ASLA LEADERS E-EXPRESS

March 5, 2014

Governance and Administration

- ASLA held its Winter Executive Committee meeting at headquarters on Feb 21-22. Agenda items included a financial review; updates on public awareness, advocacy, and SITES™; discussion of ExCom performance expectations; and spokesperson training focused on membership recruitment.

- Last Monday the ASLA Site Sustainability Task Force (SSTF) interviewed the five short-listed design teams for the ASLA Green Street Chinatown Demonstration project. The SSTF, comprised of Immediate Past President Tom Tavella, FASLA, (Chair), President Mark Focht, FASLA, President-Elect Dick Zweifel, FASLA, EVP Nancy Somerville, Hon. ASLA, Elizabeth Miller, ASLA, Tom Liptan, ASLA, and Neil Weinstein, ASLA, met with the prospective candidates who presented on their teams’ experience and expertise in similar projects. After careful deliberation, the short-listed teams were ranked, per the qualifications-based selection process. ASLA will begin contract negotiations with the top-ranked team immediately. Professional Practice Manager Debbie Steinberg, ASLA, and Corporate Secretary Curt Millay, ASLA, served as staff liaisons during the meeting.

- Professional Practice VP Annette Wilkus, FASLA, will be attending the Kentucky Chapter Annual Meeting, March 7-8. She will be participating in student portfolio reviews and presenting student awards. VP Wilkus will also do two presentations: one on ASLA’s national priorities and policies, and a presentation on her work in New York City, “Building New York’s Next Generation of Parks.”

- Past President Susan Hatchell, FASLA, was the keynote speaker for the Louisiana Chapter’s annual meeting in New Orleans on February 22. Hatchell’s presentation focused on leadership and networking through ASLA involvement.

- Last week, EVP Somerville, Managing Director Susan Cahill, Hon. ASLA, and Professional Practice Manager Liz Guthrie, ASLA, met with representatives of the American National Standards Institute (ANSI) to discuss ASLA participation in a new public-private partnership/network that ANSI is developing to support sustainable cities initiatives. ASLA is an ANSI member.

- Also last week, Special Assistant Keith Swann attended a fundraiser/information session for an initiative to build a playground for under-privileged children in the District. The project is in the preliminary stages and work with the District of Columbia government is still in process to obtain approval for construction of the playground adjacent to a homeless shelter for over 500 children. Swann provided information on ASLA and what landscape architects could provide.

- The Council of Fellows (COF) Executive Committee met via conference call recently to review and select possible nominations to forward to the COF jury and also began the process of reviewing student applications for the 2014 COF Scholarship. The committee will meet in three weeks to make final selections for three available scholarships.

- Chapter nominations to the Council of Fellows are due electronically to ASLA headquarters by this Friday, March 7, 11:59 p.m. PST. For large files, share a Dropbox folder with Corporate Secretary Curt Millay, otherwise all other documents and correspondence can be emailed to Millay.

- During the winter meeting in Washington, the Executive Committee reviewed and provided input on an RFP for a master plan to upgrade the ASLA Headquarters building. Many of the building’s furnishings and fixtures are showing significant wear and are in need of replacement. In addition, the configuration of the space in the
building is no longer optimum for ASLA needs. Funding for the Headquarters renovation master plan was included in the Board-approved FY 2014 capital expense budget. ASLA will use the master plan to target/guide improvements within available resources. Renovation priorities and options will be discussed at the Board’s midyear meeting. Last week, Corporate Secretary Millay sent the RFP for the building master plan to five architecture firms in DC, requesting proposals by COB March 25.

- Special Assistant Swann, Corporate Secretary Millay, and Manager Guthrie participated in the *Introduction to Rooftop Urban Agriculture* course at George Washington University yesterday. Presented by Green Roofs for Healthy Cities, the course discussed innovative applications of green roof and wall technologies that are being used to implement productive rooftop farming initiatives as well as case studies drawn from the most successful projects to illustrate best practices for the design, operation, and maintenance of rooftop farms.

- Two trustees have had to resign because of work/personal factors: Jolene Rieck, ASLA, Idaho/Montana Chapter, and Gregg Hudspeth, ASLA, Georgia Chapter. Hudspeth is taking a job in China.

**Finance**

- CFO Mike O’Brien is closing out February 2014 and will be reporting to the Executive Committee and the Finance and Investments Committees later this month.

- Field work for the Society’s financial audit wrapped on Friday with a conference call with Finance VP Finance David Lycke, FASLA, Audit Committee Chair Ryan Collins, ASLA, and the members of the Audit Committee to discuss the status and next steps. No issues were reported and the next conference call is scheduled for March 13 to discuss the financial statements.

- Spring is around the corner (we hope) and ASLA’s headquarters building will undergo a number of initiatives over the next few months as preparation for the midyear meeting begins.

**Government Affairs**

- Save The Date: May 15 *is* ASLA Advocacy Day and preparations are in full swing with staff working with congressional offices to secure luncheon space on Capitol Hill, guest speakers, ordering materials, and building out the Advocacy Day website. In order for staff to secure congressional meetings, we need your RSVP today. BOT members may use this 2014 Advocacy Day BOT RSVP form to RSVP and chapter presidents may use this 2014 Advocacy Day CPC RSVP form to RSVP.

- Due to budgetary constraints, ASLA is unable to sponsor students for Advocacy Day this year. However, if your chapter would like to sponsor students, please contact Federal Government Affairs Director Roxanne Blackwell and she will assist you with the logistics.

- The U.S. Department of Transportation (DOT) has released a Notice of Funding Availability (NOFA) of $600 million for the Transportation and Investment Generating Economic Recovery (TIGER) program to be awarded on a competitive basis. The TIGER 2014 grant program will target projects that support reliable, safe, and affordable transportation options that improve connections for both urban and rural communities, making it easier for residents to reach work, school, and other ladders of opportunity. DOT will prioritize capital projects that create better connectivity for people to jobs, training opportunities as well as promote neighborhood redevelopment and neighborhoods separated by physical barriers, such as highways and railroads. For more information, visit the U.S. Department of Transportation NOFA announcement.

- Recently, Federal Government Affairs Director Roxanne Blackwell attended a meeting of major water resources organizations, including American Rivers, American Public Works Association, Center for
Neighborhood Technologies, Water Environment Research Foundation, Water Research Foundation, and others to discuss working together on any future green infrastructure projects and policies. The groups plan to meet quarterly to discuss projects and other possible collaborations.

- Legislative Analyst Leighton Yates participated in the Outdoors Alliance for Kids (OAK) Coalition conference call. A discussion was held to determine the development of OAK’s issue priorities along with legislation and initiatives that the coalition will potentially publicly show support for, which includes the Community Parks Revitalization Act.

- The National Complete Streets Coalition, of which ASLA is a Steering Committee member, has released its yearly report, The Best Complete Streets Policies of 2013, which scores and ranks the top Complete Streets policies in America. The Coalition’s report also highlights national trends, details on the top 15 comprehensive Complete Streets policies, and a scoring breakdown of each. Click HERE to view the report and find out which communities have the best policies in the nation. For more Complete Streets resources visit the ASLA Complete Streets Issue Brief.

- ASLA activated the Advocacy Network this week to inform advocates about the recently-released Best Complete Streets Policies of 2013. Over 500 advocates clicked on the alert to learn about the report, which also urges advocates to contact their legislators about cosponsoring the Safe Streets Act. To date, nearly 400 activists have taken action on the Safe Streets Act. All ASLA members are encouraged to use the Advocacy Network to send a message to your legislators about supporting Complete Streets legislation.

Membership and Chapter Services

- Today’s membership total is 15,211 (see details below):

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<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
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- The Leadership Development Committee met via conference call last Friday to brainstorm on its 2014 goals. Initiatives included resources for student chapters, updating chapter leadership position descriptions, and continuing the Leadership Link.

- The 2013 ASLA Annual Report message and member satisfaction survey was sent to 11,262 members with valid emails. This message will also be sent to the 2013 lapsed members (1,923 with valid email addresses) with a modified survey. ASLA did a lot of great work in 2013. Be sure to read all about it!
Preparation continues for LABash. The conference is March 27-29 at the University of Wisconsin - Madison. ASLA will have a booth in the EXPO and will host a student chapter president’s luncheon. President Focht will provide a presentation on green infrastructure and will host a Q&A with students on March 28.

The 2014-215 Student Representative election is completed and the newly elected Student Representative will be announced at LABash.

The Membership Minute was sent to 236 chapter leaders and the Board of Trustees on March 4. The topic was “resources to help your chapter win the CFO’s 5 percent challenge.”

Email Reminders to “Renew Your Membership” were sent to the following open renewal periods with valid emails: 186 members with a December 31 expiration date (90-day grace period concludes on March 31) and 486 members with a March 31 expiration date. The “Staying Connected” email was sent to the 230 November 30 non-renewals whose membership lapsed on February 28.

**Landscape Architecture Magazine**

Members should be receiving their March issue of LAM this week. Its major pieces include two companion stories about major parks in Berlin—the former Tempelhof airport and bombed-out site now called Park am Gleisdreieick—where large swaths of ground are being left to grow wild. Another feature is a look at the superb new skating complex on Olmsted and Vaux territory in Prospect Park in Brooklyn, with an extensive landscape restoration and renovation by Christian Zimmerman, FASLA. In the Back section is a report about efforts by the National Asphalt Pavement Association to thwart the progress of cool pavements, including an association-funded study by researchers at Arizona State University to back its claims (the report was promoted at Greenbuild in November). Two stories in the Foreground section detail innovative efforts to hold shorelines in place as sea levels rise, plus a primer on 3D printing for landscape architects. And the Backstory page describes a new documentary on the practice of dredging waterways.

**Publishing and Resource Development**

Advertising contracts for FY 2014 issues of LAM now total 75 percent of the annual budget goal. Sales are trending about 10 percent ahead of the same period for 2013.

A joint marketing agreement was negotiated with LIGHTFAIR International to distribute LAM at the show, June 1-5, in Las Vegas where more than 20,000 attendees are expected. Staff are working on building circulation for the next audit and exploring the best options for digitizing, indexing, and search-engine-optimizing LAM issues back to 1960.

EXPO and sponsorship sales now total 62 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. A joint marketing agreement was negotiated with the Landscape Show UK to promote LAM and the awards program. Staff arranged for Martha Schwartz, FASLA, to speak at the show in London, September 23-24, since she has offices in both countries. Staff are also working to find ASLA members in London who can staff a booth at the show on behalf of ASLA. The two staffs are also working together to plan an event at the British Consulate in Denver during the ASLA annual meeting and EXPO.

JobLink job postings are at 86 as of this afternoon, 71 of which are for full-time, professional positions, while 15 are internships. Job postings for the year to date continue to trend much higher than the previous four years.
Friday is the deadline for entry forms for the professional awards program. As of this morning, more than 340 entries had been received. Submissions aren’t due until Friday, March 21.

Friday is also the deadline for nominations for ASLA honors. Several nominations have already been received and more are in the works. If you are interested in making or participating in a nomination, please contact Honors and Awards Coordinator Carolyn Mitchell; phone 202-216-2331.

Public Relations and Communications

Two public relations agencies have been selected as finalists as part of the recent RFQ to implement a national television campaign. Finalist challenges will be evaluated and a winner selected by the end of this week. An agency selection should be announced in early March.

The Dirt has hit a new milestone: 2.5 million pageviews. The blog contains 1,500 posts and 1,850 comments. Nearly 5,500 subscribers receive The Dirt via email or Wordpress.

World Landscape Architect featured the latest news on SITES and the post on Jan Gehl’s new book.

Education Programs

The Landscape Architecture Continuing Education System (LA CES™) has 191 active providers, offering 740 courses. There are five applications pending review.

A serious of upgrades to both the LA CES database went live on February 20. A new multiple course upload feature has been added so that LA CES providers may upload multiple courses via Excel, which is ideal for providers who host conferences. The LA CES website updates also include a new webpage for providers that includes all available tools and resources for developing LA CES courses as well as using the LA CES provider website. A LA CES provider webinar will be held on March 4 to walk active providers, step by step, through LA CES database upgrades.

The Landscape Architectural Accreditation Board met on February 8. The MLA programs at Boston Architectural College, Rutgers University, and West Virginia University were granted initial accreditation. LAAB now accredits 95 programs with 44 being undergraduate and 51 granting MLA degrees. LAAB’s application for continued recognition by the Council for Higher Education Accreditation (CHEA) has been delayed from CHEA’s March meeting to its November meeting.

Professional Practice

Yesterday, the Residential Landscape Architecture PPN hosted the first ASLA Online Learning presentation of 2014. This is also the debut of the new webinar-hosting system. The presentation, “Graphic Design for Landscape Architects: 15 Essential Tips to Sharpen Your Visual Communication” offers 1.5 PDH through LA CES and was presented by Julie Goodman-Khasani, ASLA. ASLA members receive a significant discount on the registration fee; $50 for ASLA members and $185 for non-members. A formal announcement of the new webinar hosting and online learning catalogue will be made in early March, once the final updates to the catalogue are completed.

Recent Professional Practice Network activity: the Children’s Outdoor Environments PPN has engaged an enhanced scope of activities for 2014 including hosting three or four online learning webinars, one of which will be a roundtable-style presentation with speakers from different parts of the US; submitting monthly posts for The Field rather than just two or three times per year; and promoting ASLA’s Health Benefits of Nature guide to the PPN members.
Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.