ASLA LEADERS E-EXPRESS

January 8, 2014

Governance and Administration

▪ The 2014 slate of officer candidates has been finalized and approved as follows:

  **President-Elect**
  Chad D. Danos, FASLA
  Shawn T. Kelly, FASLA

  **VP Finance**
  Ryan C. Collins, ASLA
  Jeffrey A. Townsend, ASLA

  **VP Membership**
  Scott L. Siefker, ASLA
  Keith P. Wilson, ASLA

  **VP Professional Practice**
  Robin L. Gyorgyfalvy, FASLA
  Hunter L. Beckham, ASLA

Congratulations to all of the candidates and thanks to the Nominating Committee for a job well done.

▪ REMINDER: ASLA will hold a Council of Fellows (COF) nomination preparation webinar on January 15 at 1:00 p.m. EST for those committees or individuals preparing nominations to ask questions and get feedback from former jurors, COF executive committee members, and others who are familiar with the process. Contact Corporate Secretary Curt Millay for more information.

▪ The mediation session for the SITES™ trademark dispute has been rescheduled for February 6. The mediation, originally scheduled for mid-December, was delayed at the request of the University of Texas at Austin.

▪ In spite of the cold weather, the green roof is still popular with those seeking information. Today, a landscape architecture student visited with the intention of returning when it’s in full bloom next spring. And next week, ASLA will host representatives from the District (D.C.) Department of Transportation and the American Society of Civil Engineers.

▪ ASLA’s completed application was submitted to the state-level Baldrige award program, the U.S. Senate Productivity and Quality Award for Virginia, before the holidays. The application review will result in valuable feedback on ASLA processes and performance. Government Affairs Managing Director Julia Lent, Hon. ASLA, will be serving as an examiner for the Virginia program this year. She is in Richmond, VA, today for the first half of examiner training.

Government Affairs

▪ ASLA GREEN STREET RFQ DEADLINE: January 15. ASLA is inviting landscape architecture firms to submit their qualifications to serve as lead consultant for a project greening the streets surrounding ASLA’s headquarters in Washington, D.C. The deadline is January 15, at 5:00 p.m., EST. The project involves the design and installation of an interconnected series of vegetated systems and proven technologies to manage stormwater runoff and
beautify the public right-of-way in the Chinatown neighborhood near headquarters. ASLA intends this project to be a world-class model and education tool for developers, designers, city officials, and the public. For more information, and to submit your firm’s qualifications visit here.

- The U.S. EPA’s Office of Wastewater Management is offering $400,000 in technical assistance for communities interested in implementing green infrastructure to protect water quality and build more sustainable communities. This technical assistance will serve both to advance the adoption of green infrastructure programs in selected communities and to develop knowledge and tools that can be transferred to other communities and to a national audience. The value of the EPA assistance available in 2014 is approximately $400,000, and EPA anticipates providing assistance to seven communities. Interested communities are encouraged to respond to the agency’s Request for Letters of Interest. If additional funding becomes available, EPA may return to the applicant pool identified through this request to select additional recipient communities.

- EPA’s Green Infrastructure Program announced the launch of its 2014 Webcast Series, which began January 7 and will continue bi-monthly throughout the year. This series is generally geared towards public officials and practitioners just beginning to implement green infrastructure, as well as those looking to enhance established programs. Leading academics and professionals from around the country will cover a range of topics and applications, from best practices in operations and maintenance to the intersection of green infrastructure and climate change.

- On December 23, the Federal Transit Authority (FTA) announced the availability of approximately $3 billion in funds available to fortify resiliency of public transportation systems affected by Hurricane Sandy, which will be awarded on a competitive basis to projects that protect vital infrastructure from being further damaged or destroyed by future natural disasters. The affected areas that are eligible to apply for the funds include CT, DE, MD, MA, NH, NJ, NY, OH, PA, RI, VA, WV, and DC. FTA requires all applicants to participate in a webinar (date TBD) sometime this month. Eligible applicants must be located in or provide public transportation service in one of the areas affected by Hurricane Sandy that include states, Indian tribes, and local governmental and public transportation authorities that already receive funding through FTA programs. FTA also encourages innovative proposals such as those that utilize green infrastructure to control stormwater. See more in the Federal Register.

- Members in the Mid-Atlantic region should consider applying for the 2014 Chesapeake Bay Green Streets-Green Jobs-Green Towns grant, which is supported by funding from the United States Environmental Protection Agency (EPA), the State of Maryland’s Chesapeake and Atlantic Coastal Bays Trust Fund Department of Natural Resources (DNR), and the Chesapeake Bay Trust (Trust). The goal is to help communities implement sustainability plans that reduce stormwater runoff, increase tree canopy, improve local and bay water quality, and enhance the quality of life in communities of the Maryland, Delaware, Pennsylvania, Washington D.C., West Virginia, and Virginia portions of the Chesapeake Bay. Grant deadline is February 14; view the RFP.

**Publishing and Resource Development**

- Advertising sales for FY 2013 issues of Landscape Architecture Magazine (LAM, Feb. 2013-Jan. 2014) ended just shy of 2012’s record year, making it the second highest sales year in LAM history. FY 2014 ad sales are off to a great start with contracts for 56 percent of the annual budget goal already signed. This is five percent ahead of sales as of the same week of 2013.

- The kickoff for the 2014 ASLA Annual Meeting and EXPO was held on December 11 in Denver. More than 50 enthusiastic members and allied professionals attended to learn about the meeting and ways to volunteer. Staff also met with host chapter co-chairs as well as key convention and visitors bureau representatives and
toured the meeting facilities. EXPO 2014 booth sales are very strong, at 52 percent of the annual budget goal, which is virtually even with sales as of the same week of 2013.

**Member and Chapter Services**

- Year 2013 closed with 15,203 members, an increase of 1.34 percent from December 31, 2011. This compares to a -2.76 decrease in 2012, a -1.08 decrease in 2011, a -3.86 decrease in 2010, a -5.88 decrease in 2009, and a -5.94 decrease in 2008. Today’s membership total is 15,311 (see details below):

<table>
<thead>
<tr>
<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Affiliate</td>
<td>622</td>
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<tr>
<td>Associate</td>
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<tr>
<td>Corporate</td>
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<td>Full Member</td>
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<tr>
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<tr>
<td>Student</td>
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</tr>
</tbody>
</table>

- The end-of-year email clean-up, using emails bounced from the Dec 11 LAND distribution list, was completed; 971 bounced email addresses were deleted from the database, all were sent a postcard requesting updated email address information.

- The 2014-2015 Student Representative election information was posted to the website and distributed to the 72 student chapter presidents and forwarded to the student chapter advisors, program chairs, and chapter presidents. Candidate applications are due January 31.

- The 2014 membership applications and the chapter dues form were posted to the Membership Join, and Renew pages on www.asla.org.

**Public Relations and Communications**

- The ASLA website ended the year with a 2.6 percent growth in unique visitors to 923,958. Visits were flat at 1.8 million, while pageviews declined 2 percent to 5.4 million. The share of unique visitors new to the site ticked up to 48.2 percent.

- Director Terry Poltrack and Web Manager Jared Green are working with the General Services Administration to edit a series of 18 interviews with landscape architects to educate the public and provide a continuing education offering for GSA employees.

- Two new press releases were distributed at year-end via several wire services. The first announced the call for entries for the 2014 Professional and Student Awards and the second announced the call for presentations for the 2014 Annual Meeting & EXPO. ArchNewsNow mentioned both announcements.

ArchNewsNow also featured a new asla.org interview with Thomas Balsley, FASLA.

The Dirt: A new post on DIY Vertical Gardening was named as a top pin of the year by Pinterest. It has received more than 10,000 page views. Planetizen featured a post from the ASLA annual meeting on public benches. DCist and Greater Greater Washington featured a post on the redesign of L’Enfant Plaza in Washington, D.C. ArchNewsNow and APA’s web site featured a post on ASLA President Mark Focht’s talk on green infrastructure. Nature Sacred featured the new Dirt post on Boston’s urban wilds.

Landscape Architecture Magazine

The January issue has arrived, literally covered in snow. This issue focuses on a number of projects in Philadelphia. The centerpiece is a group of articles on recent cultural work in the city by OLIN, including the new sculpture garden at the Philadelphia Museum of Art, the remodeling of the garden at the Rodin Museum, the landscape of the new Barnes Foundation—all of them on the Benjamin Franklin Parkway—and the coming renovation of Dilworth Plaza atop a group of subway lines outside of City Hall. Inga Saffron, the architecture critic of the Philadelphia Inquirer, reports on a set of new “niche” parks in Center City. And Associate Editor Reut writes about the social, urban, and stormwater aspects of the new Shoemaker Plaza at the University of Pennsylvania, by Andropogon Associates. A story on the Philadelphia Water Department describes the changes taking place under Mami Hara, ASLA, who serves as the department’s second in command and is steering the utility toward sustainable stormwater management and green infrastructure, among other landscape strategies.

Education Programs

The ASLA 2014 Annual Meeting and EXPO Call for Presentations is open and the deadline to submit proposals is January 30.

The Landscape Architecture Continuing Education System (LA CES™) has 192 active providers, offering 1,010 courses. There are six applications pending review.

Professional Practice

A new, much-anticipated LATIS report was published in December. The Planting Soils for Landscape Architectural Projects LATIS, written by Barrett L. Kays, FASLA, includes instructional content with practical examples of how to apply modern soil science techniques to improve soils for landscape plants and the environment. Passing a short self-test exam will allow members and non-members to earn 3.0 PDH through LA CES.

Twenty-eight PPN Online Learning tests were submitted in December by 10 individuals. This brings the total number of Online Learning exams taken to 84. Also, 32 LATIS exams were submitted in December by 20 different individuals, with total exams taken in 2013 to 214. In 2012, 253 LATIS exams were submitted.

The Professional Practice Networks (PPNs) ended the year with 12,199 members. This includes some members of more than one PPN. Looking at PPN membership numbers for all of 2013, there was an increase of 199 members; 12 of the 18 PPNs saw an increase in membership in 2013.

Deadlines and Reminders

The Leadership Calendar can be accessed on the web.