April 2, 2014

Governance and Administration

- Recently, President Mark Focht, FASLA, and EVP Nancy Somerville, Hon. ASLA, attended “The Role of Parks in Shaping Successful Cities,” a symposium jointly hosted by APA and the National Recreation and Parks Association (NRPA). The program featured the planning and park directors of the nation's nine largest cities and focused on the role of parks in economic development, health, and stormwater management. Focht presented on Philadelphia's green infrastructure and parks. Michael Van Valkenburgh, FASLA, was also a featured speaker.

- President Focht also attended LABash at the University of Wisconsin, Madison, along with Membership VP Shawn Kelly, FASLA, and Communications VP Pam Linn, ASLA, Membership Director Barbara Drobins Fles, PR and Communications Coordinator Phillip Stamper-Halpin, and Student Representative Andrew Bernard. Focht presented an education session on Philadelphia's green infrastructure plan and served as a juror for the LABash charrette. ASLA representatives also hosted a Q&A with students about the profession and ASLA. Stamper-Halpin hosted a Pinterest contest and recruited student commitments to National Landscape Architecture Month activities. ASLA also hosted the student chapter president brunch and had an exhibit booth.

- President-Elect Dick Zweifel, FASLA, Education VP Kay Williams, FASLA, and LAAB Administrator Ron Leighton, Hon. ASLA, attended the CELA conference in Baltimore, MD, recently. Zweifel and Williams provided ASLA updates for the CELA Board and the university program administrators, and Leighton briefed the groups on the online LAAB reporting system. EVP Somerville also attended the CELA board and program administrators meetings. Zweifel received CELA’s Outgoing President’s Award. Congratulations, Dick! The conference wraps up tomorrow.

- President-Elect Zweifel was the keynote speaker at the Wisconsin Chapter Annual meeting. The presentation focused on ASLA’s national programs and priorities.

- Tomorrow, Government Affairs VP Tom Doolittle, ASLA, will be a keynote speaker at the Tri-state Conference (which encompasses NC, SC, and GA) in Asheville, N.C. Doolittle’s presentation will focus on ASLA’s advocacy initiatives.

- Past-President Tom Tavella, FASLA, was the keynote speaker at the Arizona Awards Gala and EXPO in Phoenix on March 29. Tavella focused his speech on current ASLA initiatives and the ASLA Green Street Demonstration project.

- Past-President Dennis Carmichael, FASLA, Elizabeth Miller, ASLA, and Charles Birmbaum, FASLA, provided their expert observations for a feature on “the best D.C. landscapes...and the ones that need improvement” for the online edition of the Washington Business Journal.

- EVP Somerville, PR and Communications Director Terry Poltrack, and LAM Editor-in-Chief Brad McKee joined other staff and guests at ASLA’s table at the April 1 National Building Museum Honors
Gala, which celebrated former first lady Laura Bush and the National Trust for Historic Preservation for their work.

- The theme for the 2014 annual meeting and EXPO will be Resilience, recognizing resiliency in the traditional environmental sense and how landscape architects inherently care for the planet, as well as the resiliency that the profession and Society have shown throughout the economic crisis.

- “ASLA March Madness” continued with a peer-to-peer workshop in Microsoft Outlook led by IT Manager Tony Fashanu. Hot topics included modifying and using Quick steps, creating rules, and using voting buttons in an email. An earlier workshop on Microsoft PowerPoint was led by Corporate Secretary Curt Millay, ASLA. The workshops provided an excellent learning experience and an opportunity to collaborate on specific issues.

- The ASLA Site Selection Task Force is reviewing a first draft scope of services provided by the firm selected as the lead for the Chinatown Green Streets Demonstration Project.

- Several members of staff hosted a group of students and staff from Kansas State University yesterday morning. Presentations were offered by Membership Marketing Manager Erin Lauria, who emphasized student membership since only two out of the 18 students were members; Honors and Awards Coordinator Carolyn Mitchell spoke on behalf of the student awards by explaining the program and offered this year’s guidelines and deadlines; and Special Assistant Keith Swann ended with a green roof presentation and tour of the roof.

**Landscape Architecture Magazine**

- Exciting news for the magazine! LAM was nominated as a finalist for a National Magazine Award for General Excellence in the Special Interest category (which includes titles with highly defined readerships), along with Modern Farmer, Los Angeles Magazine, The Hollywood Reporter, and Inc. LAM is one of six first-time nominees to the awards this year. The full list of nominees can be found here. The awards, presented by the American Society of Magazine Editors, will be announced May 1 at a ceremony in New York.

**Government Affairs**

- This Friday, April 4, is the deadline to RSVP for ASLA Advocacy Day 2014. Your RSVP is critical in assisting staff in securing congressional meetings. BOT members may use this 2014 Advocacy Day BOT RSVP form to RSVP; chapter presidents may use this 2014 Advocacy Day CPC RSVP form. For assistance with the survey or your RSVP, please contact Government Affairs Manager Mark Cason; phone, 202-216-2370.

- **There is still time to tell ASLA what federal policy issues are important to you!** Recently, President Focht sent out a “Call For Issues” asking ASLA members to tell ASLA what federal policy issues are important to them, as the ASLA Advocacy Department prepares for the new 114 Congress (2015-2016). All ASLA leaders are encouraged to complete the ASLA 2015-2016 Federal Priorities Survey and to urge their Chapter members to complete it, too. Questions? Please contact Federal Government Affairs Director Roxanne Blackwell; phone, 202-216-2334.
Last week, ASLA joined several conservation and public lands organizations in sending a letter to the entire U.S. House of Representatives urging them to oppose H.R. 1459, a bill that would limit presidential authority under the Antiquities Act to protect iconic historical, cultural, and natural sites across the country. In the past, this presidential authority has been used in a bipartisan manner by 16 presidents to protect places like the Grand Canyon, Statue of Liberty, Acadia, Zion, and Olympic National Parks. Unfortunately, the House voted 222-201 to pass this measure that would strip this presidential authority. Currently, the U.S. Senate does not have plans to take up the bill.

Federal Government Affairs Director Roxanne Blackwell met with the offices of Representatives Doris Matsui (CA) and David Joyce (OH) to discuss the Safe Streets Act. Both offices suggested that ASLA, along with other National Complete Streets Coalition members meet with House Transportation and Infrastructure Committee staff in the coming weeks to discuss requesting Complete Streets language in a surface transportation reauthorization bill. ASLA and the coalition are working on messaging, strategy, and timing to meet with committee staff.

Legislative Analyst Leighton Yates attended the Sustainable Urban Forests Coalition’s (SUFC) annual meeting on March 26. The meeting, attended by all 30 members of the coalition, featured a panel of speakers on climate change, group engagement discussions, annual reviews and strategic planning, as well as extensive networking opportunities. Upon the conclusion of the day-long meeting, SUFC hosted a reception at the U.S. Botanic Garden, which provided further relationship-building opportunities and was highlighted by the attendance of Representative David Joyce (OH).

Government Affairs Manager Mark Cason observed a webcast with a roundtable discussion regarding Public-Private Partnerships focused on water supply and treatments. The roundtable, hosted by the House Transportation and Infrastructure Committee, addressed the challenges municipalities face in operating, maintaining and financing their water and waste water systems. Panelists also outlined the substantial federal and state investment needed to address all of the demands, especially as the original infrastructure reaches the end of its life cycle.

Government Affairs Manager Mark Cason monitored a webcast of the Senate Environment and Public Works Committee hearing on the reauthorization of the surface transportation (MAP-21) bill. The hearing served as a forum to discuss the upcoming reauthorization bill and its impact on the state and local governments. Panelists included city mayors and state transportation officials who gave their perspectives on transportation priorities and funding. The hearing also featured broad support for the Transportation Alternatives Program (TAP) and increased support for small states and rural communities’ inclusion to compete for TIFIA (Transportation Infrastructure Finance and Innovation Act) credit financing. Chairwoman Senator Barbara Boxer (CA) stated the committee’s plan to pass the surface transportation reauthorization bill out of the committee by the end of April.

Publishing and Resource Development

Digital subscriptions to LAM now total 4,090, up 29 percent from 3,164 just last March. The annual publisher’s statement released last week revealed a slight uptick overall in subscriptions based on an audit of the December 2013 issue over December 2012—the first overall increase in subscriptions in several years. Efforts to increase audited circulation continued this week with an email campaign to
the advertising database. A co-marketing agreement is being crafted with Houzz.com, an online platform for home design that draws 16 million users each month.

- Advertising contracts for FY 2014 issues of LAM now total 78 percent of the annual budget goal. The pace of sales continues to track significantly ahead of the previous five years.

- EXPO and sponsorship sales increased to 68 percent of the annual budget goal this week. The pace of sales is tracking slightly behind 2013, but ahead of 2012, and virtually even with 2011—the second most profitable EXPO in ASLA history—as of the same time of year.

- Managing Director Ann Pryor, Marketing Manager Suzanne Lipscomb, and Public Relations Manager Karen Grajales are working together to confirm Association and Media Partners for the annual meeting. Already confirmed are: the American Planning Association; Dwell; GB&D; Hearth & Home; Illumit; LANDSCAPE UK; Northshore; Ocean Home; Garden Design; Topos; and the Building Stone Institute. The target list includes: HGTV, Houzz.com, Luxe, Sunset, The Architect’s Newspaper, The Denver Post, Garden & Gun, Architect, and Architectural Record, among others.

- Five new Corporate ASLA members joined in the past two weeks, bringing the current total to 118, or 59 percent of the annual budget goal of 200 corporate members.

- Sales Manager Glen Cox attended the Architectural Digest Home Design Show last week in New York City on ASLA’s behalf. Photos of ASLA exhibitors/advertisers who participated were posted on Facebook and Twitter and gained lots of attention.

- Sales Specialist Vivian Thompson sent 2014 marketing kits to nearly 200 new advertiser/exhibitor prospects who were added to the sales database in the past quarter.

- E-newsletter Global Site Plans named JobLink as the top job board for landscape architecture professionals yesterday. As of this morning, there were 80 job postings on JobLink (66 professional level; 14 internship level), continuing a steady increase since the first of the year.

Membership and Chapter Services

- Today’s membership total is 15,200 (see details below):

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<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
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<td>Affiliate</td>
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<td>Associate</td>
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<td>Student Affiliate</td>
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Participation increased dramatically for the 2014 member satisfaction and the 2013 lapsed member surveys, both of which closed on Wednesday, March 19. With 957 members completing the member satisfaction survey (only 245 responses were received in 2013) and 115 lapsed members responding to the lapsed member survey, this is incredible member participation in a year’s time! The chapters with the greatest participation are Texas with 55 respondents followed by the Virginia and California Southern Chapter with 53 respondents each. The results have been shared with staff and will be reviewed by the Member Services Committee. In addition, a summary article will be in an upcoming LAND.

- The six-month LAM publisher’s statement (July – December 2013) was released. The total average qualified paid and non-paid circulation was 18,951, which compares to 18,334 circulation in the June 2013 publisher’s statement.

Public Relations and Communications

- A press release about National Landscape Architecture Month (NLAM) was distributed via several wire services, including multicultural distribution to reach minority media. NLAM’s theme is Career Discovery, with an emphasis on reaching underrepresented groups. The NLAM logo was shared briefly via an electronic billboard in New York City’s Times Square.

- CNBC included ASLA’s animation “The Edible City” in a story entitled “How we will live: More green, more urban, more efficient.” It was also picked up by NBC News.

- PR Manager Karen Trimbath Grajales helped arrange for the host of a Las Vegas radio show, "Joe the AC Guy," to interview Jonathan Spears, ASLA, about his insights on how residential landscapes can reduce the heat load for houses. The segment is available here.

- CP Knowhow LLC, a public and media relations consultancy, has been chosen to conduct broadcast outreach for the profession and ASLA. Staff held a kick off meeting with Principal Cynthia Powell to begin mapping strategy.

- Invitations were sent to 25 members in Portland and the surrounding areas to serve as guides for the Landscape Architects Guide to Sustainable Portland (working title), due to be published online in the fall. This new guide will join the guides to Washington, D.C., and Boston.

- After years of slowly falling open rates for LAND, first issues of 2014 have seen upticks in all categories. Member open rates are now averaging about 33.5 percent, a very healthy showing.

Education Programs

- Education Programs Director Susan Apollonio has selected, scheduled, and confirmed speakers for 118 education and 15 field sessions for the 2014 annual meeting program in Denver. All proposers have been notified of the status of their submissions.
The Landscape Architecture Continuing Education System (LA CES™) has 188 active providers, slighting down from the same week of 2013. Currently 753 courses are active, up from 700 last week. There are five applications pending review.

Professional Practice

On March 31, the ASLA Archives and Collections Committee sent the annual NLAM letters to ASLA chapter presidents and landscape architecture accredited program administrators. The goal is to locate additional existing archives and collections of works of landscape architects across the country to enhance the Landscape Architecture Collections database. A list of 103 collections is currently available on the ASLA website for members and researchers looking to find archival documents of works of landscape architects. For another NLAM effort, the Fellows received an invitation via email letter to review their online profiles in the ASLA Fellows Database. The goal is to update individual Fellows profiles currently available on the website for members and researchers looking to find information, their works, and contributions to the field of landscape architecture.

On March 27, “The Color of the Native Plant Palette: Herbaceous Considerations and Other Related Thoughts” Online Learning webinar was presented by Robert E. Lyons, was viewed by 65 attendees. The recording will be added to the current catalogue of presentations within the next week. The next presentation in the Online Learning series is “Pop Up Adventure Playgrounds: The "How and Why" of Creating Community Based Free Play,” presented by Joy Kuebler, ASLA, and Melissa Leopard, and hosted by the Children’s Outdoor Environments PPN. The presentation will be on April 8 at 2 p.m. EDT. It will offer 1.5 PDH (LA CES/ HSW) and cost $50 for ASLA members and $185 for non-members.

Recent Professional Practice Network activity: An annual meeting education session proposal that was a collaborative effort between the Children’s Outdoor Environments PPN and the Healthcare and Therapeutic Design PPN was accepted; the most recent Children’s Outdoor Environments post to The Field, “EarthLooms for Nature Play Spaces,” is currently one of the top five most viewed posts, with more than 550 views.

Deadlines and Reminders

The Leadership Calendar can be accessed on the web.