

April 5, 2017

## Executive Offices

- **President Vaughn Rinner, FASLA**, will be traveling to the **Twin States Conference** in Birmingham, Alabama, on April 6 for a keynote speech entitled, "The Profession and Climate Change." The conference is a joint effort between the **Alabama and Mississippi Chapters**.
- Corporate Secretary Curt Millay, ASLA, Directors Joyce DePass, Alice Klages, and Susan Apollonio attended the **29<sup>th</sup> Annual Quest for Excellence Conference** in Baltimore. Quest is the official conference of the Malcolm Baldrige National Quality Award. Submission of ASLA's Baldrige Award application is due late April.
- Last week, EVP Nancy Somerville, Hon. ASLA, and Federal Government Affairs Director Roxanne Blackwell participated in **Congressman Earl Blumenauer's Transportation Infrastructure Stakeholders Meeting**, where attendees heard from Congressmen Peter DeFazio (OR), Ranking Member of the House Transportation and Infrastructure (T&I) Committee, Rodney Davis (IL), and Richard Neal (MA) on **their assessment and analysis of moving an infrastructure bill forward**. The legislators agreed that an infrastructure bill would be addressed this Congress.
- The Center for Landscape Architecture received a **very generous contribution of \$10,000 from the Council of Landscape Architecture Registration Boards** last week, bringing the total to \$1,235,125, which is 82 percent of the \$1.5 million goal.
- **Donations to the 2017 ASLA Fund** through February total \$15,436 compared to \$2,440 for the same period in 2016.

## Public Relations and Communications

- Happy **World Landscape Architecture Month!** While only a few days in, there are more than 500 posts with the hashtag #wlam2017. This year, ASLA turned over its Instagram pages to its chapters, with one a day for 49 days using it to showcase work in their locales. Follow all activity on [Tagboard](#).
- A [press release](#) announcing a **joint call to action to promote healthy communities** was distributed yesterday to the press by all participating organizations. ASLA has joined this call with the American Institute of Architects, American Planning Association, American Public Health Association, American Society of Civil Engineers, National Recreation and Park Association, U.S. Green Building Council, and Urban Land Institute.
- The ASLA Executive Committee and members of the rebranding task force met by webinar with Richard Poulin and Erik Herter of **Poulin+Morris** to review a **second round of refinements** to their **rebranding proposal**. The proposal will be further refined based on comments received, and Poulin will **present to the BOT during the midyear meeting** for a full discussion and input.
- **Updates to [www.asla.org](http://www.asla.org)**: The web team made updates to navigation and footer links to make the site more contemporary and easier to read; the Professional Practice Networks' [The Field blog](#) has been redesigned to be easier to read on mobile and tablet devices; and the [Spanish-language landing page](#) has been completely updated.
- The **first quarter 2017 Business Quarterly survey** on Monday was emailed to key firm contacts. The survey seeks to better understand business conditions for the landscape architecture profession,



as well as learn about firms' K-12 classroom outreach. The completion deadline is April 17.

- Promotion of the [professional awards program](#) is starting to bear results. As of this morning, **131 entries** have been received. The deadline for professional submissions is Monday, April 17. An e-blast "Tips for a Winning Entry" will be sent to all email contacts this week. Student deadlines are later in the spring.
- **JobLink** continues to hold steady with 91 positions posted, including 10 internships.

## Finance, Meetings, and Business Operations

- The **annual financial audit** continues as CFO Michael O'Brien works to finalize the draft financial statements in a conference call with **Vice President of Finance Tom Mroz, ASLA, Audit Committee Chairman SuLin Kotowicz, ASLA**, and other members of the Audit Committee tomorrow.
- **The 2017 EXPO booth sales** are at **88 percent** of the budget.
- **LAM advertising contracts** now **total 84 percent** of the budget.
- CFO O'Brien is **closing out March 2017** and will be reporting to the Executive Committee and the Finance and Investments Committees later this month.

## Government Affairs

- Registration for **Advocacy Day** is now closed and scheduling for congressional meetings for participants has begun. Please bookmark the [ASLA Advocacy Day 2017 webpage](#), which lists important advocacy training schedules and other information to help prepare you for your legislative meetings. This year, discussion will **focus on ASLA's infrastructure recommendations, [Landscape Architects Leading Community Infrastructure Design and Development](#)** with congressional offices.
- Thanks to the efforts of ASLA and other members of the **Land and Water Conservation Fund (LWCF) Coalition**, **more than 200 members of Congress [signed onto a letter](#) urging robust funding for the program**. Specifically, the lawmakers, including 169 Democrats and 36 Republicans, sent a letter to the House Interior Appropriations Subcommittee asking that all programs under the LWCF "receive strong and consistent support in fiscal year 2018 in order to maintain our commitment to conservation and recreation, as well as to states and local communities."
- ASLA has joined with other active transportation organizations in sending a letter to the House and Senate Subcommittee on Transportation, Housing and Urban Development, and related agencies **urging them to provide robust funding for the Transportation Investments Generating Economic Recover (TIGER) grants program**, which help fund multimodal transportation projects across the country.
- **ASLA has joined in supporting [H.R. 1266, the Vision Zero Act](#)**, which would allow the Secretary of Transportation to create grants to assist local governments in developing Vision Zero action plans. [Vision Zero](#) is a traffic-safety policy that takes an ethical approach toward achieving safety for all road users, setting the goal of zero traffic fatalities or severe injuries. Under the bill, Vision Zero plans must include description of projects; data-driven evaluation of the plan; demonstration of broad community support; government coordination; and consideration of lower income communities and communities of color.

- ASLA participated in the **12<sup>th</sup> Sustainable Urban Forest Coalition Annual Meeting**. Presenters highlighted the coalition's activities during the last year, and provided updates from the various working groups. The meeting also featured presentations on the impact of trees and green infrastructure on public health.
- Currently, ASLA advocates are using the **iAdvocate Network** at record numbers, sending 5,280 messages to their policy makers on the Land and Water Conservation Fund, the TIGER grants program, proposed cuts to EPA, licensure, and other state issues. If you have not done so, [SEND A MESSAGE](#) to your legislators about protecting the TIGER grant program.
- On March 24, Manager Mark Cason and Coordinator Casey Ellingson attended **LABash 2017** at the University of Maryland, College Park. The event provided an opportunity to promote ASLA federal priorities, tools, and resources.
- Last week, **representatives from the Idaho/Montana Chapter testified in opposition to SB 365, legislation that would deregulate landscape architects** and downgrade engineers from a practice act to a title act. In light of the massive outpouring of opposition to this bill, following the hearing the sponsor agreed to modify the legislation and remove the landscape architect and engineering provisions, as well as several others. State Government Affairs Director Elizabeth Hebron worked closely with the chapter to develop an advocacy response strategy, an action alert for chapter members, and materials and testimony for the hearing.
- On March 29, the **Colorado Senate passed SB 17-218**, legislation that would extend landscape architecture licensing and continue the landscape architecture licensing board until 2028. Several days prior to the full Senate vote, the **Colorado Chapter** testified at a hearing on the legislation. The bill is now before the Colorado House of Representatives and is scheduled for a hearing later this month.
- **State Government Affairs Director Elizabeth Hebron** recently met with representatives from the **Council of Landscape Architecture Registration Boards** to discuss efforts to expand and improve the working relationships between landscape architecture licensing boards and ASLA chapters. During the next several months, both organizations will be evaluating the current environment and identifying best and effective practices to then be shared with each organization's membership.

## ***Landscape Architecture Magazine***

- **Dozens of requests for bulk copies of YOUR LAND** have come from chapters and individual members and continue to arrive daily. *LAM* staff are working with the Member and Chapter Services team to fulfill all current orders by week's end and to be sure everyone making requests also has the digital link: <http://bit.ly/YOURLAND>. Those requesting bulk copies are asked to complete a short form detailing plans for the supplement's use to help build a database of activities for the Education department for future outreach.
- The **May issue of LAM** is off to the printer as of noon today. The cover features a story about the Metro-Forest project by Landscape Architects of Bangkok, a remarkable reforestation in the sprawl of the Thai capital that received a 2016 ASLA Professional Award in General Design. Other features include a look at Studio Outside's fine-grained work on an abandoned agricultural site on the Texas prairie west of Houston, and a 50-year look at Paley Park in New York City. The Foreground section includes a Palette section on **Sandra Clinton, FASLA**, and a Materials section on poured-in-place rubberized playground surfaces. An essay in the Back looks at the expanding opportunities for detailed visualization enabled by drone mapping.



## Member and Chapter Services

- The **Emerging Professionals Committee** will host an “**Ask Me Anything**” event on **April 11** at 3 p.m. EDT featuring **Nina Chase, ASLA**. Chapters are urged to encourage your emerging professionals to participate in the event, which will be broadcast live on the [ASLA Facebook Page](#).
- The **CPC midyear meeting** agenda has been finalized and posted to CPC Central. The meeting presentations will focus on effective chapter communications.

## Education and LAAB

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has 230 active providers offering courses. There are is one new provider application pending review.
- **LAAB ROVE Teams** continue conducting accreditation reviews for spring 2017. **Louisiana State University (BLA/MLA)** had a Two Programs/One Team dual program review and **West Virginia University (BSLA)** had its review conducted last week. Programs reviewed during Spring 2017 are scheduled to be considered at the LAAB Summer 2017 Board Meeting.

## Professional Practice

- Last week the **SITES® “Lunch and Learn Series”** launched in Austin, Texas. Manager Linette Straus, ASLA, collaborated with Jamie Statter of GBCI to co-present to several firms as well as to the University of Texas at Austin landscape architecture and urban design graduate students. The firms that participated were RVI, TBG Partners, and Design Workshop. Attendees gave positive feedback and engaged in meaningful discussions regarding SITES project certification and professional accreditation.
- Managers Straus, Lauren Martella, and Susanna Butler collaborated to disseminate the final communications for the **ASLA chapter SITES contest**. GBCI will measure the enrollment response and analyze the effectiveness of the communications.
- Professional Practice and Communications staff met to **discuss the revision and updates to the Chinatown Green Street webpage**. The goal for the reorganization of the page is to increase traffic to the site including potential donors.

## Deadlines and Reminders

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