



September 5, 2018

Executive Offices

- **President Greg Miller, FASLA**, was at the **University of Oklahoma and Oklahoma State University** with **Daniel Martin, Affil. ASLA**, of Permaloc. Miller spoke about the future of the profession at both universities and met with local professionals in Oklahoma City. The two also met with a studio class, did portfolio reviews, and had a Q&A session with students.
- EVP Nancy Somerville, Hon. ASLA, **hosted an information session with AARP staff** who asked how ASLA members integrate/incorporate a focus on older individuals as part of community engagement and design, and what structure exists within ASLA to better connect local experts and volunteers to state- and community-based work that AARP is undertaking to **promote placemaking, park enhancements, and public spaces**.
- EVP Somerville and Gensler architect Abram Goodrich also **hosted AIA|DC's Design + Wellbeing Committee for a presentation and tour of the Center**.
- EVP Somerville met with the executives of the other Presidents Council (PC) organizations (CLARB, CELA, LAF, LAAB, and CSLA) today by conference call for organizational updates and to begin planning for the 2019 PC meeting, which will be hosted by ASLA.
- EVP Somerville, Corporate Secretary Curt Millay, ASLA, and PR and Communications Director Kevin Fry met with the **Downtown DC BID** to provide an update on the **Chinatown Green Street**. A follow-up meeting has been for later in September to continue the discussion.
- EVP Somerville and CFO Mike O'Brien, Hon. ASLA, reviewed the results of the last group's Productive Day time management webinars with the consultant. A follow-up coaching call with all of the ASLA staff who have received the training will be scheduled in November. A fourth group of staff will begin the training in the first quarter of 2019.
- An education session proposal on the recommendations of the **ASLA Blue Ribbon Panel on Climate Change and Resilience** has been submitted for the **National Conference on Science and the Environment** meeting in January 2019. Education session proposals on the Blue Ribbon Panel have already been submitted for the 2019 meetings of the **American Institute of Architects, National Adaptation Forum, and American Planning Association**. A session proposal for CELA is in the works.
- Notification was received that ASLA was not selected (as expected) to receive a site visit for the 2018 **Malcolm Baldrige National Quality Award** (MBNQA). Feedback reports and scores for all MBNQA applicants will be distributed in November. ASLA's 2018 goal is to achieve a higher score than on the 2017 application. The plan for 2019 is to continue applying feedback and improving processes and benchmarking with a view to applying for the MBNQA again in 2020.
- The monthly all-staff meeting included a **refresher on the ASLA Fund**, which programs fall under it, and use of the new ASLA Fund logo and updated Fund tag lines and boilerplate for the web and publications/communications.
- **The call for nominations for the ASLA Outstanding Service Award program is now open**. The program recognizes ASLA member volunteers who are making notable contributions to or on behalf of the Society at the national level. ASLA trustees, committee and PPN chairs and members, representatives, and other volunteers involved in the work of the Society at the national level are



eligible for the award. **Nominations may be made by members of the Executive Committee, committee chairs, PPN chairs, and ASLA national staff. Nominations are due to [Corporate Secretary Millay](#) by September 7.** Please contact him with any questions.

- Human Resources Manager Richard Winston is focused on **recruitment for the five open positions**, facilitated an informational meeting for staff on AFLAC offerings, is engaged in an ongoing personnel folder audit, developed **risk management materials for staff at the annual meeting**, and is coordinating an annual flu shot clinic.
- Other focuses included work on the **2019 Annual Operating Plan, third quarter program and operations report, and scorecard in preparation for the annual meeting**; preparations for the October installation of new **Fellows** and the 2019 Fellows nomination cycle; finalizing committee appointments; and completion of **WELL Building Standard** documentation.

Public Relations and Communications

- The Washington Post ran an article on August 27, entitled, [“Why your favorite bench might be there to thwart a terrorist attack.”](#) which highlights how landscape architects use streetscape and public-space design elements to address safety concerns in the public realm. The article directs attention to ASLA’s Chinatown Green Street demonstration project (with pictures) and contains interviews with four landscape architects: **Robb Berg, ASLA, of Design Workshop, Bernie Alonzo, ASLA, of Gustafson Guthrie Nichol, Leonard Hopper, FASLA, of Weintraub Diaz Landscape Architects, and Richard Roark, ASLA, of OLIN.** The article, which appeared in the print and online versions of the Post, also was used in the Express, a free commuter version of the paper, and has run in papers nationwide via the Post’s syndicate.
- The **2018 ASLA Awards and Honors webpages** have gone live for both the [professional](#) and [student](#) categories. This extensive resource contains images and project descriptions for each winner.
- Two **press releases announcing the [professional](#) and [student](#) awards were distributed** last Thursday via several wire services and social media assets were released, stimulating national coverage. Both releases ([professional](#) and [student](#)) were translated into Spanish. Early interest has come from the [Daily Hampshire Gazette](#), [Loop North News](#) (Chicago), [The Columbus Dispatch](#), ArchNewsNow, and the Daily Journal of Commerce (Seattle).
- The **Blue Ribbon Panel on Climate Change and Resilience** report—*Smart Policies for Climate Change*—has been [built out as a mini-site](#) and has replaced the previous ASLA climate change guide.
- A new [companion guide to climate change mitigation and landscape architecture](#) has been launched to further explain how landscape architects work on projects that reduce or drawdown greenhouse gas emissions. Communications intern Andrew Wright developed the guide over the summer.
- The [resource guide section of asla.org](#) – and corresponding navigation under the Practice section – has been updated to make it easier to find climate, resilience, and sustainable design resources.
- Work is underway on new designs for *LAND*, *The Dirt*, and *The Field* in order to more closely align them with the new ASLA brand guidelines. Each platform will retain a distinct identity while confirming with the new brand.



Government Affairs

- **Save the Date!** State Government Affairs will hold its **Third Quarter Advocacy WebSummit on September 20** at 3:00 p.m. EDT/noon PDT. The WebSummit will include a brief state and federal update, presentations on Connecticut and Texas advocacy site tours, and time for additional chapter sharing. ASLA members interested in joining the 3rd Quarter Advocacy WebSummit can use [this link](#) at the time of the webinar.
- This week, President Trump announced his nomination of **David Vela**, the superintendent of Grand Teton National Park, to become the **new director of the National Park Service** (NPS). Vela, is a 27-year career veteran of NPS, where he has held several positions including associate director for Workforce, Relevancy and Inclusion in the NPS' Washington, D.C., headquarters.

Finance, Meetings, and Business Operations

- To date, more than 3,500 have registered for the annual meeting representing over 90 percent of the registration and ticket revenue goal. The advanced rate registration deadline of September 14 is just over a week away. It's not too late to save on the [ASLA 2018 Annual Meeting and EXPO](#). **Four additional hotels were added to the discounted hotel block** to accommodate this year's increase in attendance. It's not too late to save even more if you book in the official hotel room block. [Where to stay](#).
- Thirty-one schools have signed up to participate in the [Alumni Tailgate](#). The latest schools are Auburn University, Ball State University, Boston Architectural College, Clemson University, Purdue University, Rutgers University, and University of Pennsylvania. If your school is not participating, encourage them to sign up! Contact Meetings and Special Program Manager [Kelli Bland](#) for more information.

Landscape Architecture Magazine

- The September issue, featuring the **2018 ASLA Professional and Student Awards**, launched last Thursday on *LAM's* [website](#) and social media. You can go directly to the issue [here](#). Major kudos to Honors and Awards Coordinator Makeeya Hazelton for her unswerving attention to detail and accuracy in providing the magazine staff with award materials.
- **LAM's October issue, meanwhile, went to press today.** This issue, which will be available at the Philadelphia meeting, is 252 pages, 138 of them editorial, for an editorial ratio of 55 percent (exactly the goal). The issue has major features on the West Philadelphia Landscape Project, begun 30 years ago by **Anne Whiston Spirn, FASLA**; the Scioto Mile and Greenways in Columbus, Ohio, by MKSK Studios; a profile of the work of Biohabitats; and a look at the gardens of the Belgian landscape architect Erik Dhont. Departments include a Tech article about the renovation of the entrance fountain plaza at Longwood Gardens, by West 8 and Fluidity; an Office column on firm rebranding; a Planning story on public stairs in Pittsburgh, and a Food article about Farm for the City in downtown Philadelphia. In the back, we have a substantial excerpt of a new book, *Depositions: Roberto Burle Marx and Public Landscapes Under Dictatorship*, by **Catherine Seavitt Nordenson, ASLA**, and a review by **Kofi Boone, ASLA**, of *Cultural Landscape Heritage in Sub-Saharan Africa*, a book edited by John Beardsley at Dumbarton Oaks.
- Senior Editor Jennifer Reut last week participated in a community engagement process for the downtown plan of Bozeman, Montana, led by Agency Landscape + Planning and Groundprint. Reut also attended "Designing the Political Landscape: Activism and Urbanism in the Trump Era," an event organized by the Ian L. McHarg Center for Urbanism and Ecology at the University of Pennsylvania.



- Editor Brad McKee last week attended a three-day workshop, the Tools for Change Masterclass, in Copenhagen, organized by the **Gehl Institute**, as part of a reporting project on the Gehl firm. Two dozen urban designers from around the world gathered to learn ways to observe and measure the life and quality of public space, and also ways to advocate for public space using those metrics. McKee also spent a day with **Christian Nielsen, ASLA**, of Ramboll, for an overview and tour of the Copenhagen Cloudburst Strategy, a long-range project to mitigate severe flooding in Copenhagen that was also a 2016 ASLA Professional Award winner for Analysis and Planning.
- Plans are under way for this year's *Landscape Architecture Magazine* Advertising Awards, aka the LAMMYs, scheduled for Friday, October 19 at 6 p.m. in the EXPO hall in Philadelphia. Materials are being sent to the three jury members this week.

Education and Marketing

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **245** active providers offering **1,507** courses. There is one new provider application pending review.
- Temporary support staff finished reconciling the **LA CES attendee records database** to ensure that LA CES attendance reports are accurate and up to date. A total of 263,900 records were updated and mapped to the ASLA member database.
- The ASLA **Committee on Education (COE)** held its August conference call on August 23. **COE Chair Keith Wilson, ASLA, Vice President of Education Lake Douglas, FASLA**, and Accreditation & Education Programs Manager Kristopher Pritchard conducted the call with updates from ASLA National and LAAB, which focused on feeder program initiatives in support of LA education program recruitment. Also, Career Discovery and Diversity Manager Lisa Jennings was introduced to the group.
- Marketing deployed a biweekly eblast to 22,134 prospects promoting registration, special events, workshops, and JobLink LIVE booth purchases at the Annual Meeting and EXPO. The open rate was 11.88 percent and the click-through rate was 3.39 percent.

Information and Professional Practice

- The next live ASLA Online Learning webinar presentation, [Accelerate Your Career](#), will be hosted by the **Women in Landscape Architecture PPN** on September 18, offering 1.0 PDH (LA CES/non-HSW).
- The Professional Practice Committee Business Owners Support Subcommittee, staff, and counsel **are working on updating a construction contract administration guidelines document** and enhancing the ASLA Standard Contracts Package. Initial review of two additional guidance documents is underway; one for a landscape architect as a consultant to another landscape architect and another for when a landscape architect is a consultant to an architect or engineer.
- On August 28, the second ASLA Online Learning webinar, [Adaptation Strategies: Infrastructure Flexibility for Resilient Communities and Autonomous Vehicles](#), was presented. **Zixu Qiao, Associate ASLA**, demonstrated a collection of adaptive flood attenuation mechanisms (both structural and non-structural) for protecting newly designed communities from flood events and the eventual impacts of sea level rise. **Yadan Luo, Associate ASLA**, examined how the autonomous vehicle may redefine the streetscape in the future.

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- Senior Manager Katie Riddle, ASLA, hosted **Theresa Backhus, ASLA**, Sustainable Design & Development PPN Co-Chair at the ASLA Center for Landscape Architecture for a building tour and discussion of upcoming PPN activities.

Deadlines and Reminders

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