



June 26, 2019

Executive Offices

- The **Tellers Committee convened on June 18 to verify the annual election results.** [Thomas Mroz, FASLA](#), was elected 2019-2020 president-elect and will be sworn in at the 2019 Conference on Landscape Architecture. A total of 3,287 votes were received from eligible members: 1,316 paper ballots and 1,971 electronic ballots. This represents 27.2 percent of eligible votes. Congratulations to Tom, and many thanks to Gary Brown, FASLA, for his strong candidacy.
- **ASLA needs your help.** We seek to promote the important role landscape architects play in building community resilience to climate change. Please take a few minutes to tell us about a project that exemplifies the recommendations found in [Smart Policies for a Changing Climate](#), the report and recommendations of the [ASLA Blue Ribbon Panel on Climate Change and Resilience](#). We will compile and distribute select case studies we receive and showcase them as part of the [Smart Policies for a Changing Climate exhibition](#). Please tell us about the project location, size, budget, features, and any regulations that guided the project's development. ASLA's goal is to show that effective, resilient landscape planning and design projects are already helping communities prepare and adapt to a changing climate. [Submit your case study today.](#)
- The **Executive Committee** held its June conference call last week, with agenda items including a program and operations update, finance report, strategic planning, and the formation of the University of Delaware Student Chapter.
- The annual **call for committee service is open through July 12.** To volunteer for service on [one or more committees](#), please fill out the [committee appointment form](#). Contact [Corporate Secretary Curt Millay, ASLA](#), with any questions.
- Earlier this month, ASLA hosted the **Landscape Architecture CEO Roundtable** for advocacy meetings (see Government Affairs) and the Roundtable's midyear meeting. CEO Somerville briefed the group on ASLA's work on climate change, public awareness, and career discovery and diversity; additional discussions on how the roundtable's members and their firms can support career discovery initiatives are planned.

Landscape Architecture Magazine

- **LAM was honored with three EXCEL awards** in its size class from Association Media & Publishing on Monday evening in Washington, D.C. The magazine received a Bronze Award for Design Excellence, a Gold Award for General Excellence, and a Gold Award for Feature Article for Senior Editor Jennifer Reut's November 2018 article, "The River Beneath the River," about the rehabilitation of the Anacostia River in Washington—an article that, as Jennifer frequently reminds, was a huge group effort over many months (and involved a couple of group tours by ASLA staff in the process with [Anacostia Riverkeeper](#)). It is available [here](#) in English and Spanish.

Government Affairs

- Last week, ASLA and CLARB jointly hosted the second quarter licensure web summit ([video/presentation](#)) featuring a **2019 legislative update on trends displayed in the roughly 300 legislative bills being tracked** by both organizations. Participants also received an update from staff on the profession's Framework Project, as well as the newly created Alliance for Responsible Professional Licensing coalition.



- **National Site Tour Month** is quickly approaching and several chapters have taken the pledge and began planning their tours. Government Affairs will host an [“open door” video conference](#) call on Wednesday, July 10 at 3:00 p.m. EDT. During this hour-long block there will be no formal program, however, ASLA staff will be available to answer questions and/or provide advice to you on your upcoming site tours. You may log into the video conference at any time during that hour. In the meantime, visit the [National Site Tour Month web page](#), where you can access and view the site tour guide and webinar. Additionally, all chapters planning to host a site tour should take the [pledge](#).
- ASLA activated the iAdvocate Network so that advocates may contact their governors to urge them to issue an executive order promoting sustainable practices that lead to a healthy environment. The pollinator population is on a sharp decline due to toxic pesticide use and habitat fragmentation. **Elected officials** at the state level **must step up to meet the challenges to protect biodiversity and ecosystems essential to life**. [Take action today!](#)
- To celebrate **National Pollinator Week**, ASLA hosted the [Congressional Pollinator Awareness Reception](#) at the Center. About 125 guests from the Pollinator Partnership Coalition, federal agencies, allied organizations, the ASLA Potomac Chapter, Capitol Hill staffers, and others attended the reception, where they learned about how the work of landscape architects to help pollinators and benefit the community. The **Environmental Defense Fund** provided a virtual reality experience on monarch butterflies. Guests were also provided an opportunity to view the ASLA webinar “Promoting Pollinators Through Landscape Architecture: Strategies to Improve Habitat Value and Landscape Performance” (see Education and Practice).
- Recently, Government Affairs facilitated federal advocacy meetings for members of the [Landscape Architecture CEO Roundtable](#). The meetings focused on **how landscape architects can help policy makers address the impacts of climate change and help communities become more resilient**. Roundtable members met with the **House Ways and Means Committee** and Congressman Earl Blumenauer (OR), **House Energy and Commerce Committee’s Chief Counsel for Climate Change**, and staff of the **House Select Committee on the Climate Crisis**. The group also met with leadership of the **U.S. Department of Transportation** to learn about active transportation design guides and policies. Policy makers from all the meetings urged the group to submit examples of successful projects that may be used as case studies to demonstrate how landscape architecture is addressing climate change and resilience. Government Affairs will work with the roundtable and other members to submit successful projects.
- Recently, Federal Government Affairs Manager Daniel Hart attended a House Committee on Natural Resources mark up of eight bills, including ASLA-endorsed H.R. 3915, the [Land and Water Conservation Fund Permanent Funding Act](#). This legislation was passed favorably out of the committee and now awaits floor consideration.
- This week, Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA, participated in a meeting of the **Council on Federal Procurement of Architectural and Engineering Services** (COFPAES); the group discussed current issues impacting federal procurement for design services.
- The [Living Shorelines Act](#) was recently reintroduced and your help is needed to encourage Congress to support the bill. This legislation would authorize up to \$50 million per year to help states, towns, and nonprofits implement climate-resilient living shoreline projects that use nature-based solutions. This version of the bill also includes provisions to allow more equitable access to these grants for low- and middle-income communities. [Take action today!](#)
- The National Park Service maintenance backlog has grown to over \$12 billion, and most of the deferred maintenance consists of infrastructure projects. The **Restore Our Parks Act** addresses this



issue by **creating a Legacy Restoration Fund** that **would dedicate up to \$6.5 billion** over five years **to invest in infrastructure on public lands**. [Take action today](#) and **tell Congress to move this legislation forward**.

Finance, Meetings, and Business Operations

- CFO Mike O'Brien, Hon. ASLA, and staff are preparing for the **June close**.
- The **July 12 early bird deadline** for the [Conference on Landscape Architecture](#) is fast approaching. Don't forget to **book your field sessions** when registering as some are close to selling out. **Book within the hotel room block** and save even more before the early bird deadline ends!
- The **2019 LAM advertising contracts** represent **78 percent** of the budget. The contract totals are both below the prior year (three percent) and budget (six percent) **through June**.
- The **2019 EXPO** has **ONLY 62 booths available** for sale. Over **300 exhibitors** have already signed up to date.
- This week ASLA staff are recertifying in a training campaign as a part of the **Information Security Awareness Program (ISAP)**. The ISAP creates a "human firewall" against malicious emails that land in our inboxes. This state-of-the-art program consists of training campaigns and simulated phishing exercises.

Public Relations and Communications

- Yesterday a [press release](#) was issued to announce the **2019 ASLA Honors and Honorary Member recipients**. Topping the list is Carol Franklin, FASLA, who will receive the ASLA Medal, considered the highest honor the Society can bestow on a landscape architect. Outreach is currently underway to relevant local media, social media sites, and other national coverage outlets for each recipient.
- A planning meeting was held at the **National Building Museum** to discuss ways to refresh and reinvigorate ASLA's long-standing programmatic relationship with the museum, including K-12 projects, public lectures and panels, professional education, exhibitions, and social media outreach.
- New designs for [The Dirt](#) and [The Field](#) blogs, following the new ASLA brand guidelines, went live. Their banner images feature ASLA award winners.
- *The Dirt* editor Jared Green and summer communications intern Ian Dillon covered Landscape Architecture Foundation (LAF)'s symposium on leadership and innovation, which featured TED-like talks from seven LAF fellows. Read [part 1](#) and [part 2](#) on *The Dirt*.
- Senior Communications Manager Green and summer communications intern Ian Dillon met with Jane Padelford, ASLA, a landscape architect on staff at Dumbarton Oaks in Washington, D.C., to discuss universal design.

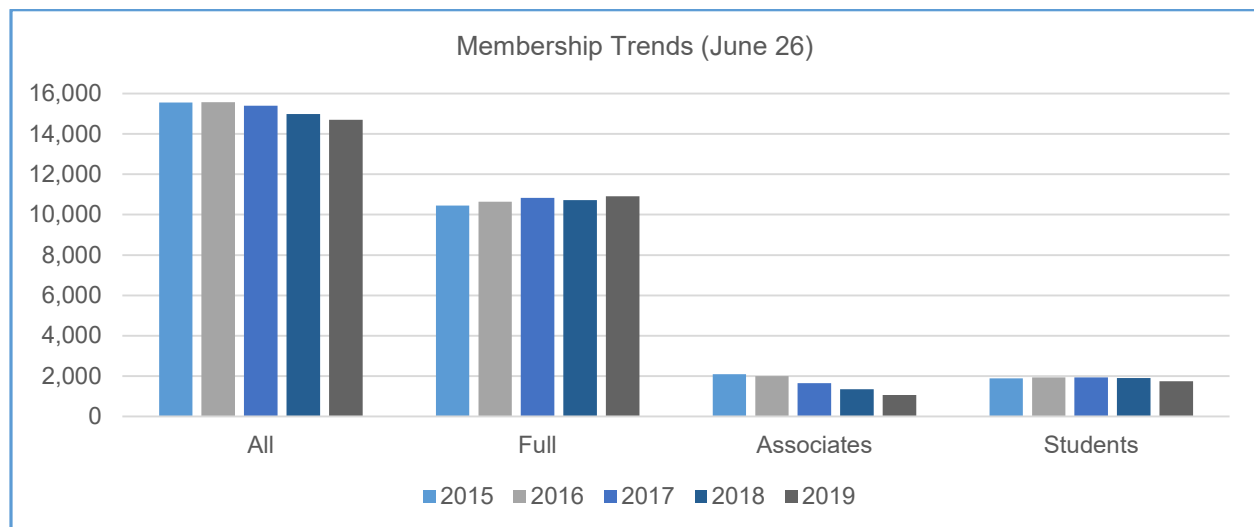
Marketing and Development

- Marketing formed a new in-kind partnership with the **Irrigation Association** to promote both organizations respective conferences.
- The 2020 marketing kit was finalized and sent to Herter Design for the next steps in the production process.

- For *LAM*'s August issue, Marketing finalized the cover tip advertisement promoting the product directory and one full page for the conference closing session speaker line-up.
- Marketing created and sent an email communication to the membership reminding them of the early bird registration deadline.

Member and Chapter Services

- The Member Services Committee is hosting a webinar for chapter membership chairs tomorrow at 3:00 p.m. EDT. All interested chapter leaders are also welcome to join. The webinar will be recorded and posted to the Chapter Operations Workbook, but live participation is encouraged. [Click here for details.](#)
- On June 19, Allyson Mendenhall, ASLA, was the featured guest on the monthly *Ask Me Anything* series, held live on the ASLA Facebook page. At press time the video had been viewed more than 450 times.
- As of June 26, **ASLA has 14,694 members**, a two percent decline from the same date in 2018 and a 5.6 percent drop since 2015. The primary source of decline is emerging professionals, with associate and student membership dropping sharply since 2015. Some of this decline is related to enrollment trends, including dropping enrollments and increasing proportion of international students. Full membership, which accounts for nearly three quarters of membership, remains steady, with an increase of 1.7 percent since 2018 and 4.5 percent since 2015.



Education and Practice

- Notifications for the LA CES providers that will be monitored went out on June 21. The **2019 LA CES Monitoring Committee reviews a minimum of 10 percent of approved providers** to verify compliance with LA CES guidelines and procedures. The review period covers July 1, 2018-June 30, 2019.



- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **266** active providers offering **1,299** courses. There are no provider applications pending review.
- Director Katie Riddle, ASLA, and Manager Jackie Bianchini met with **Pamela Conrad, ASLA**, following her LAF symposium presentation for a demonstration of the [website](#) and Pathfinder Tool. ASLA staff will support Conrad for the launch of her website later this summer through member communications and other platforms to engage members in her work.
- The **Urban Design PPN** hosted a live presentation with **Brittain Storck, ASLA**, principal, Alta Planning + Design, on CPTED strategies for trail security and safety perceptions. Over 140 registrants attended the presentation, which is now available on the [Urban Design PPN Resources webpage](#).
- The **Environmental Justice PPN** leadership team hosted a meeting open to the full Environmental Justice PPN membership to review recent PPN survey results and upcoming activities of the group. The PPN leadership team is looking for professionals to join in collecting EJ case studies, organizing chapter EJ events, and working on a practitioner's guide to environmental justice.
- In recognition of Pollinator Week, the **Ecology & Restoration PPN** hosted a live webinar, [Promoting Pollinators Through Landscape Architecture: Strategies to Improve Habitat Value & Landscape Performance](#), with **Tony Fettes, ASLA**, SITES AP to 68 registrants. The recording is now available through the ASLA Online Learning library for on-demand viewing.
- The Professional Practice team held calls with ASLA's current online learning provider to evaluate alternative education services such as subscriptions, rebroadcasting, and live streaming of future conference education sessions.
- **The Accessibility Subcommittee** of the Professional Practice Committee met to review draft materials for an accessibility-focused LATIS report, including best practices for implementing standards and guidelines.
- Director Riddle participated in a **Joint Call to Action to Promote Healthy Communities** call to review a draft outline of the conversation guides to be created by the JCTA communications consultant. A member advisory group will be engaged in July to provide feedback on these new resources.
- Manager Lisa Jennings confirmed ASLA's membership on the **2019 STEM Education Coalition** and sponsorship of the 2019-2020 Future City Competition with ASLA's Special Award "Best Integration of Equity in Designing the Built Environment using Nature-Powered Solutions." Student teams design a resilient power grid for their future city that can withstand and quickly recover from the impacts of a natural disaster. Participants complete five deliverables: a virtual city design (using SimCity); a 1,500-word city essay; a scale model built from recycled materials; a project plan; and a presentation to judges at regional competitions. Winners will represent their region at the finals in Washington, D.C.
- Director Kris Pritchard, Manager Jennings, Meetings Director Joyce DePass, and Manager Kelli Bland met on the 2019 Diversity Summit to analyze successes and consider areas for improvement.
- Manager Jennings held a conference call with 2019 Diversity Summit participant Gabriel Diaz Montemayor, ASLA, who will be leading a webinar on **Latin Americans in Landscape Architecture** based on an annual course he developed at The University of Texas at Austin.



Information

- During the **Archives and Collections Committee** June conference call, committee member Phillip Fernberg, Student ASLA, took on the role of co-chair of the committee to lead the group meetings through the summer. The committee discussed next steps to revise the online archiving guidance resources on the ASLA website.

Deadlines and Reminders

- The **Early Bird** deadline for the [Conference on Landscape Architecture](#) is **July 12**.
- The [call for committee service](#) closes **July 12**.
- The [Leadership Calendar](#) can be accessed on the web.