



November 21, 2018

Executive Offices

- Last week, WBAL-TV 11 (Baltimore) broadcast [a story about green roofs](#), with EVP Nancy Somerville, Hon. ASLA, being interviewed at the ASLA Center for the story.
- EVP Somerville and several others were at **Greenbuild** last week. EVP Somerville met with USGBC and GBCI principals, and Somerville and Professional Practice Sr. Manager Katie Riddle, ASLA, discussed next steps for SITES® education and promotion with GBCI's SITES staff. Follow-up discussions are planned on SITES and institutional climate change initiatives.
- Corporate Secretary Curt Millay, ASLA, and PR and Communications Director Kevin Fry attended a meeting at the **Sixth & I Historic Synagogue** to **discuss short- and long-term security measures at the facility**. Millay presented the measures incorporated into the Chinatown Green Street design for long-term security for the synagogue. In attendance were representatives from the D.C. Mayor's office, Homeland Security, the D.C. Police Department, and the D.C. Department of Transportation.
- The **committee chair orientation call** was held last week and led by **Communications VP Haley Blakeman, ASLA, Education VP Lake Douglas, FASLA, and Government Affairs VP Eugenia Martin, FASLA**. Committee chairs will conduct orientations to their own committee members over the next few weeks.
- The **Potomac Chapter held its annual awards ceremony** at the ASLA Center recently. Over 40 attendees recognized chapter Fellows, professional chapter award winners, and student award recipients.
- Staff participated in a field trip to the *new* D.C. Wharf on Monday. With **landscape architect Michael Vergason, FASLA**, leading the tour, these trips introduce staff to the work of landscape architects, collaborations with other professions, and their projects around the region and beyond.
- ASLA has partnered with PNC Bank to offer free Financial Wellness seminars once per quarter to all staff as a part of our Workplace Banking Solutions Program. The first will be on December 5, titled *"Tis' The Season for Spending: Money Matters" at ASLA.*
- In addition to providing monthly **health snacks**, Human Resources also conducted a **Thanksgiving Turkey Raffle**. Three staff members won an organic turkey provided by Whole Foods.

Government Affairs

- ASLA and **CLARB** held a Joint Licensure Web Licensure Summit on November 8, with approximately seventy-five participants receiving a brief overview of the midterm election results, as well as licensure policy analysis and advice on continued advocacy efforts. A recording of the webinar is [available on our website](#).
- On November 15, State Government Affairs Director Elizabeth Hebron and Manager Bradley Rawls **hosted state government affairs staff from several of the design profession organizations and their respective licensing board councils**. Participants discussed current and future licensure threats, election result implications for licensure, and coordination efforts between the design professions when responding to licensure reform legislation in 2019.



- Last week, Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA, participated in the [Louisiana Smart Growth Summit](#), where she presented on a panel entitled “Adaptation At All Scales: Strategies for a Changing Environment.” Blackwell discussed the **ASLA Blue Ribbon Panel report**, pertinent federal legislation, climate friendly federal funding, and implications of the 2018 midterm election results. **Diane Jones Allen, ASLA**, also presented on the panel and highlighted case studies of communities that are planning for resilience.

Public Relations and Communications

- Director Fry attended the annual meeting of the **Association of Architecture Organizations** in Seattle, and began discussions about more fully integrating ASLA, its chapters, and issues related to landscape architecture into its agenda.
- An [in-depth interview](#) with **Hitesh Mehta, FASLA**, was posted on ASLA.org, on issues related to **spirituality and sustainability**. Mehta is renowned for his work on **sustainable tourism planning and eco-lodge projects**, and has long experience working with indigenous communities. The interview, conducted by Sr. Communications Manager Jared Green, delves into empowering local people living in endangered ecosystems to deal with climate change, the protection of endangered species, and the role of the spiritual in shaping sustainable landscapes.
- A press release announcing the **Spanish translation of ASLA’s Discover Landscape Architecture activity books** was distributed to media in [English](#) and [Spanish](#). Early interest came from *El Nuevo Herald* in Miami. Another [press release](#) announcing the induction of new officers was distributed to media yesterday.

Landscape Architecture Magazine

- Editor Brad McKee traveled to New York recently for the annual gala of the **Design Trust for Public Space**. McKee also attended the President’s Dinner of ASLA-NY, where **Annette Wilkus, FASLA**, **Kim Mathews, FASLA**, and **Catherine Seavitt Nordenson, ASLA** were honored.
- *LAM* finished the December issue, and 2018, with a **final 57 percent editorial content for the year** and **43 percent advertising**, exceeding the goal of 55 percent editorial. The year’s largest issue was October, with 256 total pages. More performance figures will follow in the fourth quarter program and operations report.

Education and Marketing

- Education staff launched **ASLA’s Activity Books for Kids and Teens in Spanish** to support volunteers in their outreach with Spanish-speaking communities. Promotional efforts included a press release and announcements in ASLA publications and social media.
- Career Discovery and Diversity Manager Lisa Jennings represented ASLA at the **National Science Teachers Association (NSTA) Regional Conference on Science Education**. NSTA serves a member community of 50,000 science teachers, science supervisors, administrators, scientists, business and industry representatives, and others involved in and committed to science education. Regional conferences offer the latest in science content, teaching strategy, and research to enhance and expand the professional growth of educators.
- ASLA membership was secured with the **STEM Education Coalition**, an alliance of more than 600 business, professional, and education organizations. The coalition works aggressively to raise awareness in Congress, the Administration, and other organizations about the critical role STEM



education plays in enabling the U.S. to remain the economic and technological leader of the global marketplace of the 21st century.

- **Bradley Cantrell, ASLA**, will represent ASLA at the **2019 X-STEM DC**. X-STEM is a yearly “[Extreme](#)” [symposium for middle and high school students](#) featuring interactive presentations by an [exclusive and diverse group of visionaries](#) who aim to empower and inspire all youth about careers in science, technology, engineering, and math. Cantrell will deliver [Combining Technology With Nature — Aesthetically](#) to demonstrate real-world connections between landscape architecture and STEM.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **249** active providers offering **1,235** courses. There is one new provider application pending review.
- Last week, Manager Whitney Mitchell **finalized annual meeting session attendance reporting to the Florida State Licensing Board**. Over 550 attendance records were submitted for 139 approved sessions.
- **Landscape Architectural Accreditation Board (LAAB) ROVE Teams** continued accreditation reviews for fall 2018. **University of Texas Arlington (MLA), University of Tennessee (MLA), and Temple University (MLA)** had their reviews. Also, **Clemson University (BLA) and Clemson University (MLA)** had a combined review last week. Programs reviewed during fall 2018 will be considered at the LAAB Winter 2019 Board Meeting.
- **Messaging** was sent in support of January 2019 *Landscape Architecture Magazine* advertising sales. The open rate was 19.53 percent and the click through rate was 15.67 percent.

Member and Chapter Services

- On November 13, ASLA hosted its **monthly Ask Me Anything webcast**, featuring **Alexis Landes, ASLA**. At press time more than 750 have viewed the webcast. The next *Ask Me Anything* is scheduled for Tuesday, December 11 at 3:00 p.m. EST, with **Tom Salaki, ASLA**, of Square Acre Studio. All webcasts are offered via Facebook Live and archived on ASLA’s Facebook page.
- The November newsletter to student members was released on November 14, providing a recap of the ASLA Annual Meeting and Expo through the experience of **National Student Representative Robynne Heymans, Student ASLA**.

Information and Professional Practice

- Recently, the **Environmental Justice PPN** hosted an online presentation and Q&A with Christian Rodriguez, Community Associate at Kounkuey Design Initiative (KDI), a non-profit design and community development organization with teams in Los Angeles and Nairobi, Kenya. KDI partners with under-resourced communities to advance equity and activate the unrealized potential in their neighborhoods and cities through advocacy, research, planning, and built works.
- Sr. Manager Katie Riddle, ASLA, and Marketing Manager Lauren Martella hosted the ASLA booth at **Greenbuild**. Attendees had the chance to speak to local ASLA members who have integrated sustainable and resilient design practices into their work. Information about the Chinatown Green Street and ASLA’s **Smart Policies for a Changing Climate** report were also distributed.
- On Monday, the **Ecology & Restoration PPN** hosted a live ASLA Online Learning presentation, Learning from Three Decades of Practicing Ecological Restoration in the Upper Midwest, offering 1.0

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PDH (LA CES/HSW) to 26 registrants. The recording is now available on the ASLA Online Learning library.

- On November 20, **staff hosted undergraduate and graduate students from the University of Maryland**. Staff shared professional practices resources and membership benefits as well as information about the ASLA Student Awards application process and national career discovery and diversity programs. The group also toured the green roof.
- On December 5, the Parks & Recreation PPN will host a live ASLA Online Learning presentation, [A Guide to Economic Analyses of Parks for Landscape Architects](#), offering 1.0 PDH (LA CES/HSW). The presentation will focus on the economic benefits of parks as well as economic information publicly available to help inform investments in parks, including the Balboa Park Benefits Study.
- The [Leadership Calendar](#) can be accessed on the web.