



December 4, 2018

Executive Offices

- **President Shawn Kelly, FASLA**, CFO Mike O'Brien, Education and Marketing Director Susan Apollonio, and Education Programs Manager Whitney Mitchell **were in San Diego** hosting the 2019 Conference on Landscape Architecture Kickoff and **Annual Meeting Education Advisory Committee meeting**. The Call for Presentations will open on December 11 and close January 23.
- EVP Nancy Somerville, Hon. ASLA, [issued a statement on the Fourth National Climate Assessment](#), released last week by the federal government, and which is already having an impact on the climate change debate nationwide. The report's conclusions, delivered in clear and unambiguous language, dovetail perfectly with ASLA's own report, [Smart Policies for a Changing Climate](#), particularly regarding the need for a focus on resilience in the face of immediate and growing threats.
- EVP Somerville and several others recently attended **Greenbuild**. 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.
- ASLA hosted the **Renewable Natural Resources Foundation** at the Center to discuss landscape-level sustainable development in the Himalayas. Presented by Dr. Rajan Kotru, the Regional Transboundary Landscapes Program is advocating the use of the landscape approach to managing biodiversity. Also, EVP Somerville and **ASLA Representative to the RNR Board LuGay Lanier, FASLA**, participated in RNR's 2018 Annual Meeting of the Board of Directors.
- **Recruitment for the following positions** is underway: Manager, Resource Development; Manager, Marketing and Market Development; Manager, Media Relations and Public Awareness; and Accounting Technician.

Government Affairs

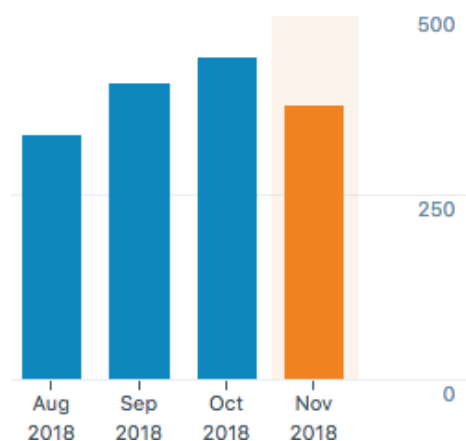
- ASLA submitted a second comment letter to the Council of the District of Columbia's Committee on Transportation and the Environment, addressing **the District's implementation of 5G small cell technology**. ASLA's letter asks that the city's draft implementation guidelines be amended in a manner that better protects DC's tree canopy.
- Last week, Federal Government Affairs Manager Daniel Hart attended a Capitol Hill press conference as part of the **Land and Water Conservation Fund (LWCF) Coalition**. A bipartisan group of legislators spoke in support of legislation permanently authorizing and fully funding the LWCF, which Congress let expire in September. Senators Steve Daines (R-MT), Cory Gardner (R-CO), Maria Cantwell (D-WA), Jon Tester (D-MT), and Martin Heinrich (D-NM), and Representatives Brian Fitzpatrick (R-PA), Ruben Gallego (D-AZ), and Lee Zeldin (R-NY) were among the speakers. The press conference made local and national news.
- Also last week, State Government Affairs staff worked with the **Wisconsin Chapter** on a "take action alert" encouraging chapter members to participate in the Wisconsin Department of Safety and Professional Service's (DSPS) survey on occupational licensing. The **survey results will be used by the DSPS to develop occupational licensing reform recommendations** for the state.



Landscape Architecture Magazine

- The **January issue of LAM** goes to the printer today. The cover piece reports on the 3,300-acre Kinngaaluk Territorial Park near Sanikiluaq, a community of 900 people in the Belcher Islands of Nunavut, Canada. The landscape architecture for the park is led by Chris Gosset, of NVision Insight Group. Also featured is the new Amazon Spheres interior in Seattle, with a conservatory's worth of neotropical plants, by Mark Brands of Site Workshop with NBBJ. The issue also holds the annual Landslide sites chosen for 2019 by the **Cultural Landscape Foundation** (*LAM* is a media sponsor of Landslide once again).
- Our **November cover feature** by Senior Editor Jennifer Reut, “**The River Beneath the River,**” about the cleanup of the Anacostia River in Washington, D.C., has been earning many kudos from readers, including a signal boost on Twitter by the D.C. Department of Energy and the Environment, which recommended it as “a moving piece.” The link to the story also received top placement in an e-blast by the Anacostia Watershed Society to its members, which said, “this article gives a fantastic overview of how the river got to where it is and what we can expect in the future.”
- As the year winds down, we note that though 2017 was a robust year for views of *YOUR LAND* via *LAM* Online (3,224), 2018 has been even better, with 4,180 views. There has been a **steady rise in uptake online** since August 2018. Kudos to Career Discovery and Diversity Manager Lisa Jennings for vigorous promotion of the supplement to young reader audiences!

YOUR LAND (August 2018 to present views)



Public Relations and Communications

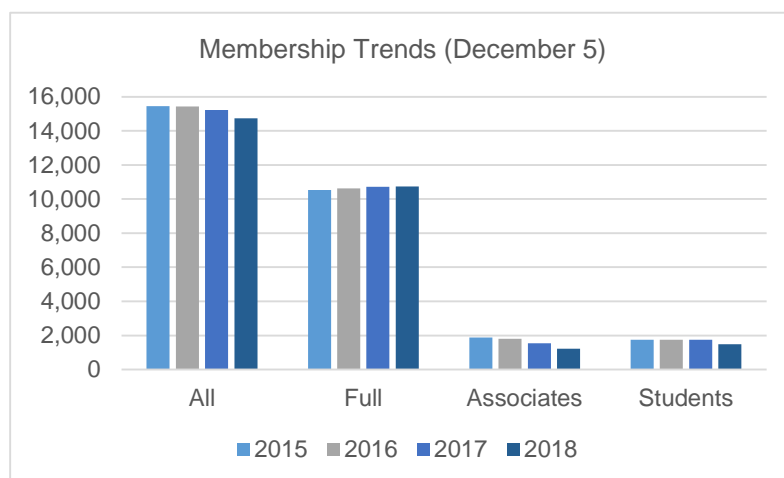
- **Nominations for ASLA's highest honors, including honorary membership, are now open.** Categories accepting nominations include [The ASLA Medal](#), [The ASLA Design Medal](#), [The Community Service Award](#), [The Jot D. Carpenter Teaching Medal](#), [The LaGasse Medals](#), [The Landscape Architecture Firm Award](#), [The Landscape Architecture Medal of Excellence](#), [The Olmsted Medal](#), and [ASLA Honorary Membership](#). Nomination materials are due February 1, 2019. The strength of ASLA's honors program depends on broad-based, inclusive, and active participation in the nomination process; national and chapter leaders are encouraged to spread the word about this important part of ASLA's member-recognition and public awareness work.



- An [in-depth interview with Linda Jewell, FASLA](#), the recipient of the 2018 [ASLA Medal](#), as well as the [2008 Jot D. Carpenter Teaching Medal](#) and the [2007 Bradford Williams Medal](#), has been [published on asla.org](#). The wide-ranging interview covers issues such as how landscape architecture education needs to evolve to meet the needs of increasingly diverse student bodies and society, the challenges of having been the first woman to run the landscape architecture program at the Harvard Graduate School of Design, and how landscape architecture education can strike a balance between the realities of practice and big-picture issues like climate change and urbanization. The interview was conducted by Senior Manager Green.
- Erik Herter Design Group is designing nearly 50 ads for use throughout asla.org, as well as *The Dirt*, *The Field*, and *LAND*. This will ensure consistency with the brand and provide finishing touches for the asla.org redesign, which is nearly complete. Ads are expected to be completed by mid-December.
- Sr. Communications Manager Jared Green conducted an [interview with Ignacio Bunster-Ossa, FASLA](#), national practice leader for landscape architecture at AECOM, on Philadelphia's efforts to become a sustainable, equitable city.
- *The Dirt* published its popular annual [best books list](#), featuring a number of books published by ASLA members this year. Great for holiday gift shopping.

Member and Chapter Services

- On November 30, ASLA hosted the annual **Chapter Presidents Council orientation**, covering ASLA governance, policies, programs, and priorities. The orientation also provided an overview of tools and resources available to chapter leaders in support of their activities. The program was recorded and will soon be available on [CPC Central](#).
- **Membership continues to show a decline.** The full membership category, which accounts for two-thirds of all members, remains steady, but the decline of the pipeline of emerging professionals continues to be cause for concern. The Member Services Committee, Emerging Professionals Committee, the Student Advisory Committee, and the Associate Advisory Committee are working to support chapter recruitment and retention efforts and directly engage students and emerging professionals.





Education and Marketing

- On November 28, Career Discovery and Diversity Manager Lisa Jennings represented ASLA at the **STEM Education Coalition's Congressional briefing** on evidence-based ways to improve middle and high school science and engineering education, and the release of the new National Academies of Sciences, Engineering, and Medicine report [New Approaches to Engaging Middle and High School Students in Science and Engineering](#) in the Russell Senate Office Building. Panelists shared recommendations on how policymakers, schools, and districts can better engage students, support teachers and administrators, and provide the instructional resources, equipment, facilities, and professional learning opportunities necessary so that *all* students have access to high quality, engaging science and engineering instruction.
- As a partner in the **STEM Education Coalition**, ASLA staff participated in a briefing call of the **White House Office of Science and Technology Policy** on the release of the new federal STEM Education Five-Year Strategic Plan for the nation, which was released the following day. **Manager Jennings** will assess alignment and synergies with career discovery and diversity goals and activities.

Information and Professional Practice

- Yesterday, the 2019 **Archives and Collections Committee** met for their committee member orientation presented by **Committee Chair Alison Kennedy, ASLA, Vice President of Professional Practice Kona Gray, FASLA**, and Director Susan Cahill, Hon. ASLA. The committee also reviewed their charge and responsibilities. VP Gray gave his initial report as the executive committee liaison.
- On December 11, the **Children's Outdoor Environments PPN** will host a live ASLA Online Learning presentation, [The Play Environment: A New Paradigm for Play Areas](#), offering 1.0 PDH (LA CES/HSW). **Immediate Past President Greg Miller, FASLA**, will present two important design trends that have helped amplify the reach and benefits of public play spaces over the past several years— inclusivity and nature play.
- The [Leadership Calendar](#) can be accessed on the web.