medals](#), the [Landscape Architecture Firm Award](#), the [Community Service Award](#), and [Honorary Membership](#). Individual professional members and chapters may make nominations. Guidelines for each honor are posted online. Should you have any questions, please contact [Honors and Awards Coordinator Carolyn Mitchell](#).
- The **Business Quarterly survey** for the fourth quarter of 2016 closed last Thursday. A press release announcing the results will be forthcoming. **Some 83.4 percent of respondents described business results for 2016 as slightly to significantly better than 2015.** Fully 57.3 percent of respondents from firms with two or more employees say their firms plan on hiring in the first quarter of 2017 -- a jump from the 47.9 percent from the third quarter 2016 survey.

Member and Chapter Services

- **Last chance to participate in the [2017 Member Satisfaction Survey](#).** Please take a moment to share your opinions and encourage your chapter members to participate as well (individual chapter results will be available only to those chapters that participate). The survey closes on **January 27**.



Education

- The **Landscape Architecture Continuing Education System™** (LA CES™) has **223** active providers offering **1,105** courses. There are **three** new provider applications pending review.
- The **2017 Annual Meeting and EXPO [Call for Presentations](#)** will close next **Wednesday, February 1, 2017**. Comparable to previous years, there are currently 15 completed and 129 active submissions.

Professional Practice

- On January 17, Manager Shawn Balon, ASLA, presented via WebEx to the **University of Tennessee's** professional practice class. Balon's presentation included a discussion on why he chose landscape architecture, his career path and influences that affected certain career choices, and information detailing ASLA's mission nationally and locally (including discussions on government affairs, professional practice, education, the Center for Landscape Architecture, student membership, and chapter engagement).
- The **Professional Practice Network (PPN) Council** orientation took place on January 19, led by **Vice President of Professional Practice Wendy Miller, FASLA**, and ASLA staff. All PPN chairs and officers were invited to take part, and 15 out of the 20 PPNs were represented. ASLA's mission, strategic objectives and priorities, and corporate policies were reviewed, along with the PPNs' action items for 2017, including an increased focus on collaboration between the PPNs and on continuing new initiatives, such as the Online Learning SPOTLIGHT mini-series for students and emerging professionals.
- On January 20, the **Clearinghouse Advisory Board** met via conference call for a kick-off meeting to create a stand-alone, mobile friendly website that will serve as a community for user interaction around accessing and sharing information about all things parks. The Clearinghouse is a Partner Community between the **City Parks Alliance**, the **National Recreation and Park Alliance**, and **The Trust for Public Land**. This site will be the mobile phase of *The Nature of Communities: Field Guide*. Manager Balon participates on the steering committee representing ASLA.
- The **NEA Creative Placemaking Colloquium Steering Committee** met via conference call on January 23. The committee, including project partners **Trust for Public Land** and **City Parks Alliance**, reviewed the latest updates to *The Nature of Communities: Field Guide*, developed from discussions and knowledge built at the creative placemaking colloquium held in Philadelphia on June 2-3, 2016. The first phase of the field guide is planned to be complete and presented at the [2017 Greater & Greener Conference](#) being held in Minneapolis and St. Paul from July 29-August 2, 2017. Manager Balon participates on the steering committee representing ASLA.
- Also, Balon held a conference call with the parklets 5.0 planning committee to finalize planning for the [2017 New Partners for Smart Growth Conference](#). Six parklets will be designed and displayed throughout the conference space next week in St. Louis on February 2-4.
- Manager Linette Straus, ASLA, submitted two sessions to the **Greenbuild Conference** that will take place in Boston this fall. One of the session topics is on SITES® with a focus on the materials life-cycle management process from the demolition phase to the installation phase. The other session focuses on green stormwater infrastructure and integrated design systems in urban and suburban communities. The final presentation for the **New Partners for Smart Growth Conference** on innovative development of resilient design in the public right-of-way, was also submitted last Friday.



Manger Straus is currently working on two submissions for the **ASLA 2017 Annual Meeting** for submission by the end of this week.

Deadlines and Reminders

- The 2017 Annual Meeting and EXPO [Call for Presentations](#) will close on **February 1, 2017**.
- Submissions for all [ASLA Advocacy Awards](#) nominations are due no later than February 28.
- The [Leadership Calendar](#) can be accessed on the web.