

June 27, 2018

Executive Offices

- The Tellers Committee convened on Tuesday to verify the annual ASLA election. **Wendy Miller, FASLA, was elected 2019 president-elect.** Congratulations to Wendy and many thanks to **David Cutter, ASLA**, for his strong candidacy. Also on the ballot was an amendment to the ASLA constitution to add an **International Student member category**; the amendment was approved.
- **FINAL CALL! The annual call for committee service is open until Friday.** To volunteer for service on [one or more of the committees](#), please fill out the [committee appointment form](#). Contact [Corporate Secretary Curt Millay, ASLA](#), with any questions.
- Last week, **President Greg Miller, FASLA**, presented “Integrating Pollinators into Public Landscapes” at the **New York Chapter** meeting. He continued to the **North Carolina Chapter** to speak at their conference on “The Future of the Profession and the Value of Connections” and participated in the awards ceremony. On Friday, President Miller traveled to the Center to present at the **Diversity Summit**, which ran through the weekend. The **goals of the summit were to review benchmarks** prioritized from the [2017 Diversity SuperSummit](#) and **create opportunities for participants to research and workshop resources for ASLA’s career discovery and diversity program.** The summit was facilitated by **Richard Alomar, ASLA**, and included a presentation from **Richard Jones, ASLA**. Participants will continue to work with staff to inform program development.
- [Smart Policies for a Changing Climate](#), the report from the **ASLA Blue Ribbon Panel on Climate Change and Resilience**, was released June 19 at an evening event at the Center. Twenty-five attendees, including several members of the press, heard a presentation of the findings of the panel’s recommendations to manage its impact through design- and planning-based solutions by EVP Nancy Somerville, Hon. ASLA, followed by a discussion moderated by Somerville with panelists **Diane Jones Allen, ASLA**, and **Adam Ortiz**, director of the Department of the Environment for Prince George’s County, Maryland. Government Affairs reached out to key contacts on Capitol Hill inviting policy makers and their staff to attend the launch party. Copies were also distributed at the **Advocacy and Diversity summits**. See Public Relations and Communications for additional information.
- Corporate Secretary Curt Millay, ASLA, reached out to all property owners on the 600 block of I Street, NW, to request letters of support to the city for the **Chinatown Green Street project**. The design team and staff held the last interview for construction management firms. Selections for construction manager, geotechnical services, and permit expediter will be made in the next few weeks.
- Secretary Millay is working with Professional Practice Managing Susan Director Cahill, Hon. ASLA, and Manager Katie Riddle, ASLA, on updates and revisions to the **PPN and committee guidelines**. The revisions will be presented to the Executive Committee for action at the summer meeting.

Government Affairs

- Breaking news! **Senator Kamala Harris (CA) has introduced the Living Shorelines Act in the U.S. Senate.** According to a message from her staff, **Senator Harris’s interest in the bill is a result of the California delegation’s visit with the office during ASLA Advocacy Day 2018.** ASLA activated the [iAdvocate Network](#) to inform the membership about this legislative accomplishment and to urge them to contact their legislators to cosponsor this measure. Currently, over 1,200 messages have been sent to legislators from ASLA advocates. Great job!



- ASLA cosponsored and attended the **2018 Pollinator Week Reception**, which was held at the Smithsonian Castle in Washington, D.C. The annual reception celebrated a week of national events to highlight the important role of pollinators in our global economy, food supply, and other areas.
- From June 22-24, nearly 90 individuals representing over 40 states and Council of Landscape Architectural Board jurisdictions gathered in Columbus, Ohio, for the **2018 Licensure Summit**. The compact and intense agenda included sessions on the licensure reform movement, developing effective testimony, planning creative education and advocacy programs, and building effective chapter/board relations. Additionally, Ohio State Representative Tim Schaffer delivered a keynote address that focused on how to effectively engage with state lawmakers, as well as the nationwide trend of occupational licensing reform. Summit attendees were also joined by Columbus City Councilwoman Jaiza Page and two city council staff on an advocacy site tour of the Scioto River Greenways project. ASLA Government Affairs thanks the **Ohio Chapter** and **Government Affairs VP Jeannie Martin, FASLA**, for their support and assistance with this important event. Search for **#LicensureSummit** on **Twitter** for a fun and informative recap of events!
- On June 20, State Government Affairs Director Elizabeth Hebron and State Government Affairs Manager Bradley Rawls attended a congressional hearing, "[Occupational Licensing: Reducing Barriers to Economic Mobility and Growth](#)," which questioned the need for many occupational licenses in the states and the concern of mobility. In response to the hearing, **ASLA, along with 17 other organizations submitted a statement that highlighted the role of licensure** and licensing boards in a free market and the steps currently underway to streamline and reduce barriers.
- Last week, Federal Government Affairs Manager Daniel Hart attended a panel discussion entitled "Silencing Science: Risks Posed to Climate and Energy Data from Political Interference" which was part of the rollout of a new report by CAP on how the government is removing references to Climate Change and is generally attacking climate and energy science. Former Secretary of Energy Ernest Moniz, former advisor to President Obama John Podesta, and current Energy and Commerce Committee Member Rep. Paul Tonko (D-NY) were a few of the presenters at the discussion. The event was hosted by the [Center for American Progress \(CAP\)](#).
- Want to keep up with all things ASLA Advocacy? Follow us on Twitter @ASLA_Advocacy. Currently, @ASLA_Advocacy has 1,320 followers. Join them today!

Finance, Meetings, and Business Operations

- CFO Mike O'Brien, Hon. ASLA, and the Accounting Staff are working on the **June 2018 close** and the second quarter review. The **results will be reported in July** to the Executive Committee during their Summer Meeting in New Mexico and on a call to the Finance & Investments Committee.
- The **2018 LAM advertising contracts** totaled **81 percent** of the budget.
- The **2018 EXPO booth sales** reached **95 percent** of the budget.
- **There are just two more days to secure the lowest rates for the [ASLA 2018 Annual Meeting and EXPO](#). The early bird deadline ends this Friday, June 29 at midnight PST.** Close to 1,700 have already registered and over 500 tickets sold for [field sessions](#), [workshops](#), and [special events](#). Register now and save up to \$150 on your registration. Book a hotel room in the block and save up to \$75 more. Book fast, three of the nine hotels sold out. Don't fall victim to [housing poachers](#).



- Members of the sales staff traveled to NYC to participate in the 2018 AIA conference. To promote ASLA at the conference, **LAM** was available at the entrance in the publication bins.

Landscape Architecture Magazine

- **LAM** received an **EXCEL Gold Award from Association Publishing and Media for Best Single-Topic Issue in its circulation category** (10,001-20,000) for the February 2017 issue, "Found Ground." The issue **focused on deck and overpass parks as well as new spaces beneath underpasses in cities**. Another Gold Award was given in this category to The Council of Insurance Agents & Brokers for "The Technology Issue." A Silver Award was given to the same entrant for "The M&A Issue," and a Bronze went to the National Contract Management Association for the "Legislation and Legal Issue."

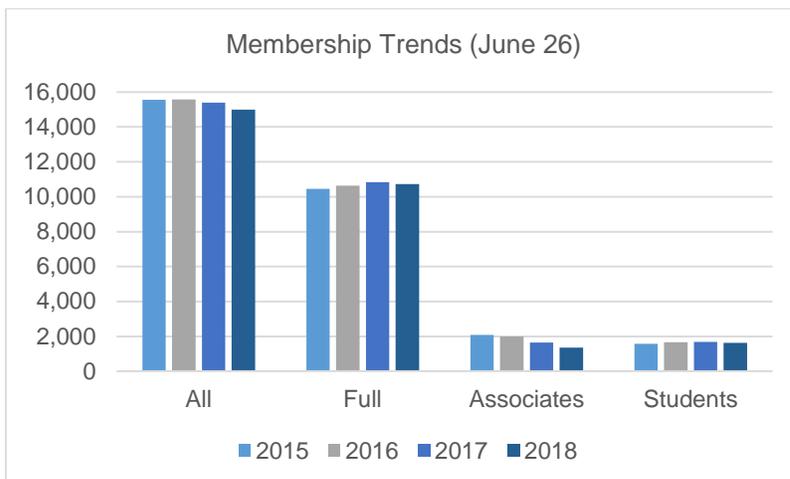
Public Relations and Communications

- A [release](#) was issued to press and all members regarding the **2018 Honors** recipients. Topping the list is **Linda Jewell, FASLA**, who will receive the ASLA medal. Staff are currently doing outreach to relevant local media for the recipients.
- A [release](#) was sent to all members regarding the release of [Smart Policies for a Changing Climate](#), the report from the **ASLA Blue Ribbon Panel on Climate Change and Resilience**. As part of the launch, a [forum was created](#) to collect input and feedback on the recommendations in the report. Feel free to explore and contribute.
- Video minutes with the Blue Ribbon panelists were released daily through social channels in anticipation of the release of the report. **Collectively, they received more than 10,000 views**, whether actively (clicked through) or passively (automatically activated on social media when encountered).
- To forward the **FrameWorks initiative**, invitations were sent to the 15 individuals identified by the Presidents Council for in-depth interviews about the perceptions and practice of landscape architecture. This is the first step in the development of an effective narrative regarding the profession. Interviews are to be completed by July 13.
- With a new archive policy that removes any content older than six years except for professional and student awards content, the web and library teams have been archiving asla.org content. Approximately 10 years of *LAND* archives, 10 years of meeting agenda books, three years of *DIRT* posts, and five years of annual meeting handouts have been archived offline. This frees up space on asla.org, improving speed and performance.
- [Planetizen](#) featured a *DIRT* post on the Resilient by Design program in San Francisco.
- Summer Intern Andrew Wright, Student ASLA, has been busy. On June 20, he attended a **Congressional Committee on Education and The Workforce** hearing on occupational licensing with State Government Affairs Director Hebron and State Government Affairs Manager Rawls; covered the "**Navigating Political Roadblocks to Make City Streets Safer**" seminar at World Resources Institute, presented by the WRI Ross Center for Sustainable Cities; and attended the **Pollinator Week Reception** at the Smithsonian Castle with the Government Affairs team. On June 21, he attended the premiere of the "**Pollinators Under Pressure**" film at the National Press Club, hosted by Corazón Latino, and on June 22, he attended the ASLA 2018 Diversity Summit.

- Marketing Manager Lauren Martella organized a meeting among **key relevant staff and the official annual meeting** photographer to discuss photography and marketing objectives for this year’s meeting in Philadelphia.

Member and Chapter Services

- The next “Ask Me Anything”** will be on ASLA’s homepage on Facebook Live with **Shannon Nichol, FASLA**, on Tuesday, July 10, at 3 p.m. EDT. A promotional graphic for emerging professionals was distributed last Friday to chapter presidents with the June 22 *CPC News*.
- The deadline to nominate students and associates for committee service** is this Friday. The **Student Advisory and Associate Advisory Committees** increase the ability of ASLA to gain insight on the priorities of emerging professionals and learn how best to provide membership value to student and associate members. Committee selections are made from candidates who have been [nominated by the professional chapters](#). Student, Student Affiliate, and Associate members in good standing who will remain in the same member category for at least one year are eligible. Use the [online survey](#) to complete the nomination. Contact Managing Director [Julia Lent, Hon. ASLA](#), for more information.
- The deadline to submit interest in CPC Chair is also June 29.** The term includes one year as CPC Chair Designate (2018-2019) and one year as CPC Chair (2019-2020). Current immediate past presidents, chapter presidents, or chapter president-elects are eligible for this position. Interested candidates must submit a letter of intent for consideration by President-elect Shawn Kelly, FASLA. Email letters to Managing Director Julia [Lent](#).
- ASLA membership has fallen by 3.6 percent since 2015**, primarily from the drop in associate membership during that period. The primary cause of the overall drop is associate membership, which has dropped 35.2 percent, likely due to the drop in student enrollments and membership related to the recession (37.7 percent drop since 2008). The pipeline drought is beginning to impact full membership as well, which is leveling off after several years of growth. Student membership also remains steady. The Membership team is developing a **new communications strategy** for communicating the value of membership and highlighting key benefits.





Education Programs

- A **Professional Development** needs [survey](#) deployed in *LAND* this week. The purpose of the survey is to inform the development of continuing education content.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **244** active providers offering **1,192** courses. There is **one** provider application pending review.
- The 2018 LA CES Monitoring Committee has been activated and will review a minimum of 10 percent of approved providers to verify compliance with LA CES guidelines and procedures. The review period covers July 1, 2017-June 30, 2018. Survey forms to the 24 LA CES providers will go out on June 29.
- The **ASLA Discover Landscape Architecture Activity Books** for kids, teens, and adults are [now available for download](#). The activity books were designed by ASLA members to inspire and teach anyone interested in landscape architecture and the built environment. Use the activity books to learn or teach about the tools and skills needed to become a landscape architect; the many ways landscape architects shape our environment; how landscape architects use hand drawing to formulate ideas and solve complex problems and make beautiful places for people to live, work, and play.

Professional Practice

- Last week, the first of two groups for the **2018 Student & Emerging Professionals SPOTLIGHT mini-series** kicked off the mentorship and planning process. PPN mentors **Hunter Beckham, FASLA, Emily O'Mahoney, FASLA, and Eric Gilbey, ASLA** reviewed the work of **Yadan Luo, Associate ASLA, and Zixu Qiao, Associate ASLA**. Planning efforts will continue through the summer, leading to live presentations as part of ASLA's Online Learning series.
- Today, the **live ASLA Online Learning presentation, SITES® v2 Precedent Studies and Lessons Learned**, was presented offering 1.0 PDH (LA CES/HSW), and hosted by the Sustainable Design and Development PPN. The presentation introduced two SITES-certified projects, Chicago's Navy Pier and D.C.'s United States Botanic Garden, shared select quality example documentation and tips, and reviewed some of the challenges and value added of utilizing the SITES framework on these projects.
- Ian Bucacink has accepted the **new full-time staff position of Archivist and Technical Librarian** beginning July 2. Ian joined ASLA in September 2016 as a part-time employee while completing his graduate studies at the University of Maryland. He recently graduated in May with a Master of Library and Information Science and a Master of Arts in History. His areas of specialization are respectively archival theory and United States history.
- On June 15, as part of the ongoing effort to maintain the building at its best, Healthy Buildings International (HBI) technicians conducted the annual air quality test as a preventative and proactive measure to ensure the building management company is providing ASLA with a comfortable and safe working environment. The testing also ensures ASLA is in compliance with the WELL Building Standard.

Deadlines and Reminders

- June 29: Early Bird deadline for the annual meeting.
- The [annual call for committee service](#) is open through June 29.

LEADERS**EXPRESS**



AMERICAN SOCIETY OF
LANDSCAPE ARCHITECTS

- Get a \$100 discount off the SITES® Accredited Professional exam for the first 150 registrants through September 3.
- The [Leadership Calendar](#) can be accessed on the web.