



February 22, 2017

Executive Offices

- **Immediate Past President Chad Danos, FASLA, and Emerging Professionals Committee Chair Daniel Martin, Affiliate ASLA,** were in Gainesville, FL, last week to meet with the University of Florida Student Chapter. After visiting studios and providing desk critiques, Danos presented on the "Role of ASLA and the Influence of Landscape," then had dinner with the student chapter officers to discuss ways that ASLA is being more responsive to student needs.
- EVP Nancy Somerville, Hon. ASLA, will be attending the February 24-25 meeting of the **CLARB board** to contribute to a discussion on the integrity of regulation to protect the public health, safety, and welfare. Somerville also met with **CLARB Executive Director Joel Albizo, Hon. ASLA,** recently to discuss the upcoming Presidents Council meeting in March, updating data on the demographics of the profession, and the regulatory environment.
- EVP Somerville, Corporate Secretary Millay, and Special Assistant Swann met with a representative of **BoardEffect, an online platform for managing board materials and communications** that is being evaluated for use with the ASLA Board.
- EVP Somerville and Directors Susan Apollonio and Terry Poltrack met with **Kofi Boone, ASLA, Michael Hill, ASLA, and Mickey Fearn to discuss diversity initiatives and potential collaborations.**
- The **BOT winter update webinar** held on Tuesday was recorded and will be posted on the Board [meeting agenda](#) page. Further questions may be directed to [Corporate Secretary Curt Millay, ASLA,](#) (phone: 202-216-2340).
- Corporate Secretary Millay held a call with the **Council of Fellows Jury** to discuss guidelines and procedures for reviewing and scoring nominations. The jury begins individual reviews this week and will meet in person on March 24 at the ASLA Center.
- Work continues to put the finishes touches on the **ASLA Center for Landscape Architecture.** Staff, Center contractors, and the Akridge building management team met with one of the HVAC consultants recently for training on operation of the **new variable air ventilation system.** Still to come is training on the variable refrigerant volume system, the other half of the building HVAC system.
- Pledges and donations to the **campaign for the ASLA Center for Landscape Architecture now total \$1,218,501.** Solicitation of landscape architecture firms continues and will be supplemented with an outreach to all ASLA members starting in the first week of March. **Contributions to the ASLA Fund** for January totaled \$3,430, which is an increase of 241 percent over January 2016.
- Promotion of the **ASLA Fund's Heritage Circle** program will expand to include ads in *Landscape Architecture Magazine* and *LAND*, and a first-time mailing to all emeritus and 20-year-plus members.

Finance, Meetings, and Business Operations

- CFO Mike O'Brien and staff are working with the external auditors on the **financial audit** through the end of the month.

- **Vice President of Finance Tom Mroz, ASLA, Audit Chairperson SuLin Kotowicz, ASLA,** and the ASLA Audit Committee held the **audit entrance conference call** with the external auditors. Items discussed included introductions of the auditors and committee members, general inquiries, and future calls.
- The **2017 EXPO booth sales** in Los Angeles total **74 percent** of budget.
- The meetings team continues to **field requests from outside groups to utilize the meeting and event space at the new ASLA Center**. To simplify the process, the team developed an online space request and rules of use document. Contact [Meetings Director Joyce DePass](#) for more (phone: 202-216-2333).
- Registration opened this week for the first of the four-part **Landscape Architecture Magazine Lecture Series**, scheduled for **March 9 at the ASLA Center**. The **lecture series is supported by Victor Stanley**.
- **Registration and housing for Advocacy Day and the ASLA Midyear Meeting, April 26-29, in Washington, DC, are underway**. To date, 69 attendees have registered and the hotel is at 48 percent of the ASLA room block. Contact [Meetings and Special Programs Manager Kelli Bland](#) with questions (phone: 202-216-2328).
- Planning for the **ASLA 2017 Annual Meeting and EXPO, October 20-23 in Los Angeles** is in full swing. **Registration and housing will open in May**.
- **The LAM 2017 advertising contracts now total 79 percent** of the budget.

Government Affairs

- [Register](#) for the upcoming **free webinar on *The Future of Shared Autonomous Vehicles***, on Thursday, March 9, 2017, 1:00 - 2:00 p.m. EST. In this webinar, sponsored by Stantec, design professionals will hear from autonomous vehicle experts on the profound impact these future vehicles will have on urban places, mobility systems, and human ecology. The panel will also discuss what they are doing now to integrate autonomous mobility into their work.
- Chapter leaders are encouraged to urge members and colleagues to **use the iAdvocate Network to send a message to their House of Representatives member about cosponsoring H.R. 502**, a bill to permanently authorize the **Land and Water Conservation Fund (LWCF)**. ASLA has learned about administration discussions to eliminate the program, and help is needed to secure sponsors for this measure.
- **ASLA Advocacy Day 2017 is Thursday, April 27**, and each year ASLA student members play an important role in making the event such a great success. This year, ASLA can help host up to 15 students. ASLA will waive the registration fee, which covers the costs of advocacy training and materials, scheduling meetings, Advocacy Day breakfast and reception, transportation to Capitol Hill, and other expenses for student members to participate. Chapters who want to sponsor a student member(s) would simply cover the costs of travel, lodging, and any other agree-upon expenses. If you are interested in sending a student to Advocacy Day 2017, please contact [Mark Cason](#); phone, 202-216-2370, before March 17. **(Please note that student participation is on a first-come-first-served basis and all students MUST be an official ASLA Student Member to participate in Advocacy Day.)**

- **February 28 Deadline Approaching for Chapter Advocacy Awards.** 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; and the 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](#) (202-216-2370).
- Director Hebron **continues to work with chapters facing licensure threats.** Additionally, this week Director Hebron provided guidance and feedback on a letter proposed by the **South Carolina ASLA Chapter** on a **barrier to practice issue** emerging in the South Carolina state department of transportation.

Landscape Architecture Magazine

- Editor Brad McKee is in Winnipeg, Manitoba, this week to **serve on the jury of the Canadian Society of Landscape Architects' Awards of Excellence.** The jury runs until Friday afternoon.
- The announcement has gone out for **the first installment of the LAM Lecture Series, which takes place Thursday, March 9 at 7 p.m. The speaker will be Elizabeth K. Meyer, FASLA,** on the topic "Beyond Sustaining Beauty: Aesthetic Entanglements with Climate Change Science." The series will recur quarterly with the next scheduled for early June.
- The **special issue of LAM for kids goes** to the printer Tuesday, Feb. 28. Design Army is finishing the magazine's design. It will be 36 pages of very basic introduction to the concepts of landscape architecture, what landscape architects do, and profiles of a variety of project types, accompanied by a glossary and pointers for how to prepare for a college program in landscape architecture.

Public Relations and Communications

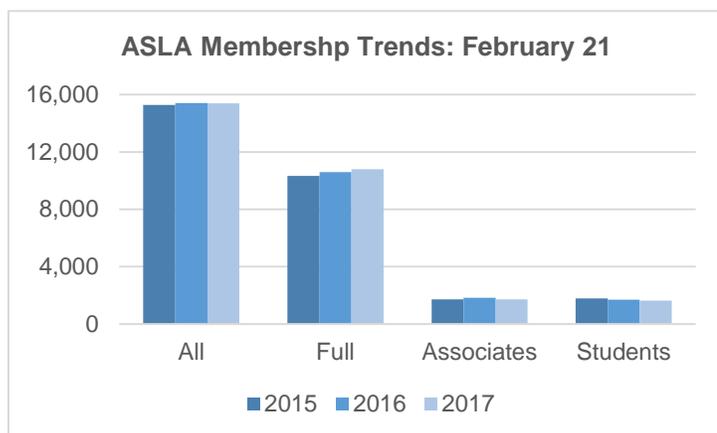
- Senior Communications Manager and *Dirt* Editor Jared Green attended the **Climate & Health Meeting** in Atlanta. The meeting, hosted by **Al Gore, the Climate Reality Project, American Public Health Association** and others, provided a platform to discuss the intersection of climate change and public health, filling the gap left by the Centers for Disease Control's recently canceled summit. Look for coverage in [The Dirt](#) by Thursday.
- The **2017 Residential Landscape Architecture Trends Survey** closed February 16 with 816 respondents. Findings each year are very popular with mainstream home and garden press. A press release announcing the results is forthcoming.
- The **rebranding task force met virtually** with Richard Poulin and Erik Herter, principals on ASLA's account at Poulin+Morris, to review their process and thinking and the resulting **first round of creative concepts.** Please note that **these are the initial concepts to gather input and direction** as they begin work on the second set of ideas. Task force members supplied Director Terry Poltrack with their reactions to the three schemes presented Thursday, and feedback was forwarded to P+M.
- Following the rebranding meeting, staff continued the conversation with P+M regarding the **branding, collateral development, and timeline for the 2017 Annual Meeting and EXPO** in Los Angeles. The goal is for this work to become a template for all subsequent meetings, modified based on location and theme. First ideas are due March 1.

- **Green Teacher** magazine [published](#) an article by PR Manager Karen Grajales about bringing landscape architecture into the classroom. The article includes a description of Ernest C. Wong, FASLA, and his work to connect students with nature and the profession.
- Emails were sent to chapter award winners encouraging them to participate in the [2017 Professional Awards](#). The [2017 Call for Entries](#) is now open and brochures have been mailed. The deadline for the professional awards is Monday, April 17, and for the student awards, May 15.
- **All of the images on ASLA.org have been made responsive**, including the 300-plus images in the interviews section. This completes the responsive redesign of ASLA.org. Since the initial responsive relaunch in October 2016, **mobile traffic has increased by 25 percent**.

Member and Chapter Services

- Last week, the **Leadership Development Committee, Member Services Committee, and Emerging Professionals Committees** all met via conference call to discuss projects in the works. The LDC is continually working on the chapter best practices toolkits. A sample of the toolkit will be provided to the CPC at the Midyear Meeting. The MSC is working on updating collateral for the member packets and also developing a Virtual Summit for chapter membership chairs for May. The EPC, in concert with the Associate Advisory Committee, is working on providing updated content for the Emerging Professionals webpage.
- On February 15, ASLA launched a new CPC webinar series to help the **Chapter Presidents Council continue the conversation throughout the year**. The first edition focused on the results of the **2017 Member Satisfaction Survey**. Half of the hour-long webinar provided an open forum in which chapters discussed a variety of issues, including licensure battles, upcoming chapter conferences, and strategic planning. The webinar slides will be posted to CPC Central for reference.
- On February 8, chapter leaders received the bimonthly **Leadership Link**, which provided tips on how chapters can create and maintain chapter advocacy.
- Membership continues to show a slight drop overall; however, full members are growing at a rate of nearly two percent since 2016. The overall drop, including drops in emerging professional members is partly attributed to the cyclical nature of the annual meeting registration. After a spike of associate membership in 2016, ASLA is seeing February 2017 levels equal to February 2015.

Member Type	2/21/2016	2/21/2017	Change %
Full Member	10,599	10,799	1.9
Associate	1,841	1,720	-6.6
Student	1,709	1,634	-6.9
Total	15,417	15,383	-0.2



Education and LAAB

- The **Landscape Architecture Continuing Education System™** (LA CES™) has **224** active providers offering **1,103** courses. There are **two** new provider application pending review.
- **Landscape Architectural Accreditation Board (LAAB) ROVE Teams** began conducting accreditation reviews for spring 2017. **Ohio State University (BSLA/MLA)** had a Two Programs/One Team dual program review last week and Pennsylvania State University (BLA) had a review this week. Programs reviewed during Spring 2017 are scheduled to be considered at the LAAB Summer 2017 Board Meeting.
- **The Landscape Architectural Accreditation Board** met February 10-11 for its Winter 2017 Board Meeting. LAAB reviewed **nine renewal of accreditation programs**, including: Boston Architectural College (MLA); University of Florida (BLA); University of Florida (MLA); University of Pennsylvania (MLA); University of Massachusetts (BSLA); Ball State University (MLA); Purdue University (BSLA); Clemson University (MLA), and University of Nevada Las Vegas (BLA) and **one candidacy status** for Kent State University (MLA). Decisions will be sent to the programs within 30 days of the meeting. Additionally, LAAB continued working on organizational improvements and processes.

Professional Practice

- On March 7, the **Children's Outdoor Environments PPN** will host the Online Learning presentation *San Diego's First Public Nature Play Area: How Park and Recreation Made it Happen!*, offering 1.0 PDH (LA CES/HSW) and will be presented by **Ilisa Goldman, ASLA, and Shamli Tarbell**. To register, visit ASLA's [Online Learning Live Presentation Registration](#). The recording will be added to the [catalogue of recorded presentations](#) within 5-7 business days.
- Manager Linette Straus, ASLA, recently led two **SITES® presentations for the Nevada ASLA Chapter** in Las Vegas and Reno. Straus covered an overview of SITES, the process for SITES project certification, and the SITES Accredited Professional (SITES AP) credential. There were lively discussions following the presentations and expressed commitment to register for the [SITES AP](#) exam. The **beta test period for taking the SITES AP exam runs through March 31, 2017**.

Deadlines and Reminders.

- Submissions for all [ASLA Advocacy Awards](#) nominations are due no later than **February 28**.
- The [Leadership Calendar](#) can be accessed on the web.