Governance and Administration

- The Tellers Committee convened this morning to review and verify the 2015 annual ASLA election (President Elect 2016-2017). The results will be forthcoming in LAND on June 23.

- President Richard Zweifel, FASLA, is representing ASLA at the International Federation of Landscape Architects (IFLA) meeting in St. Petersburg and Moscow. More to report after his return.

- ASLA has been recognized for Achievement in Performance Excellence by the U.S. Senate Productivity and Quality Award for Virginia and the District of Columbia.

- EVP Nancy Somerville, Hon. ASLA, met with American Planning Association’s CEO Jim Drinan recently to discuss organizational priorities and ongoing collaboration. Drinan will be attending the Chicago annual meeting. Also, Somerville attended a forum on water management hosted by the National Building Museum and the Embassy of Denmark.

- EVP Somerville is participating in a meeting of the Clinton Global Initiative (CGI) in Denver. ASLA was invited to participate in the sustainable buildings program working group, an ongoing CGI initiative. Organizations participating with CGI must make a “commitment” that will help advance the CGI and individual organization’s mission. ASLA is proposing an education component related to the Chinatown Green Street Program.

- Also on the on the Chinatown Greet Street Demonstration Project, EVP Somerville, Professional Practice Manager Debbie Steinberg, ASLA, and Resource Development Director Ron Sears recently met with the Regional VP of PEPCO Holdings (the local power company) to brief her on the project.

- EVP Someville also attended Associations 2020, a forum for association CEOs, in New York City last week. Discussion focused on current issues and trends affecting membership organizations.

- Special Assistant to the EVP Keith Swann was interviewed by a reporter from ClimateWire, an environmental news publication based here in Washington, D.C. The focus of the interview was how green roofs could be used as climate change mitigation tools and the administering of the rebates by the D.C. Department of the Environment for the installation of green roofs throughout the city.

- All notifications to chapter presidents and to individual nominees regarding the results of the Fellows selection process have been completed. The class of 2015 Fellows will be announced in the June 23 issue LAND. Please contact Corporate Secretary Curt Millay, ASLA, with any questions.

- ASLA recently launched a new “green roof evolves” image page. When clicking on the photo icons on the page, viewers can see how the plants have evolved over the years, good or bad, to give an inside story of the many varieties of species used on the roof. There’s also an accompanying document, Green Roof Plants Evolve, in the Performance Data section (lower left corner of page).
EVP Somerville, Secretary Millay, and Director Sears recently attended the National Building Museum’s awards gala. ASLA hosted representatives of the DowntownDC BID, as well as Thomas Luebke, Secretary of the U.S. Commission of Fine Arts, and David Do, Executive Director of the Mayor’s Office on Asian and Pacific Islander Affairs.

Finance

- CFO Mike O’Brien is closing out May 2015 and reporting to the Finance and Investments Committee later this month.

Resource Development

- The campaign for the ASLA Center for Landscape Architecture has raised $823,222, which is roughly 55% of the goal. Chapter pledges total $368,128, while trustees total $33,551, and firms $282,797. The balance has been donated by individual members and friends of ASLA. See who’s supporting by clicking here. To donate, please contact Director of Stakeholder Relations and Resource Development Ron Sears.

Government Affairs

- The annual ASLA Advocacy Summit will be held September 11-13 in Albuquerque, New Mexico. The Nomination Survey is now open for chapters to express interest in attending. Chapter representatives attending the summit will receive reimbursement for airfare and two nights at the host hotel. If you have any questions, contact Government Affairs Managing Director Julia Lent. The nomination deadline is Tuesday, June 30, 2015. Space is limited so reserve your spot today!

- ¡Advocate! – Now, it’s your turn: Check out the ¡Advocate video to hear firsthand how ASLA’s advocacy efforts are impacting the profession and yielding landscape architecture projects on the ground. Share the video with chapter members, colleagues, and others.

- On June 9, the House of Representatives concluded its consideration of the Transportation-HUD (THUD) FY2016 Appropriations bill without considering any amendments to eliminate or weaken the Transportation Alternatives Program (TAP). The measure, H.R. 2577, passed by a vote of 216-210. During consideration of the measure, the House narrowly defeated an amendment by Representative Tom Emmer (R-MN) to prohibit the use of funds to carry out “any enrichment” for any New Start transit grant request. These enrichments would have included sidewalks, streetscapes, bicycle infrastructure and other landscape architecture type projects. The amendment failed by a vote of 212-214. The full THUD Appropriations bill now moves to the Senate for consideration.

- Manager Mark Cason recently attended the Washington Chapter’s 2015 Annual Conference. During a presentation titled “Enhancing the Climate Resilience of America’s Natural Resources,” Manager Cason provided an overview of ASLA’s federal priorities and how the Society is working with Congress, the White House, and federal agencies to advance policy issues related to green infrastructure and climate change resiliency. During the session, Environmental Protection Agency
experts Michael Cox and Bryan Fiedorczyk also presented on the president’s initiatives on climate change and EPA’s involvement in the agencies in current green infrastructure activities.

- ASLA is preparing to sponsor a number of events around Pollinators Week (June 15-21), including a congressional briefing, and green roof tour and reception. ASLA is also working with House and Senate legislators to introduced legislation to promote pollinator health in federal rights-of-way.

Meetings

- Registration and housing for the annual meeting and EXPO is at close to 1,100 and now stands at 19 percent of the annual budget goal.

- Annual meeting planning staff traveled to Chicago to conduct a supplier site visit at the Lakeside Center at McCormick Place, where the meeting will take place this year. Staff met with vendors to review and plan logistical details. Meetings Director Joyce DePass and Manager Kelly Bland also met with the Sheraton Headquarters Hotel staff to plan logistics for the Fellows Investiture and President’s Dinners, as well as other special events taking place during the meeting, and also did some planning for the meeting’s offsite events. Education Programs Director Susan Apollonio, Marketing Manager Lauren Martella, and Sales Specialist Vivian Thompson also participated in the site visit.

Publishing

- Revenue for the 2015 EXPO took on another one percent increase this week, representing 90 percent of the budget.

- Advertising contracts for Landscape Architecture Magazine climbed to 87 percent of the budget.

Public Relations and Communications

- The Student Awards jury met June 5-6 at headquarters to review, judge, and score the 325 submissions received. Twenty-two were recognized with awards.

- Manager Karen Grajales and Coordinator JR Taylor met via phone with congressional communications staff to plan activities for Pollinator Week, which begins June 15. They’re coordinating events with Government Affairs.

- A press release announcing the 2015 honors recipients and honorary members was distributed June 9 via several wire services.

- A completely revamped SITES page launched with the new announcement that GBCI is now administering SITES. An announcement about the GBCI acquisition of SITES was also emailed to ASLA’s media lists as well as all Full, Fellow, Associate, International, and Student members. The announcement was also featured on all ASLA social media and on the website homepage.
ASLA 2015 summer intern Liz Camuti started on Monday. She hails from Louisiana State University, where she is a candidate for a master’s degree in landscape architecture. Camuti will be covering events for The Dirt, writing case studies, and participating in other communications duties.

The Dirt editor Jared Green attended the Environmental Design Research Association (EDRA) conference in Los Angeles, covering sessions on the latest research on nature and health, including one on a landscape architecture professor’s search for the “Nature Pill,” which was picked up by the Children & Health Network.

Dirt pick-ups: Streetsblog and ArchNewsNow featured the review on tactical urbanism and Planetizen featured the coverage of Dumbarton Oaks’ River cities conference.

Member and Chapter Services

Today’s membership total is 15,370 (see details below):

<table>
<thead>
<tr>
<th>Member Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate</td>
<td>653</td>
</tr>
<tr>
<td>Associate</td>
<td>1,973</td>
</tr>
<tr>
<td>Corporate</td>
<td>130</td>
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<tr>
<td>Full Member</td>
<td>9,634</td>
</tr>
<tr>
<td>Full-Fellow</td>
<td>742</td>
</tr>
<tr>
<td>Honorary</td>
<td>148</td>
</tr>
<tr>
<td>International</td>
<td>194</td>
</tr>
<tr>
<td>Student Affiliate</td>
<td>312</td>
</tr>
<tr>
<td>Student</td>
<td>1,584</td>
</tr>
</tbody>
</table>

ASLA’s membership changes by month are detailed in the chart below:

<table>
<thead>
<tr>
<th>Month-End</th>
<th>Number of ASLA Members</th>
<th>% ↑ ↓ from 12/31/2014</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>-0.67%</td>
</tr>
<tr>
<td>3/31/2015</td>
<td>15,187</td>
<td>-0.18%</td>
</tr>
<tr>
<td>4/30/2015</td>
<td>15,418</td>
<td>1.34%</td>
</tr>
<tr>
<td>5/31/2015</td>
<td>15,326</td>
<td>0.74%</td>
</tr>
</tbody>
</table>

Email reminders to “Renew Your Membership” were sent to the following open renewal periods with valid emails:
- 221 “Sorry to See you Go” members with an March 31 expiration date (90-day grace period concludes on June 29)
- 683 “Renew Online” members with a June 30 expiration date
- 316 “Due to Renew Yesterday” email to May 31 non-renewals
123 “Staying Connected” email to February 28 non-renewals (lapsed on May 29).

- Chapter correspondence included: the June Membership Minute (topic was identifying chapter leaders) and the monthly chapter membership renewal reports. Customized chapter member satisfaction survey reports were provided to: Boston, Connecticut, Florida, Kentucky, Michigan, North Carolina, New York, Prairie Gateway, Tennessee, Texas, and Vermont.

- The lapsed membership courtesy calls to the 129 members who expired on January 31 (membership lapsed on May 1) have been completed. Five were recaptured.

**Education Programs**

- The annual meeting continuing education program was submitted to APA, AIA and both the Florida and New York State licensing boards for pre-approval of individual sessions for continuing education credit. Full session details were submitted for 16 field sessions, and 119 education sessions. Selected appropriate sessions will also be submitted to GBCI (for USGBC credit) and the International Society Arboriculture for in the coming weeks.

- The Landscape Architecture Continuing Education System™ (LA CES™) has 211 active providers offering 1,087 courses. There are no new provider applications pending review.

**Professional Practice**

- On May 29, several staff participated at the Anacostia Environmental Youth Summit with an ASLA booth. This is an annual outdoor event held in Anacostia Park (Washington, D.C.) and attended by about 450 District students in grades 4-8. Over the course of the day, staff led a hands-on educational activity comparing conventional and green roofs. The summit is a partnership effort among the District of Columbia Department of Energy, U.S. Environmental Protection Agency/Chesapeake Bay Program, Anacostia Watershed Society, D.C. Environmental Education Consortium Earth Force, public and private environmental organizations, and community-based organizations. Manager Deborah Steinberg, ASLA, PR Manager Karen Grajales, PR and Communications Coordinator JR Taylor, and LAM Writer Katarina Katsma, ASLA, participated in the event.

Last week, the Children’s Outdoor Environments PPN hosted the Online Learning presentation *Designing Urban Nature into Children’s Play and Learning Places*, which offered 1.0 PDH and was presented by Robin Moore, Hon. ASLA. Seventy attendees participated in the webinar. The recording will be added to the catalogue of recorded presentations within 5-7 business days.

- Also last week, the kick-off meeting for the 2016 New Partners for Smart Growth conference was held in Washington, D.C. The call for education session proposals is currently open, and ASLA will submit as well as reach out to members to encourage participation. The meeting included a brainstorming session to gather ideas for plenary sessions and suggestions on other topics of particular interest to the local attendees from Portland, OR. Manager Debbie Steinberg, ASLA, participated on behalf of ASLA.
In May, 62 Online Learning tests were submitted—the most submitted in any single month since Online Learning presentations began in 2013—bringing the total to 119 for 2015, compared to 40 at this time last year. Thirty LATIS exams were submitted in May, bringing the total to 106, up from 70 LATIS exams submitted by this time in 2014.

The current number of PPN members is 13,017—an increase of 97 members from last month and an increase of 495 since the beginning of the year. Also, compared to 2014 numbers, membership is 735 members higher. Four PPNs continue to have over 1,000 members: Parks and Recreation, Residential Landscape Architecture, Urban Design, and Sustainable Design and Development (SDD). The SDD PPN remains the largest PPN, with 2,171 members.

Deadlines and Reminders

The Leadership Calendar can be accessed on the web.