

October 18, 2017

Executive Offices

- The **Executive Committee** is meeting today and the **Board of Trustees** will be meeting tomorrow and Friday at the 2017 annual meeting. A **full report of outcomes** will appear in the next issue of the *Leaders Express* on November 1.
- **President-Elect-Designate Shawn Kelly, FASLA**, represented ASLA as a delegate at the International Federation of Landscape Architects (IFLA) World Council meetings, October 14-16. Agenda items included international accreditation standards, organizational dues structure, transparency in membership reporting, organizational financial responsibility to member organizations, and future directions of IFLA World. Kelly also presented at the Canadian Society of Landscape Architects (CSLA) where he spoke about the current programs and priorities of the Society; the vitality of the Advocacy Network; the promise of outreach to emerging professional members; and the successes of the diversity summits. Kelly shared the latest news about the ASLA-sponsored legislation on green infrastructure as it moves through the legislature with bipartisan support. IFLA and CSLA jointly held the 2017 Congress of the World Design Summit in Montreal.
- **Immediate Past President Chad Danos, FASLA**, and **Emerging Professionals Committee Chair Daniel Martin, Affiliate ASLA**, was in Athens, GA, last week visiting with the **students at the University of Georgia**. Danos presented on the role of ASLA and the influence of landscape, and later attended a reception with the students and the northern section of the **Georgia Chapter**.
- ASLA hosted a **Renewable Natural Resources Foundation public policy roundtable on the Houston flood**, "Houston: Practical Solutions." Speaker **David Conrad**, consultant on water resources policy to the **Association of State Floodplain Managers**, spoke on the urgent need for reform in floodplain management and the National Flood Insurance Program.
- **Pledges to the Campaign for the ASLA Center for Landscape Architecture** now total 84.4 percent of the campaign goal. ASLA continues to reach out to firms, individual practitioners, and companies providing products and services to the profession to raise the balance needed to complete the campaign. A solicitation of all ASLA members and friends was mailed recently and will be followed by a solicitation letter enclosed with the November issue of *Landscape Architecture Magazine*. Please click on [ASLA Center Honor Roll](#) to see who has already given.
- **Donations to the 2017 ASLA Fund** total just over \$37,000, which is an increase of 148 percent over the same period last year.

Finance

- CFO Mike O'Brien, Hon. ASLA, has **closed out September 2017** and the results are in line with the budget.
- **The 2017 EXPO booth sales** total **102 percent** of the budget.
- **The 2017 LAM advertising contracts** totaled **95 percent** of the budget.

Government Affairs

- Recently, State Government Affairs Director Elizabeth Hebron met with **Council of Landscape Architecture Registration Board** staff to develop next steps in the ASLA/CLARB **joint initiative to**

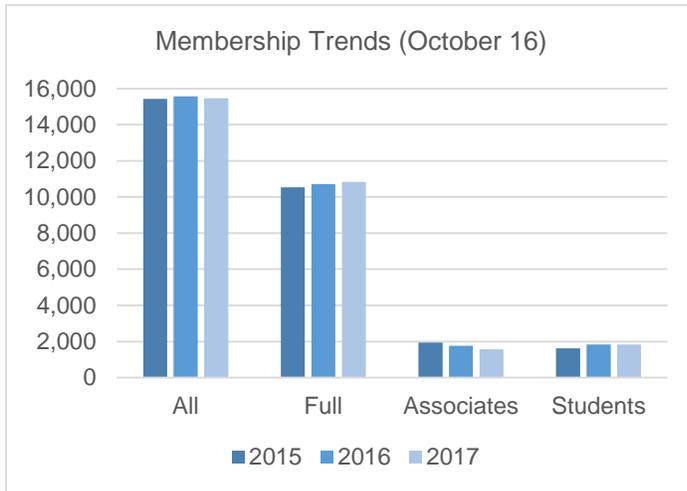


better defend licensure and strengthen chapter/board relationships. Hebron and CLARB staff will be presenting their initial survey findings, recently developed licensure risk analysis matrix, and timeline for 2017-2018 actions at the Chapter President's Council meeting in Los Angeles.

- The **U.S. Senate passed bipartisan legislation to promote the use of green infrastructure projects in addressing stormwater, wastewater, and other water quality issues.** [The Water Infrastructure Flexibility Act \(S. 692\)](#) introduced in the Senate by Senator Deb Fischer (NE) would allow local communities and municipalities to incorporate green infrastructure projects into integrated planning permits to meet Clean Water Act compliance. ASLA has been working with Senator Fischer and Congressman Robert Latta (OH), who has introduced companion legislation (H.R. 2355) in the House of Representatives, to move it through the legislative process. **ASLA urges its members to use the [iAdvocate Network](#) to send your House of Representatives member a message urging support for the House version of the bill.**
- Last week, **U.S. Environmental Protection Agency** Administrator Scott Pruitt announced his decision to **repeal the Clean Power Plan**, which was projected to cut U.S. carbon emissions 32 percent by 2030. In response to the announcement Executive Vice President Nancy Somerville, Hon. ASLA, released [a statement](#) **expressing the society's disappointment with the decision** and vowed to continue efforts to fight for federal, state, and local programs and policies that allow landscape architects to use sustainable design techniques to help communities become healthy, resilient, and climate smart.
- Government Affairs Manager Mark Cason participated in **Congressman Earl Blumenauer's** Transportation Stakeholders meeting for a presentation on autonomous vehicles and the future of transportation. Paul Lewis, Vice President of Policy and Finance at the Eno Center for Transportation, Ryan Gammelgard, Counsel for State Farm Insurance, and Linda Bailey, Executive Director of the National Association of City Transportation Officials, provided their impressions of the future of autonomous vehicles in communities.
- Recently, the full House of Representatives passed a fiscal year 2018 spending measure **that would eliminate all funding for the highly successful Transportation Investment Generating Economic Recovery (TIGER) grant program.** The Senate is proposing increased funding for the program. ASLA activated the [iAdvocate Network](#) to encourage members to send their legislators a message about providing funding for TIGER.

Member & Chapter Services

- **Volunteers for the Emerging Professional Portfolio Reviews** at the annual meeting are still requested. Reviews will take place on October 21-22 from 9:00 a.m.-6:00 p.m. To participate, please go to [2017 Portfolio Reviews](#) to select a time slot.
- Membership remains steady since 2015 and the **full membership category, which accounts for two-thirds of all members, continues a trend of modest growth. Student membership is showing improvement, up 12.2 percent from 2015.**



Member Type	10/16/2016	10/16/2017	Change %
Full Member	10,714	10,824	1.0
Associate	1,758	1,574	-10.5
Student	1,841	1,826	-0.8
Total	15,566	15,464	-0.7

Public Relations and Communications

- A new **virtual reality film on Klyde Warren Park**, which won the ASLA 2017 Professional Award of Excellence in General Design, will debut at ASLA Central at the annual meeting. Narrated by **James Burnett, FASLA**, president of OJB Landscape Architecture, the film immerses viewers in the daily life of this innovative park built over a highway. Samsung Gear VR headsets will be available to view the film 9:00 a.m.-6:00 p.m. on October 21-22. The film will be available to the public via ASLA.org beginning October 23.
- A reminder for the **third quarter 2017 Business Quarterly survey** was emailed to key firm contacts on Monday. The survey for this quarter, which ends October 23, includes questions about employee engagement and recognition. Some 82 primary firm contacts have completed the survey to date.
- **The latest proposed logo options as part of the ASLA rebrand** will be shown to the Executive Committee, Board of Trustees, and Chapter Presidents Council this week during the annual meeting.
- The last call of the **Public Relations and Communications Advisory Committee** was held October 12, updating the members on various initiatives and thanking them for their service. This committee will be replaced with the **Public Awareness Coalition**, a group of 49 representatives, one from each chapter, who collectively draft strategies and tactics to raise awareness at the local level while working in concert for national impact. The next Public Awareness Summit, hosting all the representatives, will be January 5-7, in Austin, Texas.

Education Programs

- **Landscape Architectural Accreditation Board (LAAB) ROVE Teams** continue conducting accreditation reviews for fall 2017. **Texas A&M University (MLA)**, **Mississippi State University (BLA)**, and **University of Georgia (BLA)** had their review conducted last week. Programs reviewed during fall 2017 are scheduled to be considered at the LAAB Winter 2018 Board Meeting.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **245** active providers offering **1,323** courses. There are **five** new provider applications pending review.

- On October 12, Education Programs Director Susan Apollonio and Career Discovery and Diversity Manager Shawn Balon, ASLA, met with **STEM Education & Designer Alex Claros** at the Boys & Girls Clubs of Greater Washington (BGCGW) to further discuss a 2018 Grant Proposal to assist the BGCGW in building curriculum pertaining to sustainable education, the built environment, and landscape architecture.
- Last week, ASLA participated in the **National Building Museum's Big Build** to advance the quality of the built environment by educating attendees about its impact on individual lives. In 2016, the Big Build brought more than 4,500 visitors to the museum. ASLA created a hands-on activity, **Create a Landform: Discover How Water Moves on Land**, that taught kids, teens, and adults about watersheds, landforms, and the importance of understanding stormwater management. Kids of all ages and their parents took part in the exercise and learned how landscape architects work with land and water.
- Today, Manager Balon, participated in the monthly **National Conference for Community Design** steering committee via conference call to continue discussions on marketing, outreach, and logistics. Manager Balon will attend the monthly meetings to assist in guiding decisions and planning around maximizing the impact, rigor, and accessibility to the event. The national conference will convene in Baltimore in June 2018.
- On Monday, ASLA hosted students from the University of Michigan School for Environment and Sustainability's "Career Trek" program in Washington, D.C. The students toured the center and visited the green roof on their tour of significant and interesting landscape architectural sites in the city.

Professional Practice

- On October 10, Manager Linette Straus, ASLA, co-led a Nevada Chapter SITES workshop with USGBC staff in both Las Vegas and Reno, Nevada. It was well attended with over 30 people. A keynote presentation was given by Sustainability Manager Lynne Barker, City of Reno. **Jack Zunino, ASLA**, reviewed a local project for the Las Vegas Parks Department in Charleston Heights that he is working on for the interactive portion of the workshop.
- Manager Katie Riddle hosted the [Parklets 6.0 kickoff call for the 17th annual New Partners for Smart Growth Conference](#). Participants included professionals from the U.S. Forest Service, Academy of Art University (San Francisco), University of Arkansas, and landscape architecture firms local to San Francisco. ASLA is an in-kind sponsor of the conference, responsible for coordinating the design and installation of the parklets, which will be set up within the conference hotel, just outside of the session rooms.
- The next **Online Learning webinar** will be November 14. **Jim Urban, FASLA**, will be presenting "Urban Street Tree Planting: Correcting Myths and Misconceptions," which will focus on best practices for street tree health to develop truly sustainable urban landscapes.
- Coordinator Ali Hay hosted the **Women in Landscape Architecture (WILA) PPN** call to coordinate the upcoming [WILA Walk](#) planned for October 23 during the annual meeting. Members of the Southern California Chapter will lead a downtown Los Angeles walk through gardens, parks, and plazas designed by contemporary and legendary landscape architects. The event is free to full conference registrants.



- Manager Riddle and Coordinator Hay have recruited and confirmed four exhibitors for each of the nine **Professional Practice Network (PPN) EXPO tours** at the annual meeting. Exhibitor registration has closed for the 2017 tours. The tours will offer attendees the opportunity to learn about new and improved techniques, and how these improvements and services can assist in creating a successful design project. Participants will earn 1.0 PDH for their attendance.
- As the session lead for the “Tools & Technology” panel for the upcoming **New Partners for Smart Growth conference**, Manger Riddle invited and confirmed the panelists for the session which falls within the “**Creating Sustainable Water Systems**” track. The 2018 conference program will feature eight thematic tracks that will provide participants an opportunity to engage in a more dynamic, implementation-oriented learning experience. The panelists will be discussing new tools that cover scenario planning and other visualization and health impact analysis tools.
- Manager Straus, Director Sears, and Corporate Secretary Millay met recently with the chair and staff of the Sixth and I Synagogue in Washington, DC to further the discussion and partnership for the **Chinatown Green Street Demonstration Project**.
- Straus led a tour of the ASLA Center for Landscape Architecture for 25 participants. The tour focused on demonstrating biophilic elements in design as part of the DesignDC 2017: Rooted in Resilience conference.

Deadlines and Reminders

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