



September 19, 2018

Executive Offices

- EVP Nancy Somerville, Hon. ASLA, **was interviewed by WBAL-TV** (NBC affiliate, Baltimore, MD) about the Center for Landscape Architecture's green roof. The story will be part of a feature on green roofs targeted for release in November.
- EVP Somerville and Senior Manager Jared Green attended the **Global Climate Action Summit** in San Francisco last week. Leaders from around the world attended to celebrate achievements and provide a launch pad for deeper worldwide commitments. Somerville was a panelist on "Protecting People While Reducing Pollution: Parks and Open Space as a Critical Solution to Climate Change," an affiliate event sponsored by the **Trust for Public Land, JPB Foundation, and the Summit Foundation**, and also served as a commentator for the **APA/Planners for Climate Action** affiliate event "The Role of Planners and Planning in Climate Change." Somerville and Green represented ASLA at **Science to Action Day** and the [We Are Still In](#) Forum. Somerville and Green also visited **UC Berkeley** to meet with landscape architecture faculty and students and visited landscape architecture firm **CMG**.
- Today, a **staff retreat was held at the Center** to discuss the results of the "Are We Making Progress?" and Gallup Q12 surveys. Teambuilding and diversity and inclusion exercises were held.
- Secretary Curt Millay, ASLA, and PR and Communications Director Kevin Fry met with a representative from the **Chinese Cultural Alliance** to present the **Chinatown Green Street** project and to discuss collaboration with the alliance and other neighborhood cultural organizations.
- Secretary Millay, Senior Manager Katie Riddle, ASLA, and Director Fry met with Adriana Caldarelli of the **Water Environment Federation** to discuss collaboration on the **National Green Infrastructure Certification Program**.
- The ASLA Center hosted a **student design competition kickoff** for six area universities with architecture and landscape architecture programs. With over 60 participants attending, the event was the first in a four-day program that will take place at the **National Building Museum**. The competition is organized by the AIA Potomac Valley Chapter.
- Recruitment has been completed for the positions of editorial design assistant, government affairs coordinator, and accounting manager. Human Resources Manager Richard Winston also developed **health and safety materials for staff attending the annual meeting**. Winston is now focused on completing a **personnel file folder audit and planning upcoming wellness and benefits events**.
- Preparations for the fall **Executive Committee and Board of Trustees meetings** are also ongoing.

Government Affairs

- State Government Affairs will hold its 3rd Quarter Advocacy WebSummit tomorrow at 3:00 pm 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 websummit can use [this link](#) at the time of the webinar.
- Last week, Government Affairs celebrated some critical legislative victories on behalf of parks and recreation issues. First, **legislation to permanently authorize the Land and Water Conservation Fund (LWCF) unanimously passed the House Committee on Natural Resources** and is now



ready for action by the full House of Representatives. Next, legislation to address the National Park Service's \$12 billion maintenance backlog with dedicated funding also passed the House Committee on Natural Resources and is also ready for action by the full House of Representatives. Lastly, the House of Representatives **passed the Every Kid Outdoors Act** by a vote of 383 to 2, advancing the bill for action in the Senate. The measure would continue the previous administration's Every Kid in a Park program, which created a pass program providing free entry for fourth graders and their families to visit our national public lands, waters, and shores.

- State Government Affairs participated in an occupational licensing conference, September 13-14, hosted by the Federal Reserve Banks of Chicago and Minneapolis. The conference, [Occupational Licensing Over Time and Across Countries](#), examined occupational licensing from a global perspective, with attention to current policy, labor market consequences, and policy options. Topics included international trends in licensing; the effects of occupational licensing on interstate migration, wages and access to care; and alternative regulatory policies.
- Recently, Federal Government Affairs Manager Daniel Hart participated in an **off-the-record briefing with Representative Peter DeFazio** (OR), Ranking Member of the House Committee on Transportation and Infrastructure. This briefing, hosted by Transportation for America, was an opportunity to hear from Rep. DeFazio on plans for the next Congress.
- Managers Hart and Bradley Rawls attended the **National Capital Planning Commission's** (NCPC) monthly meeting to get an update from the **Smithsonian's National Zoological Park (the National Zoo)** regarding its plan to add supplemental fencing and limiting the number of public entrances. The Smithsonian instead requested a deferment until at least November to update its plans following public outcry, comments in opposition to the plans—including from ASLA—and backlash from the local community. You can find ASLA's comments to the NCPC [here](#).

Finance, Meetings, and Business Operations

- CFO Mike O'Brien, Hon. ASLA, and the Accounting staff have completed the **August 2018 monthly close**. The results are in line with plan.
- **More than 4,000 registered for the [ASLA 2018 Annual Meeting and EXPO](#) by the September 14 advanced rate deadline.** Several field sessions sold out and the Council of Fellows Investiture Dinner reached capacity. Additional space was added to accommodate the demand. With registration and revenue numbers pacing well ahead of previous years, all indicators point to one of the Society's most successful events. It is not too late to [register](#).
- The official annual meeting hotel room block filled up fast. **Four additional hotels were added to the ASLA discounted room block.** For housing assistance, call Experient at 800-424-5249. Beware of [housing poachers](#).
- The **2018 LAM advertising contracts** totaled **87 percent** of the budget.
- The **2018 EXPO booth sales** reached **101 percent** of the budget.

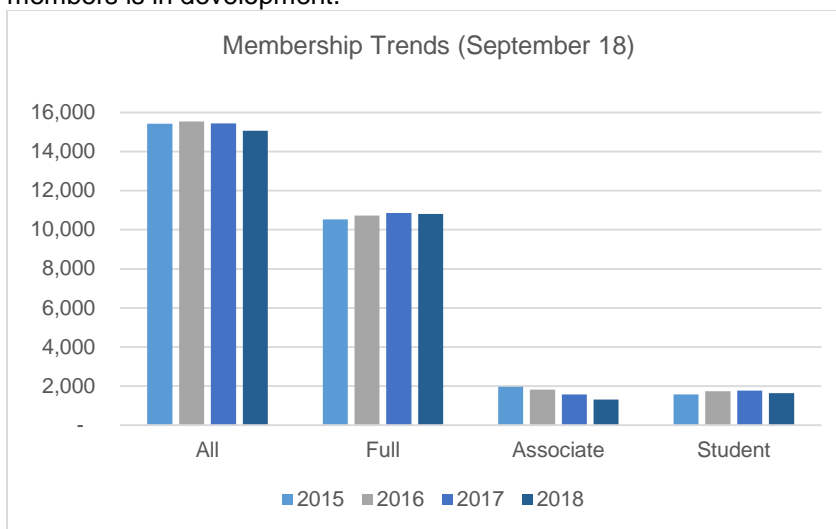
Landscape Architecture Magazine

- The mammoth **October issue of LAM is about to arrive to members**, packing 252 pages. Regional projects, issues, and firms are highlighted, along with national and international work. An interactive map of projects published by *LAM* over the last year will go live on the *LAM* website on October 1 as part of the issue rollout.

- Staff has begun working on the **November issue, which will include features on the Anacostia River, in Washington, D.C., and Hing Hay Park in Seattle** by Turenscape and MIG\SvR.
- On Thursday, in anticipation of the inundation from Hurricane Florence, an article from the December 2017 issue on **resilience efforts in Norfolk, Virginia**, has been [re-posted](#) on the magazine's website. Norfolk is an important center of strategic military infrastructure and has been dealing with inundation issues due to sea-level rise for several years.
- The magazine's **Instagram account recently hit a respectable 2,000** followers. The goal is to double that number over the next year.

Member and Chapter Services

- **Calling all volunteers for the Emerging Professional's Portfolio Review.** The review takes place at the ASLA Expo all day Saturday and Sunday. Seasoned professionals review and comment on portfolios and resumè materials in 20-minute sessions. **Sign up [here](#) if you are available to review.** Meet your next hire or simply enjoy paying it forward to the upcoming landscape architects of the future!
- **ASLA membership has seen a flat trend** in the past few years. After three years of little overall change (2015-2017), overall membership and full membership is being impacted by the recession-era drop in student enrollments. While ASLA still performs at or above the industry standard for retention (81 percent), the overall membership count is down by 2.5 percent since 2017. There has been a stabilization of student membership in recent years, which may help to stabilize the overall numbers. New recruitment and retention tools are available to chapters and a new onboarding program for new members is in development.



- The **Emerging Professionals Committee** is hosting a new webinar, Emerging Professionals Chair 101, tomorrow **at 3:00 p.m. EDT**. The webinar will describe the duties and best practices for EP chairs. Chapter presidents and trustees are also invited to attend, especially if your chapter does not currently have an EP chair. To join the webinar, [click here](#).
- The **Member Services Committee** is hosting a new webinar for **Membership Chairs** that focuses on engaging students and emerging professionals, particularly as the new school year begins. The



webinar is scheduled for **September 24 at 3:00 p.m. EDT**. Membership chairs, Emerging Professionals chairs, and chapter presidents are welcome to participate. To join the webinar, [click here](#).

- ASLA launched the new [FirmFinder](#) tool in July. Thus far, 64 firms have enhanced their firm profiles at no extra cost, adding information and images related to their firm's services. Encourage your chapter's firms to enhance their profiles and take advantage of this member benefit. FirmFinder is now fully searchable by location and area of specialty.

Public Relations and Communications

- Director Fry completed ASLA's **submission to *Washingtonian Magazine's* "Great Places to Work"** contest, which identifies the 50 best D.C.-area employers and workplaces. The results won't be known until May 2019.
- Coordinator J.R. Taylor is leading the staff team developing ASLA's presence in the national **PARK(ing) Day** event, which is being held on **Friday, September 21**. The annual event is a public awareness opportunity for ASLA and its members to show the public the power of designed space. [Find out more on the ASLA website](#), and **if you're participating, remember to share your parklets on social media with #ASLAPD18**. Share the URL <http://www.asla.org/parkingday> with friends, firms, and chapters. The best student and professional parklets will be featured in a future issue of *Landscape Architecture Magazine*.
- An all-member email, along with strong promotion on the ASLA website, drew attention to **EVP Somerville's [Spotlight on Federal Advocacy video](#)**. This four-minute presentation will be one in a series of periodic video communications to members about ASLA's programs, initiatives, and policies.
- A **[press release announcing ASLA's participation in the We Are Still In](#)** movement was distributed via several wire services. *Sports Destination Management* magazine picked up the story.
- A **[press release celebrating National Hispanic Heritage Month](#)** was disseminated today in [English](#) and [Spanish](#) via several wire services. The release highlights several winning projects from the ASLA 2018 Student Awards.
- The web team launched a **content distribution network (CDN)** for asla.org. A CDN uses distributed cloud servers around the world to improve web page load times. Given asla.org traffic is now 50 percent global, this will help improve the web experience for all users.
- New web designs for *LAND*, *The Dirt*, and *The Field* are now being finalized. Each platform will retain its own identity while closely aligning with the new ASLA brand.
- Director Fry made a presentation in Boston to a group of organizations beginning the **planning for the Olmsted 2022 bicentennial celebration**. Fry's presentation emphasized that ASLA wants the celebration to be relevant to 21st century American life and not have a retrospective focus. A three-part communications approach based on Values, Vision, and Voices was offered that would identify Olmsted's core values, then allow local communities to create a vision for their communities based on those values, while offering myriad opportunities for the general public, landscape architects and related professionals, and the Olmsted community to express their views about Olmsted landscapes and, most importantly, the value of parks and landscape in everyday life.



Education and Marketing

- ASLA's participation in the **USA Science and Engineering Festival 2019 XSTEM** was secured this week. XSTEM is a three-day STEM symposium for middle through high school students featuring interactive presentations by leaders in the STEM field intended to inspire kids to pursue careers in science, technology, engineering, and mathematics. **Bradley Cantrell, ASLA**, will serve as guest speaker on behalf of ASLA.
- Manager Lisa Jennings represented ASLA at the **2018 Interschool Design Competition**. Led by three Washington area chapters of the American Institute of Architects and the National Building Museum, students raced against the clock to demonstrate their command of design principles in this one-day challenge. The competition kick-off was held at the ASLA Center for Landscape Architecture.
- Education staff led a call with **ASLA 2018 Diversity Summit** participants to identify next steps on goals and benchmarks prioritized from the 2017 Diversity SuperSummit. Participants discussed the need to develop resources and services that support the implementation of diversity and inclusion practices into business strategies and engagement of the public and K-12/STEM audiences.
- **Chair-elect Rodney Swink, FASLA**; Accreditation and Education Programs Manager Kris Pritchard; and Education Programs Director Susan Apollonio represented the **Landscape Architectural Accreditation Board (LAAB)** at the **Association of Specialized and Professional Accreditors (ASPA) Spring Conference** in Arlington, VA, September 10-11. The main topics were staff succession planning, providing support for education programs, and site visitor recruitment, training and evaluation. Over 100 attendees representing 60 accreditors and other groups in the higher education community were present.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **246** active providers offering **1,525** courses. There is one new provider application pending review.
- The third quarter **LA CES Provider Update** was sent to all active providers. The update provided a summary of the 2018 monitoring period, the attendance record reconciliation project, and an invitation to join a webinar about new LA CES website upgrades.
- The **LA CES Monitoring Committee** is conducting its annual review of 10 percent of active providers to verify compliance with LA CES guidelines and procedures. This week marked the beginning of the second round of provider materials review. The process is on schedule to wrap up later this month.
- **Marketing** messaging was deployed on September 12 to promote the annual meeting advance rate deadline and annual meeting continuing education credits; the open rate was 17.23 percent and the click through rate 7.52 percent. On September 14, a final message was deployed to promote the advanced rate deadline; the open rate 20.08 percent and the click through rate 3.45 percent.

Information and Professional Practice

- ASLA is **looking for members to volunteer at the [2018 Greenbuild International Conference and EXPO in Chicago, November 14-15](#)**. Showcase your commitment to sustainable design and development by sharing your time and expertise at the ASLA booth. Greenbuild conference attendees will be able to meet one-on-one with landscape architects and learn more about the value of constructing or conserving sustainable landscapes. [Sign up today!](#)
- On September 26, the **Children's Outdoor Environments PPN** will host a live ASLA Online Learning presentation, [Magical Inclusion: Creating a Kinder, Healthier Place to Live and Play](#), offering



1.0 PDH (LA CES/HSW). Team members from the Magical Bridge Foundation will present a new model to provide truly inclusive playgrounds and healthier public play spaces for all, regardless of ability, disability, size, or age.

- On Tuesday, the **Women in Landscape Architecture PPN** hosted an ASLA Online Learning presentation, Accelerate Your Career, with **Mia Scharphie, Associate ASLA**, Founder of Build Yourself. The presentation had 15 registrants, and offered 1.0 PDH (LA CES/non-HSW). Participants learned about three strategies, from women in design, to help accelerate career growth.
- Sr. Manager Riddle hosted a call with **Professional Practice Committee** and **Digital Technology PPN** members to review next steps for the **technology survey** collaboration. Initial results will be presented at the Digital Technology PPN meeting in Philadelphia, with plans to share more a detailed analysis across other ASLA resources. The results will be of interest to educators and practitioners alike, which may influence curriculum or technology use in firms.
- The **Campus Planning & Design and Landscape-Land Use Planning PPNs** held a joint call to review presentation proposals for **PPN Live** at the annual meeting. PPN leadership will be selecting up to four presentations focused on three key resilience themes: physical, economic and social/cultural. The annual meeting will be an opportunity for these PPNs, which have a combined membership of over 1,400 members, to network and discuss work of similar scales, from site planning to master planning, and the shared focus topic of resilience.
- The **SITES® Accredited Professional exam summer promotion** ended on September 3. As of August 29, 54 ASLA members registered for the exam using the ASLA promo code, and 11 have taken the exam.

Deadlines and Reminders

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