



October 4, 2017

Executive Offices

- The **2017 ASLA Annual Meeting and EXPO is just two weeks away**. The **pre-annual meeting BOT webinar was held yesterday** via Zoom videoconference to prep the board members for the upcoming meeting. Although traveling, the next *Leaders Express* will be on October 18 as scheduled. We wish everyone attending safe travels to and from the conference. *See you there!*
- The **Blue Ribbon Panel on Climate Change and Resilience** met recently at the ASLA Center for Landscape Architecture to identify design and planning strategies for creating climate-smart and resilient communities as well as specific public policy recommendations to advance them. Video interviews of panelists captured key issues and recommendations; the videos will be used on the website and in social media as part of the overall media strategy. Release of the report is scheduled for January.
- **President Vaughn Rinner, FASLA**, will be the keynote speaker at the **Idaho/Montana Chapter** meeting on Saturday where she will be speaking on the “state of the society. Rinner will also participate in a panel discussion and present the chapter awards.
- Last week **President Rinner** met with EVP Nancy Somerville, Hon. ASLA, and staff **to go over the annual meeting master schedule**. Discussed were upcoming talking points, preparation for receptions, rehearsal times for the opening general sessions and awards ceremonies, and other pertinent information for a successful meeting.
- **President Rinner then headed to Detroit for the Michigan Chapter annual meeting** where she gave the keynote address on urban revitalization and ASLA’s current priorities and programs leading up to the annual meeting. She was back in D.C. last weekend for a **Congress on New Urbanism** forum focused on climate change.
- **President-Elect Greg Miller** will be the keynote speaker at the **Arkansas Chapter** meeting on Friday. Miller will also participate in the awards ceremony and visit some firms while there.
- **Immediate Past President Danos** and Emerging Professionals Committee Chair Daniel Martin traveled to Tempe, AZ, to speak with the **Arizona State University landscape architecture program**. After visiting with student chapter leaders and attending various studios, Danos presented the keynote address to approximately 200 students, faculty, alumni and professionals on the “Inspiration of Landscape” and ASLA’s role in advancing the profession.
- **Land8** presented an evening of “lightning talks” with established and emerging leaders presenting on the theme “Innovation + Next Practices in Landscape Architecture” at the ASLA Center recently. The event was filmed and will be released on Land8’s website.
- Special Asst. to the EVP Keith Swann recently hosted a group of **environmental science students and faculty from George Mason University (VA)**. The professor wanted to students to **learn first-hand about the benefits of a green roof** and asked them to write a report about what they learned from the visit. Also earlier this week, Swann assisted a **George Washington University (DC) student** with her **film project about the benefits of a green roof**. She was very excited about ASLA’s roof design and very thankful for the opportunity to shoot her school project there.



Finance, Meetings, and Business Operations

- CFO Mike O'Brien, Hon. ASLA, is **closing out September 2017** and preparing for the Annual Meeting and EXPO in Los Angeles.
- **More than 4,200 have registered** the [ASLA 2017 Annual Meeting and EXPO](#), representing **93 percent of the registration and ticket revenue goal**. There is still time to [register](#) for the meeting online, through the annual meeting mobile app, or at onsite registration. Tickets are still available for some [field sessions](#), [workshops](#), and [special events](#). They, too, can be purchased in advance or at onsite registration while they last.
- **Download the [annual meeting mobile app](#) for the latest information on the meeting**. Registered attendees can log in to the app to download their personal meeting schedule and start connecting with other attendees and exhibitors now. Check out [SCANTrivia™](#), the new interactive gaming app for the EXPO floor and all of the great prizes up for grabs. Download the meeting mobile app at iTunes and Google Play stores.
- **To date, 35 schools have signed up for the 2017 Alumni Tailgate on Saturday, October 21, from 4:30-6:00 pm. Don't let your alma mater miss out.** For only \$250 a table, schools compete for bragging rights for the best school spirit/ designed and decorated space. The first place school receives 15 complimentary student registrations to the 2018 annual meeting in Philadelphia; second place wins 10, and third place wins five complimentary student registrations. Schools to date include: Arizona State University, Auburn University, California Polytechnic State University, California State Polytechnic University, Clemson University, Cornell University, Illinois Institute of Technology, Iowa State University, Kansas State University, Michigan State University, Northeastern University, Pennsylvania State University, Rhode Island School of Design, Rutgers University, State University of New York, Texas A & M University, University of Arizona, University of Arkansas, University of California, Davis, University of Colorado Denver, University of Connecticut, University of Florida, University of Georgia, University of Illinois, University of Kentucky, University of Massachusetts, University of Michigan, University of Minnesota, University of New Mexico, University of Oregon, University of Tennessee, University of Washington, University of Wisconsin, Utah State University, Washington State University. Contact [Kelli Bland](#) to sign up.
- **The 2017 EXPO booth sales total 101 percent** of the budget.
- **The 2017 LAM advertising contracts remain at 95 percent** of the budget.

Government Affairs

- **Government Affairs presented a session, “Restoration and Resilience of Coastal Systems in Park Design and Planning,”** at the National Recreation and Parks Association annual conference in New Orleans. Panelists included **Jennifer Dowdell, ASLA**, of Biohabitats; **Andrew Duggan, ASLA**, of Studio Outside; and Lauren Jumonville of the Baton Rouge Area Foundation. The panelists **presented on specific design and modeling techniques being implemented to make Galveston State Park (Texas) and the Baton Rouge lakes system** more resilient to severe weather and other natural and development events.
- In the wake of several devastating natural disasters across the country, ASLA has **joined with allied organizations in signing letters addressed to Congress and the administration urging them to address impacts of hurricanes and wildfires in national parks and other federal lands in the supplemental funding appropriation bills**. Additionally, ASLA signed a coalition letter urging the

President's Office of Management and Budget to allocate sufficient funding in fiscal year 2019 for National Park Service (NPS) to address critical priorities. The letter specifies support for NPS operations, construction, Centennial Challenge, Land and Water Conservation Fund, fee reauthorization, and Every Kid in the Park.

- ASLA has also joined with other design and construction organizations in **sending a letter to the administration expressing support for stronger flood-ready standards for federally funded building projects**. The letter details the importance of comprehensive federal action to reduce flood risk, which protects people and property while reducing federal costs associated with rebuilding after tremendous flood losses.
- The **2018 State Licensure and Advocacy Grant program application and instructions** are now available [here](#). The grant program **provides financial assistance to chapters that are working to promote and defend licensure and/or to support other ASLA state or local advocacy efforts**, including defending the right to practice from local challenges. The application submission deadline is 5:00 p.m. PDT on Monday, October 16. For questions about the program, contact ASLA Director of State Government Affairs Elizabeth Hebron at ehebron@asla.org

Landscape Architecture Magazine

- The **magazine's first Spanish-language translation of a feature article is set to release shortly on the LAM website**. The article, "Fan Favorite" ("Para Los Aficionados") covers Studio-MLA's stadium designs in Los Angeles. Managing Editor Maggie Zackowitz worked with Media & Language Interchange, LLC, to translate the article, written by Nate Berg.
- Staff Writer/Editor Kat Katsma represented *LAM* Editorial at the National Recreation and Parks Association's trade show in New Orleans last week. Katsma scouted the expo for new products and vendors to feature in the GOODS section of the magazine.
- On September 28, Senior Editor Jennifer Reut organized the latest of several staff boat tours of the Anacostia River, given by [Anacostia Riverkeeper](#). Reut is **preparing a major magazine project on the progress of cleaning up the Anacostia in anticipation of the startup of DC Water's Anacostia River Tunnel Project**, which will end combined stormwater/sewer overflow in approximately 80 locations along the river beginning in March 2018.
- Senior Editor Reut also recently participated in a question-and-answer session hosted by [Build Yourself](#), a new online career accelerator program for women founded by Mia Scharphie, a landscape architecture graduate of the Harvard Graduate School of Design.

Member & Chapter Services

- On September 26, a **message was sent to the emerging professionals and student annual meeting registrants to promote the Emerging Professionals Portfolio Review** and other key programs for emerging professionals at the upcoming annual meeting.
- The **LARE Prep Committee** is currently preparing for its upcoming annual meeting workshops, including one session dedicated to preparation for Section 4. A ticket is required for each workshop.
- In an effort to improve communication to ASLA student chapters, the **Student Advisory Committee** launched a student chapter newsletter that will be sent monthly to student chapter presidents. The first edition highlighted the importance of ASLA and included a testimonial from committee chair **Joni Emmons, Student ASLA**.

- Yesterday, the **Emerging Professionals Committee** held an “Ask Me Anything” event featuring President Rinner. It was streamed live on the ASLA Facebook page and has over 1,600 views. It remains available for viewing.

Public Relations and Communications

- A [media advisory](#) inviting the press to attend the **2017 ASLA Annual Meeting and EXPO** was distributed today via several wire services.
- The **onsite guide** to the annual meeting and EXPO is at the printer. Meanwhile, once registered, [download the app](#) to see all that is happening and plan your visit.
- A press release for **National Hispanic Heritage Month** was distributed yesterday in [English](#) and [Spanish](#) via several wire services.

Education Programs

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **242** active providers offering **1,354** courses. There are **five** new provider applications pending review.
- Education Programs Director Susan Apollonio and Accreditation and Education Programs Manager Kristopher Pritchard represented ASLA at the **D.C. Environmental Education Consortium’s D.C. Teacher’s Night: Build Your Green Community** at the United States Botanic Garden last week. Information was provided to educators about ASLA’s green roof, Tools for Teachers resources on ASLA’s website, and *Your Land* magazine.
- **Landscape Architectural Accreditation Board (LAAB) ROVE Teams** began conducting accreditation reviews for fall 2017. **University of Maryland (BSLA/MLA)** had a two programs/one team dual program review and **Texas A&M University (MLA)** had its review conducted last week. Programs reviewed during fall 2017 are scheduled to be considered at the LAAB winter 2018 board meeting.
- On September 28, Education Programs Director Susan Apollonio and Career Discovery and Diversity Manager Shawn Balon, ASLA, met via conference call with **Jim Richards, FASLA, Richard Alomar, ASLA, Robert Chipman, ASLA, and Chip Sullivan, ASLA**, to discuss the development of the ASLA activity books and scheduling for Sketch Corner in ASLA Central at the annual meeting.
- Manager Balon attended the [ACE Mentor Program orientation training](#) on September 28 to review policies and goals for new and experienced volunteers. Balon will be mentoring at a local high school in Washington, D.C., to better understand how the **ACE Mentor Program** works regionally and to learn how ASLA members can be more involved in the program.
- On September 22, Manager Balon presented the keynote speech, A Call to Action: Career Discovery and Diversity, at the 2017 **Indiana ASLA Annual Meeting and EXPO** in Indianapolis. The presentation discussed current statistics in landscape architecture accredited programs and ASLA, and examined ASLA’s work plan for career discovery and diversity. Along with a Call to Action to chapter members, **Joe Blalock, ASLA**, Associate Professor and Chair at Ball State University and **Sean Rotar, ASLA**, Department Chair and Associate Professor at Purdue University joined Manager Balon for a short panel discussion on recruitment in local universities.

Professional Practice

- On October 2, Professional Practice Manager Katie Riddle, ASLA, Corporate Secretary Curt Millay, ASLA, Honors and Awards Coordinator Carolyn Mitchell, and Special Asst. Swann hosted graduate students and faculty from **Ball State University** (IN). Mitchell presented on the student awards application process ceremony; Riddle, the professional practices resources; Millay, the new ASLA Center and WELL certification; and Swann, the ASLA green roof design, construction, and ongoing maintenance. Following, the group toured the building and the green roof.
- On September 27, Managers Riddle and Balon hosted the first quarterly meeting for the **Joint Call to Action to Promote Healthy Communities**. Participating organizations included the American Public Health Association, American Planning Association, American Society of Civil Engineers, Urban Land Institute, American Institute of Architects, and U.S. Green Building Council. The group prioritized goals for the upcoming months and multiyear plans, including identifying model communities and next tier cities where the coalition can mobilize staff and members. The group is considering ways to encourage community driven design by creating community engagement tools and templates that promote health in the built environment. The next quarterly meeting will be hosted in December at APHA.
- Planning is underway for the **Nevada Chapter's SITES® workshop** on October 10, which was **awarded through the SITES AP contest**. Manager Linette Straus, ASLA, is working with the keynote speaker and a member on a project to use for the interactive portion of the workshop.
- Last week ASLA sent out invitations out for the **SITES Celebration Reception** to take place during the annual meeting. The reception will celebrate the new SITES APs and look at future SITES developments.
- Via webinar, the PPC business owners support subcommittee advanced their work on developing a toolkit for “your own practice” and the autonomous vehicles; and the planning subcommittee met to continue its efforts to contribute to a policy statement revision and development of information resources.
- On September 21, Manager Riddle and Coordinator Ali Hay hosted the **quarterly PPN Council Leadership Call**. Agenda items included annual meeting planning and logistics for the [PPN Live events](#), an update on the nine [PPN EXPO tours](#) set to take place at the meeting, as well as past and upcoming individual PPN happenings.
- A final reminder was sent to the **Historic American Landscapes Survey (HALS) ASLA Chapter Liaisons** to submit their [annual reports](#). These reports are a summary of each chapter's HALS program activities for the past year, and the responses are compiled and shared during the HALS subcommittee meeting held during the ASLA Annual Meeting and EXPO.

Deadlines and Reminders

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