



July 11, 2018

## Executive Offices

- Preparations are in progress for next week's meeting of the **Executive Committee** in Albuquerque. Much of the meeting will focus on strategic planning, including update of the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. Additional agenda items include: review of Board input on revisions to the mission, vision, values, and culture; continuation of Board discussions on membership categories and privileges; and discussion of legislative priorities. Corporate Secretary Curt Millay, ASLA, and Education and Marketing Director Susan Apollonio have **made appointments with firms in Albuquerque** to visit prior to the ExCom meeting.
- The **Chinatown Green Street team** is finalizing brochure and website design as well as making final selections for subcontracting services including permit expediting, construction management, and geotechnical services. The second quarter progress report to the District Department of Energy and the Environment is underway and meetings with stakeholders are continuing.
- EVP Nancy Somerville, Hon. ASLA, has been holding **midyear progress meetings** with all departments to review year-to-date results and identify potential program changes/enhancements for 2019.
- EVP Somerville hosted a group of **students from the Princeton in Washington program**. She discussed climate change and resilience and then gave them a tour of the ASLA Center.
- Secretary Millay held a call with the **AIA|DC Design and Wellbeing Committee** to organize an educational session, presentation, and tour of the ASLA Center in August.
- Secretary Millay, Director Susan Cahill, Hon. ASLA, and Archivist Ian Bucacink are working on a systematic schedule for **governance archiving**.
- Secretary Millay sent lists to all chapters of eligible members for **Council of Fellows** nomination in preparation of the **2019 nomination cycle**.

## Government Affairs

- **Take Action Now!** ASLA needs your help to protect the **Land and Water Conservation Fund** (LWCF), which will expire in September if Congress does not act to reauthorize the program. ASLA encourages all members to use the [iAdvocate Network](#) to urge their legislators to cosponsor legislation to permanently authorize LWCF.
- This week, President Trump tapped Brett Kavanaugh, an influential conservative judge, to be the next U.S. Supreme Court justice. The announcement came less than two weeks after Supreme Court Justice Robert Kennedy announced his retirement from the high court. A D.C. Circuit judge since 2006, Kavanaugh has handled more energy and environmental cases than any other short-listers for Kennedy's seat. His skepticism toward a number of **Environmental Protection Agency** (EPA) programs has won praise from industry and criticism from the environmental community.
- On July 5, EPA Administrator Scott Pruitt resigned amid a string of misconduct allegations. **EPA Deputy Andrew Wheeler, will assume duties as the acting Administrator** of the EPA. Under the Federal Vacancies Reform Act, Wheeler can serve as head of EPA on an acting basis for no longer than 210 days. Wheeler's was previously a lobbyist at Faegre Baker Daniels Consulting, where some of his top clients were executives in the coal industry.



- In response to last year's devastating hurricane season, ASLA has joined with allied organizations in signing letters addressed to the Senate Armed Services Committee leadership urging them to take **policy actions to reduce the risk of flooding to our military assets**. Specifically, the letter calls on the committee to support dedicated funding to improve the resiliency and safety of our nation's military resources against the threat of flooding by using green infrastructure.
- Want to keep up with all things ASLA Advocacy? Follow us on Twitter @ASLA\_Advocacy. Currently, @ASLA\_Advocacy has 1,330 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 reporting the results first at the summer Executive Committee meeting next week and later this month to the Finance and Investments Committee.
- **More than 2,700 registered for the [ASLA 2018 Annual Meeting and EXPO](#) before the early bird deadline.** Tickets for the **Council of Fellows Investiture Dinner are nearing capacity** and four field sessions are sold out. It is not too late to save. Register before the advanced rate deadline of September 14 and save \$75 off onsite rates.
- The official annual meeting hotel room block is at 70 percent capacity. Book a hotel room in the block, and save up to \$75 more on registration. Book fast, four of the nine hotels sold out. Don't fall victim to [housing poachers](#).
- To date, 20 schools have signed up to participate in the **Alumni Tailgate** held annually during Saturday's EXPO Reception. Encourage your school or alma mater to sign up! Contact Kelli Bland at [kbland@asla.org](mailto:kbland@asla.org). Participating schools include: Arizona State University, California State Polytechnic University, Colorado State University, Iowa State University, Kansas State University, Michigan State University, Pennsylvania State University, Rhode Island School of Design, State University of New York, University of Arizona, University of California, Davis, University of Illinois, University of Kentucky, University of Maryland, University of Massachusetts, University of Minnesota, University of Texas at Arlington, University of Washington, University of Wisconsin, and Utah State University.
- The **2018 LAM advertising contracts** totaled **81 percent** of the budget.
- The **2018 EXPO booth sales** totaled **96 percent** of the budget.

## Landscape Architecture Magazine

- The **August issue of LAM shipped to the printer yesterday**. The cover feature looks at the new headquarters of the Washington Fruit & Produce Company, in Yakima, Washington, by Berger Partnership of Seattle. Other features include a story about the democratic planning for Sechseläutenplatz, a major new central city square in Zurich, and the new Jack and Laura Dangermond Preserve, 24,000 acres on the California coast acquired by the Nature Conservancy—the conservancy's largest gift ever. Departments this month will include a report on using vacant lots in Great Lakes cities to store stormwater; a new approach to landscape inventory for preservation professionals in Tucson; and a story about computer-numerical-controlled fabrication of landscape fixtures that is making its way into design firms.



## Member and Chapter Services

- The new **Firm Finder** took a big step forward with the technical fix to safely provide access to firm records by members who work at that firm. Testing is underway to ensure the functionality is safe and user-friendly for members. A late July launch date is planned if all testing proceeds smoothly.

## Public Relations and Communications

- Design and development work for a new **ASLA Chinatown Green Street** web page, which includes a comprehensive slideshow, is complete. Launch will coincide with the completion of a companion marketing brochure.
- Public Relations and Communications Coordinator J.R. Taylor hosted a conference call with **the Public Awareness Coalition representatives to document and promote this year's PARK(ing) Day activities** on September 21. Also discussed were the campaign to promote the report from the Blue Ribbon Panel on Climate Change and Resilience, the open call for Honors nominations, and media plans for the upcoming annual meeting.
- PR Manager Karen Grajales conducted a phone meeting with Anthony Stipa, communications manager with the Philadelphia Convention and Visitors Bureau, **to develop an op-ed to be placed in local media to promote landscape architecture, the findings of the Blue Ribbon Panel, and the annual meeting.** Next steps will be to identify a thought leader, gather statistics, and collaborate on a draft.
- The design phase of an **update to the look and feel of asla.org** is nearing completion. It is not a redesign but a refresh in alignment with the new brand.

## Education Programs

- The **Landscape Architecture Continuing Education System™** (LA CES™) has 242 active providers offering 1,238 courses. There is one provider application pending review.
- **ASLA Committee on Education (COE)** held its monthly conference call on June 28. **Vice President of Education Lake Douglas, FASLA,** and Accreditation and Education Programs Manager Kristopher Pritchard led the call with updates from ASLA National and LAAB. Past Career Discovery and Diversity Manager Shawn Balon, ASLA, provided an update about the ASLA Diversity Summit and Education Programs Intern Dan Li provided an overview of initiatives she is working on regarding feeder programs, LAAB accreditation actions, and Discover Landscape Architecture website. Additionally, COE member Meyer led a discussion around feeder programs/community colleges providing a pipeline of future landscape architecture students to our accredited programs. Professional Practice.
- The **ASLA Online Learning** presentation, "[SITES® v2 Precedent Studies and Lessons Learned](#)," hosted by the Sustainable Design & Development PPN, is now available as a recording through the ASLA Online Learning website. Two SITES certified projects were presented, Chicago's Navy Pier and D.C.'s United States Botanic Garden, and shared example documentation and tips. GBCI has approved the course for SITES CE hours. The GBCI course ID is 0920016542. Participants will need to self-report CE hours through their credentials account on the [USGBC website](#).
- There is a SITES summer promotion, offering a \$100 discount off the SITES Accredited Professional exam for the first 150 registrants to use the promo code [2018ASLAPROMO](#).



- The second of two groups for the 2018 Student & Emerging Professionals SPOTLIGHT mini-series kicked off the mentorship and planning process this week. PPN mentors, **David Cutter, ASLA**; **Kristina Snyder, ASLA**; and **Amy Wagenfeld, Affiliate ASLA**, reviewed the work of **Jennifer Ren, Student ASLA**, and **Rebekah Lawrence, Student ASLA**. Planning efforts will continue through the summer, leading to live presentations as part of ASLA's Online Learning series.
- [Exhibitor registration](#) is open now through August 1 for the PPN EXPO tours during the annual meeting. Tours will take place on Saturday and Sunday during EXPO hours and will provide one professional development hour (PDH) for each tour.
- Four Professional Practice Networks have submitted session content for LA CES approval during [PPN Live](#) at the meeting. These sessions will provide one professional development hour (PDH) each. Submitting PPNs are Environmental Justice, International Practice, Sustainable Design & Development, and a collaboration of Children's Outdoor Environments and Parks & Recreation.

## Deadlines and Reminders

- 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.