February 19, 2014

Governance and Administration

- Tomorrow, President Mark Focht, FASLA, will be presenting “Green City, Clean Waters: The Philadelphia Story” at the National Science Foundation (NSF) in Arlington, Virginia. The focus will be on ASLA’s involvement in green infrastructure and Philadelphia’s lead in the nation for green stormwater infrastructure and restoration as well as its investment of $1.2 billion over the next 25 years in multifunctional land-based infrastructure systems. The invitation to present at the NSF resulted from a talk that Focht gave in Washington, D.C., in December at the Dupont Summit.

- The Executive Committee meets at headquarters this Friday and Saturday. Agenda items include a financial review; updates on public awareness, advocacy, and SITES™; discussion of ExCom performance expectations; and spokesperson training focused on membership recruitment.

- The five firms that have been shortlisted following the Request for Qualifications (RFQ) to serve as lead consultant for the green streets surrounding ASLA’s headquarters will come to headquarters for interviews with the ASLA Site Sustainability Task Force on Monday, February 24.

- The Board Performance Task Force met by conference call last Friday to review the results of the Board post-annual meeting survey and the Board breakout group discussions on Board performance issues. Some tweaks/changes to the midyear meeting and new trustee orientation have already been identified; some issues have been identified for further discussion.

- Green roof visits are picking up again. Today’s visitors were a family interested in putting a green roof on their home and wanting information about structural details and weight-bearing loads. The other, a representative of Kaboom, a nonprofit that builds playgrounds located in Washington, D.C., was interested in the sustainability of the green roof.

- A mediation session on the SITES trademark issue was held on February 6 in Austin. The discussions were constructive and are continuing.

Finance

- CFO Mike O’Brien has closed out January 2014 and reports to the Finance and Investments Committee tomorrow. The January results are in line with the budget.

- Field work for the Society’s financial audit began on Monday and a conference call was held yesterday with the audit firm (Watkins Meegan), Audit Committee Chair Ryan Collins, ASLA, and members of the Audit Committee to discuss the process. The next conference call is scheduled for February 28 to discuss the observations.

Government Affairs

- Last week, Government Affairs launched the newly redesigned Advocacy Network, a web-based advocacy tool, which allows ASLA advocates to reach out to their state and federal legislators through email or twitter in as little as three clicks. Since its launch a week ago, 1,200 advocates have visited the site, including 320 that have sent emails and/or tweets to Congress. Please encourage your chapter members to sign up for the new and improved ASLA Advocacy Network to stay abreast of news and advocacy efforts impacting the practice.
Also last week, GA hosted the first WebSummit of 2014. The WebSummit included state updates on licensure related legislation, the unveiling of the newly updated Advocacy Network, an overview of the State Advocacy Priorities Survey results, and a preview of the Federal Advocacy Priorities survey.

The Complete Streets effort continues to gain momentum with Senators Mark Begich (AK) and Brian Schatz (HI) introducing the Senate version of the Safe Streets Act (S. 2004). The bill would establish a federal Complete Streets policy that would require transportation planners to take into account the safety and accessibility of all users, regardless of mode, age, or ability, when designing federal transportation projects. The House version of this measure, H.R. 2468, was introduced by Representatives Doris Matsui (CA) and David Joyce (OH) in June 2013 and continues to gain bipartisan support. Please take a moment to use the new Advocacy Network to contact your legislators about supporting the Safe Streets Act today.

Membership and Chapter Services

Today’s membership total is 15,351 (see details below):

<table>
<thead>
<tr>
<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
</tr>
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<tbody>
<tr>
<td>Affiliate</td>
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<tr>
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<tr>
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</tbody>
</table>

Yesterday, a 2014 LABash promotion email was sent to the 1,269 Student and Student Affiliate members with valid emails. LABash will be hosted by the University of Wisconsin-Madison March 27-29.

On February 6, the Emerging Professionals Committee met via conference call to approve the Student Representative candidate slate and to discuss the committee’s 2014 working groups.

On February 12, the Leadership Link was distributed to the chapter presidents, president-elects, and executive directors; the topic was engaging young professionals.

Billing reports were completed and invoices were mailed to:

- Membership first renewal (4/30/14) – 1,084 members
- Membership second renewal (3/31/14) – 872 members
- Membership final renewal (1/31/14) – 491 members
- Firm Finder first renewal (4/30/14) – 2 firms
- Firm Finder second renewal (3/31/14) – 3 firms
- Firm Finder final renewal (1/31/14) – 1 firm
- LAM subscription first renewal (4/30/14) – 216 subscribers
- LAM subscription second renewal (3/31/14) – 145 subscribers
- LAM subscription final renewal (1/31/14) – 98 subscribers.
Email Reminders to “Renew Your Membership” were sent to the following open renewal periods with valid emails: 139 members with a November 30 expiration date (90-day grace period concludes on February 28) and 546 members with a February 28 expiration date. The “Staying Connected” email was sent the 231 October 31 non-renewals whose membership lapsed on January 29.

Chapter correspondence included the monthly membership renewal reports and the February Membership Minute; the topic was how chapters can help with member retention.

Landscape Architecture Magazine

The Utne Reader’s March/April issue features LAM’s June 2013 fracking article, “Welcome to Frackville,” by Kim Sorvig, ASLA, in its entirety. The story appears as one of three in a suite about fracking reprinted by Utne in this issue. The editors at Utne were kind enough to include a line to explain that LAM is the magazine of ASLA. The story should appear on the Utne website on or just after March 1.

Publishing and Resource Development

Advertising contracts for FY 2014 issues of LAM now total 71 percent of the annual budget goal. Sales are trending about 10 percent ahead of the same period for 2013.

EXPO booth and sponsorship sales increased to 61 percent of the annual budget goal. This is slightly behind Boston/2013 sales for the same period, but about 10 percent ahead of Phoenix/2012.

JobLink job postings are at 80 as of this this morning, 71 of which are for full-time, professional positions and nine internships. Job postings for the year to date continue to trend much higher than the previous four years. An email was sent to all firm key contacts in early February promoting the special JobLink summer internship posting offer. An article appeared in LAND as well. During February, March, and April, ASLA members may post one free intern position per firm, agency, or organization.

As of this morning, more than 100 entries had been received for the professional awards. The deadline for professional entries is Friday, March 7, and for submissions is Friday, March 21.

The sales and marketing team reported strong traffic and great interest from attendees at the National Association of Home Builders’ International Builders’ Show last week. Anecdotally, staff said the show seemed larger and busier than the previous few years and there were a lot more outdoor products among the exhibits. The Twitter and Facebook postings about the show have been very popular, particularly among potential ASLA exhibitors and advertisers.

A joint marketing agreement was finalized with Green Roofs for Healthy Cities for the coming year, including advertising and cross-promotion of national meetings.

Education Programs

The Landscape Architecture Continuing Education System (LA CES™) has 191 active providers, offering 695 courses. There are three applications pending review.

The LA CES™ administrative committee held its first quarter conference last week. Based on feedback from the monitoring committee, the administrative committee modified the provider guidelines to limit course expiration dates from four years to two years and clarify requirements for distance education courses. Updates to the LA CES administrative database and marketing strategies for the program were also discussed.
An LA CES Provider webinar will be held on March 27. The webinar will walk active providers, step by step, through LA CES database upgrades.

- The ASLA Committee on Education (COE) held its monthly conference call this week. The COE will continue its work on STEM, the Fall Program Survey and landscape architecture enrollment trends this year. The COE also discussed starting an academia- or education-focused PPN.

Public Relations and Communications

- Working with Government Affairs, a redesigned and more functional advocacy page has been launched.

- A press release about the Fourth Quarter 2013 Business Quarterly Survey results was distributed via LAND and several wire services.

- The 2014 Residential Landscape Architecture Trends Survey closed February 14. A release is in the works and the results will be released over the next two weeks, including in the February 22 LAND.

- The process to select a public relations agency to conduct a national TV push is now in the proposal evaluation phase. Face-to-face meetings have been held with three firms; a fourth meeting, postponed due to the storm, will occur February 20. An agency selection should be announced in early March.

- The National Building Museum has arranged for a tour of the Dan Kiley exhibit by the Executive Committee prior to their meeting later this week. ASLA is a sponsor of the exhibit and is working closely with the museum on several events during National Landscape Architecture Month in April.

Professional Practice

- ASLA was once again a patron level sponsor for the annual New Partners for Smart Growth Conference in Denver, February 13-15. ASLA developed a panel presentation, “Green Infrastructure: Not Just About the Water” with speakers Kyle Dreyfuss-Wells, Northeast Ohio Regional Sewer District, who spoke about two projects in his region; Christopher Wierzbicki, King County Department of Transportation, who spoke about a main street project he led on Bainbridge Island in Seattle, and Stacey Eriksen, USEPA Region 8, who spoke about the unique green infrastructure issues in the region as well as described the voluntary programs EPA offers. Manager Debbie Steinberg, ASLA served as session moderator.

- For the second year, the NPSG conference brought parklets indoors to advocate for community spaces and urban green space. This year, four parklets were established: The UC Denver Student ASLA chapter installed a “re-adapted gallery” featuring student art from found materials; PlaceMatters sponsored “A Gathering Place” that included furniture and planters donated by Streetscapes and Tournesol Siteworks; the U.S. Forest Service put together “Get Outdoors!”, which featured Colorado landscapes and outdoor activities plus a visit from Smokey the Bear; and Design Concepts and DesignScapes Colorado created an urban interactive space that encouraged play for children and adults alike. Manager Debbie Steinberg, ASLA, worked closely with the development of the parklets project.

- Recent Professional Practice Network activity: the Sustainable Design and Development (SDD) PPN has two new officers, Jeanette Compton, ASLA, and Lisa Kunst-Vavro, ASLA. The Urban Design PPN is preparing an introductory e-blast and survey to PPN members.

- The current number of PPN members is 12,234. This is an increase from last month of 35. Compared to January 2013 numbers, membership is up by 151. The four PPNs continue to have over 1,000 members: Parks

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.