Governance and Administration

- Preparations for Advocacy Day and the midyear meetings of the Board of Trustees and Chapter Presidents Council are fully underway. To streamline midyear meeting emails, one “midyear moment” email will be sent per week with all relevant BOT, CPC, and advocacy information, links, and deadlines. Please note that the usual pre-BOT meeting webinars will take place on March 31 and April 2; both at 1 p.m. EDT. Details and agenda to come. There are also two webinars scheduled to help advocates prepare for Advocacy Day; March 25 and April 9, both at 2 p.m. EDT.

- President Elect Chad Danos, FASLA, spoke at the Louisiana Chapter’s annual meeting last week where he discussed ASLA’s programs and priorities with a special focus on advocacy and the creation of ASLA’s Center for Landscape Architecture. In addition to the overview of ASLA, he outlined the chapter’s new advocacy initiative to increase its outreach to municipalities and state agencies on licensure and restraints to practice.

- Also, PE Danos visited studios as a guest juror at the LSU School of Landscape Architecture, met with the student chapter leaders and discussed ways to increase student participation. Danos concluded the day with a pizza party where he spoke about the benefits of being an ASLA member.

- Last Friday, EVP Nancy Somerville, Hon. ASLA, was the keynote speaker at the Kentucky Chapter’s annual meeting. Somerville’s presentation focused on resiliency. She also visited Human Nature, a landscape architecture firm in Cincinnati, and met with staff of 3CDC (Center City Cincinnati Development Corporation) to hear about redevelopment and significant landscape architecture projects in the city and region.

- EVP Somerville, with Federal Government Affairs Director Roxanne Blackwell, participated in the Renewable Natural Resources Foundation’s meeting recently, which focused on resources and research that the Library of Congress’ Congressional Research Services (CRS) provides. CRS’s presentation focused on research in the area of science. While CRS only provides services to members of Congress, the staff reaches out to the public and organizations to learn about current science and research in particular fields.

- EVP Somerville met with Urban Land Institute (ULI) CEO Patrick Phillips recently to share information regarding organizational priorities and operations. Phillips will be representing ULI at the midyear BOT/CPC lunch. The lunch program will repeat last year’s Pecha Kucha-inspired format for organizational reports, but with a focus on emerging professionals and diversity issues.

- The call for 2015 Council of Fellows nominations closed last Friday. Between 90-100 nominations were received, are being processed, and will be sent out to jurors in the coming weeks. The jury will convene May 7-8 at ASLA headquarters.

- The Constitution and Bylaws Committee met by conference call on Tuesday to discuss the upcoming bylaws review. Please send any bylaws issues to Corporate Secretary Curt Millay, ASLA.

- The Ethics Committee met by conference call on Wednesday to welcome new members, provide orientation, and discuss committee business.

- As of last Friday, fundraising to create the Center for Landscape Architecture totaled $671,916 or 67 percent of the $1 million goal, with funds still to be calculated from those received this week. Ann Looper, Hon. ASLA,
recently departed ASLA as its primary fundraiser for the Chinatown Green Streets project and the Headquarters renovation. Recruitment for the position is underway with the new title of Director, Stakeholder Relations and Resource Development. Until the position is filled, all donations and questions for the building renovation should be directed to Corporate Secretary Curt Millay, ASLA, and for the Green Street Demonstration Project to Professional Practice Manager Deborah Steinberg, ASLA.

Special Assistant Keith Swann hosted 20 students and faculty from North Carolina A&T State University earlier this week. The group was interested in learning more about the green roof, was given information on what the national office does for the members and the profession, discussed the building renovation, the Green Street Demonstration Project, advocacy and Advocacy Day, LAM, student membership, and the student awards program.

The Roof is Growing! education web page has been updated with new photos and a link to the Career Discovery page. After reviewing the stats, a decline in pageviews was noted over the years. More will be done to promote the page in 2015, and more updates will be coming to the overall green roof page in the near future.

March Madness begins today with in-house computer application training every Wednesday of March. The sessions are led by volunteer staff and begin with Social Media. James Taylor, Public Relations and Communications Coordinator, led the first session today, which focused on social media.

Finance

Audit field work has wrapped and an update conference call was held with Finance VP Jeff Townsend, ASLA, Chair Thomas Mroz, and the Audit Committee. The committee’s next call is scheduled for March 12.

CFO Mike O’Brien and the Accounting staff have begun closing out January.

The Accounting department recently welcomed Sokthida “Thida” Nguon as one of its new Accounting Technicians. Thida comes to ASLA from the American Corrections Association. On Monday, Accounting welcomes Cecilia Leftwich as its second Accounting Technician. The department will be fully staffed with the new hire.

Government Affairs

ASLA Advocacy Awards Deadline This Week! Just a reminder that the deadline for submitting nominations for the ASLA Advocacy Awards is this Friday, March 6. All nominations must be submitted by the chapter president using Survey Monkey. The ASLA Advocacy Awards recognizes chapters and members for outstanding achievements in furthering the advocacy objectives of the Society in 2014. For questions regarding the advocacy awards program, contact Government Affairs.

This year, it is imperative that Government Affairs receive your RSVP for Advocacy Day by the deadline of March 13, as it is very difficult to begin the congressional meeting scheduling process without a final list of attendees. ASLA will incur extra fees for late meeting requests and changes. To RSVP, please use the following surveys: the 2015 CPC Advocacy Day RSVP Survey and the 2015 BOT Advocacy Day RSVP Survey. (Although you may have provided this information in the past, to ensure accuracy, please provide the information again for 2015.)

Does your chapter want to sponsor a student(s) for Advocacy Day? ASLA will waive the registration fee, which covers the costs of scheduling legislative meetings, materials, Advocacy Day transportation, and some meals. Chapters would simply cover the travel, hotel, and other incidental expenses. Once you have identified
students to participate, please have them RSVP using this 2015 Student Advocacy Day RSVP Survey in order to start scheduling their legislative meetings. For more information, contact Federal Government Affairs Director Roxanne Blackwell.

- Government Affairs conducted a webinar focused on ASLA’s advocacy program. The webinar, co-hosted by National Student Representative Cameron Rodman, Student ASLA, brought together students and emerging professionals from across the country to learn about ASLA’s licensure efforts, federal priorities, resources, and tools. The webinar also featured information on how students and emerging professionals can be effective advocates to advance ASLA’s advocacy goals and the profession.

- Director Blackwell is participating in the Policy Strategy Meeting on Walkability and Active Transportation today, where organizations involved in advocating for walkability and active transportation are working to identify unique policy needs and strategies to secure the best outcomes as Congress begins to reauthorize MAP-21, the surface transportation law.

- Director Blackwell also participated in the General Services Administration’s Industry Associations Roundtable discussion where GSA officials briefed the group on current projects and the fiscal year 2016 budget request. The group also discussed the “WELL Building” standards and how GSA could begin to incorporate these principals into the federal buildings.

- Government Affairs Manager Mark Cason and Legislative Analyst Leighton Yates participated in the Sustainable Urban Forest Coalition (SUFC) annual meeting, which had nearly 50 attendees representing more than 35 national NGOs, professional associations, private sector companies, and federal agencies. The meeting provided an opportunity to review the previous year’s priorities pertaining to policy, research and development, and strategic engagement, and also included presentations from an array of federal and private sector organizations on ways to promote the coalition’s policy goals and objectives to various audiences.

- Manager Cason and Analyst Yates organized a meeting with the Pollinator Partnership to discuss reintroduction of the Highway BEE Act, which promotes conservation and improved habitat for pollinators on state managed rights-of-way. The meeting also provided an opportunity to discuss additional collaborations during Pollinator Week in June.

- Analyst Yates met with Government Affairs and policy staff from the American Planning Association (APA), which served as an introduction for new APA staff and an opportunity to discuss collaborations on future legislative activities in the state chapters and in Washington, D.C.

Meetings

- Last week, the Meetings department conducted its first Technology Summit bringing together more than 30 annual meeting vendors and staff for a discussion on technology innovations. The roundtable discussion focused on how technology can be used to more effectively build annual meeting attendance, deliver education content, generate traffic on the EXPO floor, evaluate performance, and measure ROI. Discussions will continue in small groups to look at incorporating some of the strategies and technologies into the ASLA 2015 Annual Meeting and EXPO in Chicago and beyond.

- Requests for proposals have been sent to 12 companies in support of general contractor, audio/visual, and content capture services for the annual meeting. These services are bid out every four years to ensure the latest technologies and competitive pricing will be offered to the organization. Proposals are due to ASLA on March 13.
Hotel proposals are currently being reviewed in response to an RFP for cities and venues for the summer Executive Committee meeting, the summer LAAB meeting, and the fall AMEAC meeting. Dates and locations are expected to be confirmed for these meetings in the coming week.

**Member and Chapter Services**

- Today’s membership total is 15,142 (see details below):

<table>
<thead>
<tr>
<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate</td>
<td>630</td>
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<tr>
<td>Associate</td>
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<tr>
<td>Corporate</td>
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<tr>
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<tr>
<td>Full-Fellow</td>
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<tr>
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<tr>
<td>International</td>
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</tr>
<tr>
<td>Student Affiliate</td>
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</tr>
<tr>
<td>Student</td>
<td>1,739</td>
</tr>
</tbody>
</table>

- ASLA membership grew slightly from month-end January to month-end February (see below):

<table>
<thead>
<tr>
<th>Month-End</th>
<th>Number of ASLA Members</th>
<th>% ↑ ↓ from Month-End</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/31/2015</td>
<td>15,100</td>
<td>-0.75%</td>
</tr>
<tr>
<td>2/28/2015</td>
<td>15,112</td>
<td>0.08%</td>
</tr>
</tbody>
</table>

- The 2015-2016 National Student Representative election is live and the five candidates have been posted to asla.org. Ballots were distributed to the student chapter presidents. Voting closes on March 8 and the winner will be announced at LA Bash.

- Planning for LA Bash (March 19-21 at Cal-Poly, SLO) continues and plans are to make ASLA’s 8x20 booth space a parklet. President Richard Zweifel and Membership VP Keith Wilson are assisting in securing donations for our indoor “park.”

- Email Reminders to “Renew Your Membership” were sent to the following open renewal periods with valid emails:
  - 219 members with an Dec 31 expiration date (90-day grace period concludes on Mar. 31)
  - 792 members with a Mar. 31 expiration date
  - 386 “did you forget something” email to Feb. 28 non-renewals
  - 128 “Staying Connected” email to Nov. 30 non-renewals (lapsed on Feb. 28).

- Chapter correspondence included: the January chapter rebate and deposit reports to the chapter presidents, treasurers, and chapter executives; and the weekly Midyear Moment message.
The Emerging Professionals Committee met via conference call on February 19 to determine its project working groups and selected the slate for the National Student Representative election (six nominees were received; the ballot is limited to five candidates).

The student Honor and Merit Awards program information was distributed to the chapter presidents and landscape architecture program chairs. In response to certificate layout questions, a template entering for recipient information was provided this year.

Public Relations and Communications

Public Relations and Communications Director Terry Poltrack and PR and Communications Coordinator J.R. Taylor met via phone with Richard Alomar, ASLA, of Rutgers University to coordinate plans for the coordinated global sketch-walk day during World Landscape Architecture Month (WLAM). Staff will help recruit national chapter involvement and will promote the project to media while sharing resulting images on the WLAM webpage. Alomar and partners Rutgers, the ASLA New York Chapter, and the ASLA New Jersey Chapter will work with landscape architecture programs and the global Urban Sketchers group to recruit global involvement. The program, tentatively titled “Out/Loud,” will also maintain a separate social media presence.

Director Poltrack and Coordinator Taylor met with IFLA Chair of Communications and External Relations Bruno Marques, Wellington, New Zealand, and IFLA Executive Director Ben Roberts, Brussels, Belgium, via Skype to discuss WLAM activities and lock down contacts in IFLA organizations for ASLA chapters.

The 2015 Residential Landscape Architecture Trends Survey closed with a record participation. The survey was redesigned to be easier to complete and assess by our outside marketing research firm Design Research. Analysis is currently underway.

PR Manager Karen Grajales and PR and Coordinator Taylor met with Cynthia A. Brown, acting director of the U.S. Department of State’s Foreign Press Centers. The purpose of the meeting was to discuss ways to promote U.S. landscape architecture and World Landscape Architecture Month (WLAM) to the foreign press.

Chapter presidents and public-awareness reps received an update on WLAM plans, ready-to-use ads, and supporting materials. Connections are now being made between the chapters and IFLA contacts.

JobLink boasts 91 job postings as of this morning, six of which are internship opportunities.

The Dirt and the University of Virginia Student ASLA Chapter continue their content partnership into its third year. Some 15 posts have been provided by UVA MLA students over the years, giving wide exposure to the students and their thinking and giving readers an inside look at the lectures and programs going on in a top-tier landscape architecture graduate program. Recent posts from UVA students include: Gardening the Metropolis and Envisioning a New Academic Commons. The Dirt and Harvard University Graduate School of Design also continue their content partnership, now in its third year as well, with MLA student Lara Mehling providing posts. This year, additional posts will be coming from the University of Pennsylvania.

The Architect’s Newspaper linked to a recent Dirt post on COSMO, a new water-filtering art installation.

Landscape Architecture Magazine

The March issue of LAM has shipped. The cover story for this 188-page issue is an extensive report by Philip Walsh on the problem of sand mining in Wisconsin to supply the fracking industry. A certain grade of spherical-grained sand is a necessary component of the hydrofracturing process to retrieve oil and gas, and in Wisconsin, where this variety of sand is plentiful, strip mines for sand are opening in much the same manner
as oil and gas wells in the Marcellus Shale region, with lasting environmental consequences. Also in this issue: Katharine Logan writes about three “natural play” areas in Oregon, two designed by GreenWorks and one by Mayer Reed of Portland. And profile of Lateral Office in Toronto, by Jane Margolies, describes the firm’s research foundation and its focus on land use and culture in the Canadian Arctic region. This month’s book review is on *City Choreographer: Lawrence Halprin in Urban Renewal America*; the review is written by John King, Honorary ASLA.

- LAM Editor Brad McKee and Associate Editor Jennifer Reut are working with Marketing Manager Suzanne Lipscomb and Coordinator James Taylor on a unified social media strategy for the magazine to boost traffic through increased posting, linking to other sources of news, content sharing with other organizations, and incorporating more visual life on the LAM web site. The push to build traffic comes ahead of a plan later in 2015 to enhance the web site’s design and interactivity. The next step is to identify content to be implemented over the next month and shared through social media channels. LAM social media currently has more than 300,000 followers.

**Marketing**

- *Architectural Record* and Sweets have agreed to become media partners for the ASLA 2015 Annual Meeting and EXPO. Promotion through print advertising and emails will reach more than 300,000 subscribers and users.

**Professional Practice**

- On February 26, the Residential Landscape Architecture PPN hosted the Online Learning presentation *Incorporating the Top Trends for Residential Landscape Design into New and Renovated Homes*, which offered 1.0 PDH and was presented by Jennifer Horn, ASLA. There were 53 attendees participating in the live webinar to kick off the 2015 Online Learning series. The recording of the webinar has been added to the catalogue of recorded presentations.

- This month, the Water Conservation PPN will host two Online Learning presentations, which will both offer 1.0 PDH: *Technical Performance of Inorganic Soil Amendments for Water Conservation* on March 10, 1:00-2:00 p.m. EDT, and *U.S. EPA’s National Stormwater Calculator* on March 24, 12:00-1:00 p.m. EDT. Registration is now open for both Online Learning opportunities.

**Education Programs**

- The Annual Meeting Education Advisory Committee completed review and scoring of the 418 education session proposals and field session proposals this week. Director Apollonio is currently making selections. Submitters will be notified of proposal outcomes March 15-30.

- The Landscape Architecture Continuing Education System™ (LA CES™) administrative committee held its first quarter conference call on February 23. Updates to the LA CES administrative database and the 2015 marketing strategy for the program were reviewed.

- The LA CES has 197 active providers offering 965 courses. There are seven new provider applications pending review.

**Landscape Architectural Accreditation Board**

- The Committee on Education (COE) held its first 2015 committee conference call. Chair Sean Rotar, ASLA, and Accreditation and Education Programs Manager Kristopher Pritchard led the call and covered the ASLA
Committee Chair Orientation, in addition to reviewing items covered in 2014 and discussing goals and aspirations for 2015.

- Landscape Architectural Accreditation Board (LAAB) Manager Kristopher Pritchard, held an LAAB Annual Report (Civicore) webinar on Thursday, February 26 for all LA Program Chairs. The session was recorded and a link is available for any individuals who were unable to attend. Please contact Manager Pritchard at kpritchard@asla.org. LAAB ROVE Teams began conducting accreditation reviews for spring 2015. University of Georgia (MLA); Texas A&M University (BLA); and Virginia Tech (BLA) have all had reviews conducted throughout the month of February. Programs reviewed during spring 2015 are scheduled to be considered at the LAAB summer 2015 Board Meeting.

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.