

February 21, 2018

Executive Offices

- **President Gregory Miller, FASLA**, attended the **New Jersey Chapter Annual Meeting** last week in Atlantic City where he shared ASLA news with attendees and participated in a session with students from **Rutgers University**. The chapter also hosted him at a dinner with chapter leaders and keynote speakers. *LAM* Editor Brad McKee also attended the meeting and delivered the keynote address to open the meeting. His talk focused on policy and regulatory threats to the environment within a landscape architecture framework. The theme of the meeting was “From the Ground Up.”
- Also last week, President Miller was the **keynote speaker at Texas A&M University**. His **keynote focused on the future of the profession and the value of connections**. Miller also participated in their design charrette.
- **Immediate Past President Vaughn Rinner, FASLA**, attended the **Upstate New York Chapter** annual reception and awards ceremony on February 9 in snowy Ithaca, NY. She presented an Introduction to SITES® and provided an update about the use of the ASLA Center and ASLA advocacy.
- **Immediate Past President Rinner** was also the keynote speaker at the student-led Wreckshop at Texas Tech, February 2-3, in Lubbock. In addition to Rinner’s speech on “Connectivity,” she also served on a professional Q&A panel and participated in portfolio reviews. Past Professional Practice VP **Hunter Beckham, FASLA**, also presented an “Introduction to SITES” to the students.
- Special Assistant Keith Swann **presented on ASLA’s green roof, the Center, SITES, and the Chinatown Green Street Demonstration Project at the Lewis Ginter Botanical Garden in Richmond, VA**, last week. With over 200 attendees, the presentation was part of the botanical garden’s winter symposium.
- With the **Chinatown Green Street Demonstration Project** ramping up, **communications and fundraising needs** are also ramping up. To expand capacity to support these needs, Kevin Fry has been brought on board as a consultant. Fry has a deep background in communications and program/project management, as well as grant writing and fundraising. Some of his first assignments are developing a new prospectus for potential funders, expanding and updating information on the web, and creating additional communications materials to support the upcoming stakeholder meetings. Fry will also support outreach activities to stakeholders and potential funders.
- Staff continue to focus on the 2017 Baldrige feedback report and preparation of the 2018 application. Recent process improvements resulting from discussion of the feedback report include **enhancements to the staff onboarding system** and “buddy” assignments. The need for more **systematic collection and analysis of data/surveys/feedback** was also identified and will be addressed at a staff-wide meeting in March.
- **Donations to the 2017 ASLA Fund increased almost 90 percent** over the total for 2016. Donations to the ASLA Fund support the public and professional education activities of ASLA, its honors and awards programs, and special ASLA projects such as the Chinatown Green Street Demonstration Project. To see a list of the many ASLA members and friends who gave to the Fund in 2017, please click on [ASLA Fund Honor Roll](#).



Finance

- For the next two weeks, CFO Mike O'Brien, Hon. ASLA, and the Accounting staff are working with the auditors and the **Audit Committee** on the **2017 Financial Audit**.

Government Affairs

- Last week, the **Trump administration released its long-awaited [infrastructure plan](#)**, which seeks to roll back the National Environmental Protection Act (NEPA) and other environmental and permitting processes for infrastructure projects. The plan also calls for states to accept workers with out-of-state licenses for projects. ASLA is working with coalition partners to determine next steps in addressing some of these issues. ASLA is also urging policy makers to adopt ASLA's infrastructure recommendations "[Landscape Architects Leading Community Infrastructure Design and Development](#)," which calls for fixing our nation's water management systems, upgrading to a multimodal transportation network, recognizing parks and public lands as critical infrastructure, and designing for resilience.
- Recently, the Trump administration also released its fiscal year 2019 budget proposal, which calls for a 98-percent cut to the **Land and Water Conservation Fund (LWCF)**. Landscape architects utilize LWCF state grant funds in communities across the nation to plan and design community parks and other outdoor recreational spaces. Currently, LWCF is set to expire on October 1, unless Congress can pass legislation to reauthorize the program. [Take action today!](#)
- **Apply for an [ASLA 2017 Advocacy Award](#)**. If your chapter or a chapter member accomplished important advocacy goals in 2017, [submit a nomination](#) for the ASLA Rising Star Advocacy Award (individual award), ASLA Advocacy Leadership Award (individual award), and/or the ASLA Chapter of the Year (chapter award). **Nominations must be completed by chapter presidents and are due no later than February 28.**
- [Follow us on twitter](#) to see photos from a press event on Capitol Hill featuring **Congressman Earl Blumenauer, Hon. ASLA (OR)** and Jim McGovern's (MA) announcement of reintroduction of the Save Our Pollinators Act (SAPA). SAPA seeks to suspend the use of neonicotinoid (neonics) pesticides until the completion of a full review of scientific evidence and field studies demonstrate no harmful impacts to pollinators. Speakers at the event included Elizabeth Southerland, former Director of Environmental Protection Agency's (EPA) Office of Science and Technology, leaders from several environmental non-profits, and local beekeeping advocates.

Education Programs

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **240** active providers offering **1,205** courses. There are **two** new provider applications pending review.
- The first phase of a yearlong system update to the LA CES website went live this week. Updates include site-wide font revisions and responsive design pages so that providers can access LA CES on mobile devices or tablets, a new streamlined course approval process, and a tablet-friendly attendance-reporting feature.
- The [2018 Diversity Summit Call for Letters of Interest](#) opened. ASLA will be inviting six new participants to add valuable input to discussions and resource development during the summit from June 22-24. If you are a landscape architecture professional of color in the United States with at least

two years of professional experience and interested in applying, **please complete the application by Wednesday, March 7.**

- On February 15, Career Discovery and Diversity Manager Shawn Balon, ASLA, attended the presentation “Insights to Action–Flipping the Script: Men as Partners in Advancing Gender Equity” at the International Center for Research on Women.
- Today, Manager Balon, participated in the monthly **National Conference for Community Design** steering committee via conference call to continue discussions on conference scheduling, call for proposals, and funding prospects and partnerships. 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.
- Today, Manager Balon, participated in the USA Science and Engineering Festival Building Science conference call to discuss strategies for the Building industry’s presence at the festival. ASLA will host a hands-on booth and will be a sponsor at [the 2018 USA Science and Engineering Festival](#) that will be held April 7-8 in Washington D.C.
- The **Landscape Architectural Accreditation Board (LAAB)** met February 16-17 for the winter 2018 board meeting. LAAB reviewed **nine renewal of accreditation programs**, including: University of Maryland (BLA and MLA); Texas A&M University (MLA); Mississippi State University (BLA); University of Georgia (BLA); University of Southern California (MLA); Texas Tech University (MLA); North Carolina A&T University (BSLA); and University of Oklahoma (MLA). Two candidacy programs were also reviewed: the University of Delaware (BSLA) and South Dakota State University (BLA). Additionally, LAAB worked on organizational improvements and processes, including discussion of accrediting online programs.

Professional Practice

- On February 8, the **Environmental Justice PPN** hosted a student-led presentation of “[A Landscape Architecture Student's Guide to Environmental Justice.](#)” This guide was produced by **Kari Spiegelhalter, Student ASLA**; Theresa Ruswick, Cornell University; and **Patricia Noto, Student ASLA**, Rhode Island School of Design. The authors are [seeking feedback](#) on the content and its effectiveness in introducing environmental justice and clarifying its meaning and worth to landscape architecture students across the country.
- Manager Linette Straus, ASLA, and a representative from the **North Carolina Chapter** and NC USGBC chapters are planning a series of **SITES presentations and discussions** for the four satellite locations of the chapter to take place in May. A SITES presentation for the **Boston Chapter** is planned for the end of March, and another presentation and discussion for the Central States conference in St. Louis, MO in April.
- **Chinatown Green Street Demonstration Project (CGSDP)** update: Manager Straus shared concept design drawings with Monument Realty that were prepared by the Design Workshop (DW) design team for the portion of I Street in front of the Monument Realty property. Follow-up discussions are planned.



Member and Chapter Services

- Yesterday, over 45 chapter leaders participated in the **CPC Winter Webinar**, which focused on the outcomes from the Public Awareness Summit, ASLA Branding and SITES advocacy. Leaders can access the presentation slides on the [Chapter Operations Workbook](#).
- On February 13, the **Emerging Professionals Committee** held an **Ask Me Anything** event, featuring **Gina Ford, FASLA**. It was streamed live on the [ASLA Facebook page](#) and remains available for viewing. So far, it has been viewed over 1,700 times. The next event will be held March 13, featuring representatives from the **Student Advisory Committee** and the **Associate Advisory Committee**.
- On February 15, with more than 30 chapters attending, **Finance Vice President Tom Mroz, ASLA**, and CFO O'Brien conducted a webinar for chapter treasurers. This orientation kicked off a new quarterly webinar series for treasurers that will tackle key topics and build additional resources for chapters.

Public Relations and Communications

- The **Honors and Awards Advisory Committee** met by conference call and discussed tactics to increase the number of Honors nominations, status of awards submissions, and how to raise the profile of the awards ceremony at the annual meeting.
- Professional Award [registration](#) deadline was extended to Friday, February 23. Submission deadline remains March 5.

Deadlines and Reminders

- **Applications for the [ASLA 2017 Advocacy Awards](#)** are due no later than February 28.
- The [Leadership Calendar](#) can be accessed on the web.