



October 3, 2018

Executive Offices

- **Please note the need for additional seasoned practitioners to volunteer for the Emerging Professionals Portfolio Review** (see Member and Chapter Services section for details) and the **call for education session hosts** (see Education and Marketing) at the annual meeting.
- **President Greg Miller, FASLA**, EVP Nancy Somerville, Hon. ASLA, **LAAB Chair Ken Brooks, FASLA**, Accreditation and Education Programs Manager Kris Pritchard, and State Government Affairs Director Elizabeth Hebron (see more in Government Affairs) participated in the **CLARB Annual Conference in Toronto**. In addition to the CLARB meeting, Miller and Somerville also met with IFLA President James Hayter.
- EVP Somerville visited the **New York Chapter** where she presented on a panel themed “Looking Ahead” at the joint ASLA/AIA/APA conference Designing a Carbon Neutral New York. Somerville shared highlights from *Smart Policies for a Changing Climate* and several project examples. Two of the younger members of the audience followed up afterwards to get information about landscape architecture programs.
- EVP Somerville, Corporate Secretary Curt Millay, ASLA, and PR and Communications Director Kevin Fry met with representatives of the **DowntownDC Business Improvement District (BID) to discuss support for the Chinatown Green Street project**. This was the second meeting with the BID in recent weeks. The BID offered to assist ASLA in fundraising and to make connections and attend meetings with elected officials and agencies within the D.C. government, with the hope of generating local government funds. The BID also expressed interest in handling the long-term maintenance of the street once the project is completed. Additionally, meetings continued with stakeholders, potential programmatic partners, and building owners on the block, advancing the discussion about project details and schedules.
- EVP Somerville participated in the second annual face-to-face meeting of the APA-organized **Funders and Partners in Planning Roundtable**. The purpose of the network is to help organizations and foundations connect and to share information on priorities and strategies.
- On EVP Somerville’s behalf, Director Fry **participated in the leadership meeting of the Science to Action** convening. The group **debriefed on the Global Action Climate Summit** and the accompanying Science to Action Day. Among the discussion topics was the need to balance discussion of mitigation strategies, which get the bulk of attention, with strategies aimed at resilience.
- Over 50 percent of staff participated in a **flu shot clinic**.
- HR Manager Richard Winston participated in a training program entitled “**The Effective Manager Communication Skills Toolbox: Making Listening, Constructive Feedback, Conflict Resolution and Coaching Work**” and participated in an **office tour and wellness discussion with OLIN Studio**.
- Special Assistant to the EVP Keith Swann was interviewed by an online reporter from [How Stuff Works](#) on the benefits and new upgrades of the **ASLA green roof**.
- The **Leaders Express will move by one week** due to the annual meeting. **The next issue** will appear in your inboxes **on October 24**. Here’s to a great 2018 ASLA Annual Meeting and EXPO!



Finance, Meetings, and Business Operations

- Timothy Grisham has joined ASLA as **the new Accounting Manager**. With over 20 years of accounting experience, Tim also possesses an MBA in Finance and a BBA in Accounting, both from Howard University.
- CFO Mike O'Brien, Hon. ASLA, and the Accounting staff are working on the September close.
- **Over 4,400 have registered for the [ASLA 2018 Annual Meeting and EXPO](#)**, which is now 110 percent of the registration and ticket revenue goal. The Council of Fellows Investiture Dinner reached capacity and additional space was added to accommodate the demand. Several field sessions have already sold out. It is **not too late to [register](#)** as **it's proving to be a record year** in Philly!
- The **2018 LAM advertising contracts** totaled **87 percent** of the budget.
- The **2018 EXPO booth sales** reached **102 percent** of the budget. **EXPO** booths sales began this week for the **2019 ASLA Conference on Landscape Architecture in San Diego**.

Government Affairs

- ASLA welcomes **Kaitlin Errickson to Government Affairs to fill the coordinator's position**. Kaitlin comes with experience in state and federal government affairs, recently serving as a U.S. Department of Veterans Affairs Fellow in the Office of Congressional and Legislative Affairs. Her state experience was obtained through an internship with a Pennsylvania state senator, where she drafted legislation to protect dogs and cats from being left in unattended hot vehicles. Kaitlin recently completed a Master of Arts in American Government from Georgetown University.
- On September 30, Congress allowed the authorization of **the Land and Water Conservation Fund (LWCF) to expire**. LWCF is one of the most popular programs ever created by Congress with projects in all 50 states and nearly every single county in the United States. **Despite this popularity, Congress never held a vote on reauthorization in the full Senate or House of Representatives**. Thankfully, LWCF is still funded for the fiscal year that began on October 1, 2018, and will continue to operate. Government Affairs continues to work with coalition partners to achieve permanent authorization of this critical program.
- Last week, Senator Kamala Harris (CA) introduced S. 3499 a bill reauthorizing the **Outdoor Recreation Legacy Partnership (ORLP)**. This legislation, already introduced in the House of Representatives by Rep. Nanette Barragan (CA), provides grants under the LWCF stateside programs for urban parks and facilities. ORLP is a program specifically for urban areas with a population of at least 50,000 residents. ORLP grants go toward land and water acquisition for new parks or toward developing or renovating existing outdoor recreation facilities. The program also prioritizes grant money for economically disadvantaged areas. Government Affairs had been working with coalition partners
- Last week, the House Committee on Transportation and Infrastructure passed a bill, H.R. 5158 to revive the **National Scenic Byways Program** at the U.S. Department of Transportation (DOT). The bill would direct the DOT Secretary to reopen the program to new nominations. The program has designated 150 special roads around the country as National Scenic Byways since its inception in 1991, but the last round of designations occurred in 2009, and Congress pulled support for the program in 2012 transportation legislation. The program was highly successful for and popular with landscape architects, many of who identified the program and critical to their employment



opportunities. ASLA encourages its members and advocates to use the [iAdvocate Network](#) to urge their legislators to support reopening the National Scenic Byways Program.

- Last week, Government Affairs hosted a session entitled “Parks in Changing Communities” at the **National Park and Recreation Association** annual meeting in Indianapolis. The session **focused on how landscape architects plan and design park projects that encourage healthy change, address equity**, and discourage changes that might undermine a community, including displacement. **Janelle Johnson, ASLA, Diane Jones Allen, ASLA, Eric Tamulonis, ASLA, and Adrian Benepe, Hon. ASLA**, presented at the session.
- Recently, Federal Government Affairs Manager Daniel Hart attended a meeting of the **Industry Advisory Group (IAG) hosted by the U.S. State Department’s Overseas Building Office**. The IAG is comprised of landscape architects, architects, civil engineers, and planners. They meet to discuss and offer input on proposed embassies, consulates, and other buildings the State Department builds across the world.
- During CLARB’s annual meeting, State Government Affairs Director Elizabeth Hebron presented remarks in two sessions. Hebron discussed the **current occupational licensing reform movement in the session on “Legislative and Regulatory Environment Updates”** and co-led a session on **“Planning for 2019,” which featured a discussion of the new American Legislative Exchange Council model law, the “Occupational Licensing Consumer Choice Act,”** and the need for boards to compile accurate and comprehensive licensing data to respond to legislative evaluations and inquiries.
- The application for the [2019 Licensure and Advocacy Grant program](#) is now open. The grant program provides financial assistance to chapters that are working to promote and defend licensure and/or conducting other ASLA state or local advocacy activities, including defending the right to practice from local challenges. **The application deadline is 11:59 p.m. PDT on October 31.** An announcement of grant awards is expected to be made by the end of November.
- State Government Affairs hosted its [third quarter webinar](#) on September 20. The webinar focused on the importance of site tours, but also included an update on ASLA State and Federal Government Affairs activities. The Connecticut and Texas Chapters gave presentations of their recently held/planned site tours with public officials, while ASLA staff gave an overview of site tour tools available to aid chapters in developing effective site tours. A recording of the webinar is now available on-demand on the ASLA website.

Landscape Architecture Magazine

- This week, *LAM* welcomes **Emily Cox as the new Editorial/Design Assistant**. Emily will be joining ASLA in Philadelphia for the annual meeting.
- Editor Brad McKee represented *LAM* at the **10th Barcelona International Biennial of Landscape Architecture**, September 26-29, attended by several hundred landscape architects from around the world. The magazine was a media sponsor of the biennial. Among the highlights was the awarding of the Rosa Barba International Landscape Prize, to the office of Landslag of Reykjavik, Iceland, for the [Saxhóll Crater Stairway](#). The prize jury’s chair was **Gary Hilderbrand, FASLA**. The Audience Award went to Cuernavaca Lineal Railroad [Park](#) in Mexico City by Gaeta-Springall Arquitectos.
- Senior Editor Jennifer Reut attended the conference “Shifting the Landscape: Black Architects and Planners, 1968 to Now” at the Smithsonian National Museum of African American History and Culture on September 29.



- Art Director Chris McGee traveled to Brooklyn last week to meet with principals at **Michael Van Valkenburgh Associates** for an overview of Brooklyn Bridge Park. The trip included scouting trips to the park with the photographers Lexi Van Valkenburgh and Elizabeth Felicella.

Member and Chapter Services

- **Portfolio reviewers are still needed for the Emerging Professionals Portfolio Review** booth (355) in the EXPO hall on Saturday and Sunday, October 20 and 21. Seasoned professional input is vital to this process as younger members seek to improve their presentation materials for job interviews. This is an opportunity to pay it forward. Select as many time slots as you would like. To sign up, please see this [link](#).
- **Leadership Link** was sent out yesterday, October 1. It featured [Social Media Do's and Don'ts, Tips and Tricks](#), and a leadership profile on **Joy Kuebler, ASLA**, from the New York Upstate Chapter. She is a former chapter president and incoming trustee.
- **CPC events** start with a welcome reception October 17, Wednesday evening, 6-8pm at the Center for Architecture, 1218 Arch Street in Philadelphia. Breakfast will be offered at the Philadelphia Marriott downtown in Salon A-D at 7:30 am. The meeting will commence at 8:30 am in Salon E, and end at 5:30pm. The National Leaders and Honorary Members Reception will take place at the Liberty Ballroom from 6:00-8:00pm. Friday's agenda begins with breakfast in the same location 7:30-8:30am, with the CPC meeting resuming at 8:30am and lasting until noon. The agenda can be found [here](#) on the COW.
- The **Emerging Professionals' Reception** will be held at Loews Philadelphia Hotel, across from the Marriott, in Commonwealth AB. The event is sponsored by ANOVA and is for associate and student members only. There will be games and membership prizes.
- ASLA is proud to announce new **health and accidental insurance benefits with eHealth!** By working with eHealth through your ASLA membership, you now have access to quality health insurance options, as well as long-term care, gap insurance, critical illness, accidental, dental insurance, vision insurance, and more! eHealth has made it easy for you to meet your entire medical and wellness needs all in one place to save you time and money. Explore your new eHealth benefit options through ASLA by [visiting us](#) today!

Public Relations and Communications

- An invitation to take the third quarter **2018 Business Quarterly survey** was emailed to key firm contacts on Monday. Some 71 respondents have completed the survey to date. The survey will close October 15.
- Coverage of the **Global Climate Action Summit** in San Francisco (attended by CEO Somerville and Senior Manager Green), is now available on *The Dirt*, including posts on events from [Science to Action Day](#), the [U.S. Conference of Mayors](#), [Climate Heritage Mobilization](#), the [American Planning Association](#), and [Ren21](#). More to come.
- A **media advisory inviting press to cover the ASLA 2018 Annual Meeting and EXPO** was distributed via several wire services.



Education and Marketing

- The **call for Annual Meeting session hosts** is [now open](#). Serving as a session host is a fantastic networking opportunity and great way to support professionals who volunteer their time to provide professional development opportunities. Session hosts will be given a script and will introduce themselves, greet attendees, introduce speakers and keep speakers on time.
- The second phase of a yearlong system update to the **Landscape Architecture Continuing Education System™ (LA CES™)** website went live this week. Updates include: a new provider dashboard; additional provider logins; features to promote LA CES courses through the short URL; auto generation of certifications of completion; and a streamlined monitoring process. Director Susan Apollonio and Manager Whitney Mitchell held a webinar for LA CES providers yesterday. The session covered the second phase of upgrades to the system. The recording will be archived and made available to all providers.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **243** active providers offering **1,398** courses. There are four new provider applications pending review.
- Career Discovery and Diversity Manager Lisa Jennings and Human Resources Manager Richard Winston co-facilitated a **diversity and inclusion training** for ASLA staff on September 19. The training was designed to begin implementation of an effective strategy that fosters a diversity mindset within the organization and advances the profession.
- **Kendra Hyson, Assoc. ASLA**, represented ASLA at the **Smithsonian National Museum of African American History and Culture** program **Shifting the Landscape: Black Architects and Planners, 1968 to Now**, a symposium focused on the activism, engagement, and impact of black architects and planners over the past 50 years. Before the symposium, Hyson joined Manager Jennings at ASLA Central to **host organizers of Black in Design, a conference of Harvard University Graduate School of Design African American Student Union** where opportunities for future K-12/STEM engagement were discussed.
- **Landscape Architectural Accreditation Board (LAAB) ROVE Teams** began **conducting accreditation reviews for fall 2018**. Florida International University (MLA) had a review last week. Programs reviewed during fall 2018 are scheduled to be considered at the LAAB Winter 2019 Board Meeting.
- The ASLA **Committee on Education (COE)** held its September conference call on September 20. **COE Chair Keith Wilson, ASLA, Education VP Lake Douglas, FASLA**, and Accreditation and Education Programs Manager Kristopher Pritchard conducted the call with updates from ASLA National and LAAB. The call focused on recruitment initiative in support of LA education programs.

Information and Professional Practice

- **Professional Practice welcomed Chicquita Hairston as the new Professional Practice Coordinator** on Monday. Chicquita brings more than 15 years of association/nonprofit experience and will play a key role in streamlining departmental operations and PPN event planning.
- ASLA hosted a group of **graduate students and faculty from Ball State University (IN)** today. Staff presented the ASLA Student Awards application process, professional practices resources, the ASLA Center WELL certification and green roof design, and member benefits. The group also toured the Center and green roof.



- Professional Practice Senior Manager Katie Riddle, ASLA, participated in a **Joint Call to Action to Promote Healthy Communities** meeting to review and edit a Robert Wood Johnson Foundation grant proposal. The group is submitting a proposal to fund a joint strategic planning event and a communications/marketing consultant.
- Yesterday, the quarterly **Professional Practice Network (PPN) Council call** took place, led by the PPN Council, Sr. Manager Riddle, and Professional Practice Manager Ali Hay. Agenda items included Executive Committee updates by **Vice President of Professional Practice Wendy Miller, FASLA**, PPN Live meeting agendas, and logistics for PPN Live meetings and EXPO tours.
- The **Children's Outdoor Environments PPN** hosted a live ASLA Online Learning presentation, *Magical Inclusion: Creating a Kinder, Healthier Place to Live and Play*, offering 1.0 PDH (LA CES/HSW) to 25 registrants.
- **The Parks & Recreation and Children's Outdoor Environments PPNs** held a joint planning call for the upcoming presentation [Parks, Play, and People: Equity and Community in Recreation](#). This collaboration is taking place in PPN Live on Sunday, October 21, 9:15-10:15 a.m., offering 1.0 LA CES PDH. Speakers include **Diane Jones Allen, ASLA; Joy Kuebler, ASLA; and Andrew Spurlock, FASLA**.
- **Alison Kennedy, ASLA, Phillip Fernberg, Student ASLA, and Richard Powell, FASLA**, and staff had a Zoom conference call to plan the upcoming **Archives and Collections Committee** presentation to the Chapter Presidents Council on the importance of keeping and conserving archives of chapter records and history. The CPC will have an opportunity to review the resources and guidance materials available through ASLA.
- Members of the Professional Practice Committee Business Owners Support Subcommittee and staff had a zoom conference call to discuss the **final comments and edits to the Construction Contract Administration Guidelines document**. The document will be added to the ASLA Standard Contracts Package.

Deadlines and Reminders

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