ASLA LEADERS E-EXPRESS

April 30, 2014

Governance and Administration

- President Mark Focht, FASLA, and EVP Nancy Somerville, Hon. ASLA, are attended the American Planning Association annual meeting last weekend. Focht participated in a moderated panel discussion with the presidents of the American Planning Association (APA) and American Institute of Architects which focused on demographics, market realities, and trends. Focht and Somerville also attended the APA Board dinner and APA President’s reception among other events.

- President Focht, President-Elect Dick Zweifel, FASLA, and Immediate Past President Tom Tavella, FASLA, are assisting staff with review of the proposals received from the five architecture/interiors firms selected to compete for the ASLA Headquarters interior renovation master planning. 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 weekend, Vice President Tom Doolittle, ASLA, presented at the Prairie Gateway Chapter’s awards banquet. The focus of his presentation was on ASLA’s national advocacy and how it relates to the Kansas and Missouri state-level initiatives.

- The recent all-staff meeting focused on preparations for the May 5-6 site visit of the examiner team reviewing ASLA’s application to the U.S. Senate Productivity and Quality Award (state-level Baldrige award) for Virginia. Senior staff also began working on compiling the documentation requested by the site visit team.

- ASLA’s work to earn the ENERGY STAR rating again this year and to help Washington, D.C., rank second on the U.S. Environmental Protection Agency’s (EPA) 2014 list of top U.S. cities has now been covered by Forbes Magazine’s web site, forbes.com. EPA has been great in promoting their new city rankings and ASLA is definitely reaping the benefits of their staff’s work as they are constantly promoting the green roof and the ASLA brand!

- During the midyear meeting, Ralph Steinglass, FAIA, of Teambuilders, Inc., will conduct a 90-minute session on negotiation, Wednesday, May 14, at 3 p.m., prior to the advocacy briefing/training session at 4:30 p.m. Both sessions will be held in Constitution E at the Grand Hyatt and are open to all Advocacy Day participants.

- The Fellows jury met last Friday to review over 80 submissions. The notification process will begin the week of May 22 and new Fellows will be announced in the June 17 issue of LAND. All nominations are confidential.

- The two Board of Trustees webinars for the midyear meeting were held last Tuesday and Thursday. The Public Relations update reviewed first-quarter metrics, National Landscape Architecture Month activities, and broadcast initiative plans. The Education Programs update was on the Committee on Education’s work on student recruitment, improving the interface between practitioners and
students, and documenting why landscape architecture is a STEM discipline. Director Apollonio also discussed the Annual Meeting Education program and recent upgrades to the LA CES database. Professional Practice highlighted the PPN Online Learning webinars, certification of additional SITES pilot projects, parklets project at the 2014 New Partners for Smart Growth Conference, work on the Historic American Landscape Survey, and Professional Practice Committee progress on development of construction administration guidelines and a new standard form contract between landscape architect and consultant. Membership provided an update on member trends and 2014 recruitment and retention initiatives, and, EVP Somerville reviewed results of the strategic objectives survey.

- **LAM Editor McKee represented ASLA at the American Architectural Foundation’s annual Accent on Architecture gala last week.**

- **Midyear meeting preparations are ongoing. Most of the Board agenda and background materials for the meeting have been posted.**

- **Staff held a debriefing call with the Director of the National Endowment for the Arts (NEA) Design Arts program recently to get feedback on ASLA’s unsuccessful application for funding to support the Green Streets Demonstration Project. Since the project was very close to being funded, ASLA was encouraged to re-apply in July 2014. A grant request with the Chesapeake Bay Trust to fund construction documents is still pending. In addition, the District Department of the Environment reached out to ASLA staff this week to encourage ASLA to submit the Green Streets Demonstration Project for review by DDOE as part of the city’s grant submission to the Environmental Protection Agency Clean Water State Revolving Fund. ASLA will submit an application to DDOE in late April. ASLA has reserved $50,000 for fiscal year 2014 to fund the master planning for the project. ASLA will continue to leverage the initial investment with grant proposals and fundraising.**

- **The green roof is now in bloom and more are slated to visit very soon. Tomorrow, ASLA will be hosting 65 students and teachers from the Athens Montessori School in Georgia. This will be the second time the school has visited to learn about the benefits of the green roof. On Friday, ASLA will be hosting 12 landscape professionals from China. Groups from China are averaging 2-3 per year now.**

**Finance, Meetings, Building Operations**

- **The Accounting department reorganization is progressing as planned with Zandra Miller leaving today after almost 30 years with the organization. Staff gathered today to wish her well!**

- **The 2013 Financial Audit was finalized last week and the financial statements will be published later this week.**

- **The Finance and Investments Committee held its March monthly call last week. The committee will be joining the ExCom at the midyear meeting for financial reporting training.**

- **CFO Mike O’Brien is working with nonprofit financial expert Andrew Lang, CPA, on the financial reporting training.**
Registration and housing for the ASLA 2014 Annual Meeting and EXPO in Denver is expected to open the second week of May. Staff and Experient, ASLA’s registration vendor, have been working to enhance the meeting technology and simplify the online registration experience. Meetings staff are currently in Denver this week continuing its work on the conference, which will be held November 21-24.

Plans are progressing for a new ticketed event to be unveiled at the annual meeting. An Edible Landscape Celebration, scheduled for Saturday evening at Mile High Station in Denver, will bring together the best of the Alumni Reunion and the Gala with a delicious new twist celebrating the local food movement. The event will feature celebrity chefs and a menu they’ve created just for the landscape architecture profession using healthy, locally sourced, and heirloom foods. The event will also include the traditional Alumni Reunion schools and a band for dancing.

The University of Colorado at Denver and Colorado State have signed on to the ASLA Student Volunteer Program for the annual meeting and each are expected to send approximately 70 student volunteers this year. In its seventh year, the program provides students from schools in the current annual meeting city the opportunity to help monitor education sessions, serve as runners on the EXPO floor, work in ASLA Central (the updated name for the Commons), and take tickets at workshops and events. For every four hours or for every day students volunteer, they get to attend four hours or a day of annual meeting programming for free. Over the years, this program has given hundreds of students the opportunity to participate in the annual meeting that would otherwise not have been able to attend.

Government Affairs

There is still time to tell ASLA about federal issues important to you. Chapters are encouraged to send out the ASLA 2015-2016 Federal Priorities Survey to their members. 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). Include this survey in your chapter newsletters or in other chapter releases. Currently, only 485 members have completed the survey. Questions? Please contact Federal Government Affairs Director Roxanne Blackwell; phone, 202-216-2334.

ASLA Advocacy Day 2014 is just around the corner and if you are participating this year now is a good time to visit the ASLA Advocacy Day 2014 webpage where you will find talking points, background information, and other tips on how to prepare for your upcoming meetings. If you missed the recent Advocacy Day training webinars: Webinar #1, Tips and Techniques to Ensure a Successful Meeting with your Legislators; and Webinar #2, How Landscape Architects Shape Federal Policy, click these links and view them at your leisure. If you have any questions about this year’s Advocacy Day, please contact Federal Government Affairs Director Roxanne Blackwell.

On Tuesday, April 29, ASLA sent its list of transportation priorities to Congress. In a letter to Environment and Public Works Chairwoman Barbara Boxer (CA), ASLA urged her Committee to continue to include active transportation programs, like the Transportation Alternatives Program, Safe Routes to School, and Recreational Trails programs in a new transportation bill. ASLA also asked the Committee to include a Complete Streets policy, transit-oriented development programs,
the TIGER program, and the New Opportunities for Bicycle and Pedestrian Infrastructure Financing Act in the bill. Current transportation law, MAP-21 will expire on September 30, 2014 and Congress must pass a new law before then.

- Government Affairs staff have met with several congressional offices to discuss the Safe Streets Act (H.R. 2468, S. 2004) and other ASLA transportation priorities. Congressional office meetings include: Congresswoman Eleanor Holmes Norton (DC); Michael Capuano (MA); Senator Mark Begich (AK); and Senator Jeff Merkley (OR).

- Government Affairs Manager Mark Cason and Professional Practice Manager Liz Guthrie, ASLA, participated in a planning meeting for the proposed American National Standards Institute (ANSI) network on smart and sustainable cities. The discussion followed up the November 2013 ANSI workshop which examined the role of standardization in achieving the promise of smart and sustainable cities, along with identifying opportunities for U.S. coordination and public sector outreach.

Landscape Architecture Magazine

- The May issue of LAM should arrive soon. This issue has a major focus on lighting in the landscape—something new for the magazine—and collaborations by landscape architects with lighting designers. It also includes a profile of Marcel Wilson, ASLA, and his firm Bionic, in San Francisco; a piece on the development of tougher, more natural turf grasses around the U.S.; a review of the six-volume A Cultural History of Gardens, and the second installment of continuing education content—the latest in the LATIS series, on soils.

- Last week LAM Editor Brad McKee attended a two-day seminar for journalists on the latest science concerning climate change. The seminar, at the Woodrow Wilson International Center for Scholars in D.C., was sponsored by the Metcalf Institute with the Pulitzer Foundation, and brought together leading researchers in government and the private sector who presented the latest developments from the Intergovernmental Panel on Climate Change, a summary of the politics concerning mitigation and adaptation, industry developments, food security, and a particular focus on ocean acidification and its expected impacts on marine life and fisheries.

Publishing and Resource Development

- Advertising contracts for LAM now total 82 percent of the annual budget goal. Sales are tracking eight percent ahead of this week in 2013, which was a record year.

- EXPO booth and sponsorship sales now total 73 percent of the annual budget goal. This is virtually even with 2013 sales as of the same number of weeks prior to the meeting. The “save the date” postcard was mailed to nearly 60,000 current, former, and prospective members as well as planners and architects. Staff are finalizing the print registration brochure for the printer and the new web site for a soft launch next week with the Board of Trustees.
Four new Corporate Members joined this week and the sales team is following up with all 2014 EXPO exhibitors to promote the program. The quarterly benefits reminder will go out next week to all current Corporate Members.

The student awards entry deadline was last Friday and as of this morning, more than 450 entries had been processed with a quite a few more in the works. This is virtually even with 2013, meeting the department’s goal of maintaining this number. Submissions are due Friday, May 9. The jury meets in June.

Membership and Chapter Services

Today’s membership total is 15,584 (see details below):

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<tr>
<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
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The first quarter new member survey closed on April 22. The survey was sent to the 412 new members processed in first quarter 2014 with valid emails; 81 members participated. The results are being reviewed by staff and will be shared with the Member Services Committee.

Director Drobins Fles facilitated the Florida chapter’s strategic planning session on April 26.

The Emerging Professionals Committee met via conference call to discuss members who have volunteered to serve on the 2014 working groups. The working groups will meet independently and report on their projects on the next committee call on June 19.

The March Chapter Rebate and Deposit reports were distributed to the chapter presidents, chapter treasurers, and chapter managers.

Public Relations and Communications

Director Terry Poltrack, PR Manager Karen Grajales, and PR and Communications Coordinator Phil Stamper-Halpin met with recently retained consultant Cynthia Powell to draft messaging, timelines, and possible spokespeople for ASLA’s national broadcast outreach.
Federal Government Affairs Director Roxanne Blackwell, Director Poltrack, and PR Manager Grajales participated in a call with the National Complete Streets Coalition to coordinate the public release of Dangerous by Design, a comprehensive research projects on streetscapes. ASLA is a partner and will participate in the May 14 kick-off webinar for the public. Seven Spears, ASLA, of Design Workshop, will represent ASLA.

Several staff members attended a reception and lecture at the National Building Museum featuring Gary Hilderbrand, FASLA. ASLA sponsored the lecture along with NBM’s Dan Kiley exhibit, which served as one of the subjects of the talk. The event was in recognition of National Landscape Architecture Month. According to NBM, some 200 people came to hear Hilderbrand.

Education Programs

The Landscape Architecture Continuing Education System (LA CES™) has 192 active providers, on target with the same time period in 2013. Currently 886 courses are active, an increase over last week. There are three applications pending review.

Professional Practice and Information Technology

Today, at the Eisenhower Executive Office Building in Washington, D.C., ASLA is participating in a conversation with members of the Executive Office of the President and of Federal agencies on improving the status of honey bees and other pollinators across the United States. ASLA was invited to engage in this effort because of its organization’s critical role in this area. ASLA reached out through the Professional Practice Committee and successfully connected with several members—Jack Leonard, ASLA, Tom Whitlock, ASLA and Joan MacLeod, ASLA who are working in this specific field. Professional Practice Manager Debbie Steinberg, ASLA, is attending today on behalf of ASLA to share ideas and the expertise on what landscape architects can bring to this issue to help solve the problem of pollinator health at risk.

On April 22, the fourth Online Learning webinar of 2014 was held. “SketchUp 2014 Improvements, Scripts, and Plugins” presented by David Burdick, Mark Harrison, David Leonard, ASLA, and Daniel Tal, ASLA, had 100 registered attendees. The recording has been added to the current catalogue of recorded presentations.

On April 17, the PPN Council held its second quarterly conference call for 2014. PPN chairs determined plans for hosting additional Online Learning presentations this year, as well as detailed plans for the annual meeting in Denver. ASLA staff shared a few highlights from recent posts to The Field and PPN chairs requested specific stats on their posts to help recruit new submissions.

Recent Professional Practice Network activity: the Children’s Outdoor Environments PPN will be hosting two more Online Learning presentations in June and September and is working on how to make their annual PPN meeting in Denver an engaging high-energy event with a mix of informal Pecha Kucha-style presentations and time for networking and discussion.

ASLA’s Historic American Landscapes Survey (HALS) Subcommittee of the Historic Preservation PPN reviewed an update on efforts made to have landscape architects included in the Secretary of the
Interior’s Historic Preservation Professional Qualification Standards. It is anticipated that the process for this change will be completed later this year. A list of HALS documentation contacts for the National Park Service’s national and regional offices has been sent out to the ASLA HALS Chapter Liaisons and the Historic Preservation PPN, with the aim of increasing communication and building relationships between landscape architects working in historic preservation and their counterparts in the NPS.

- The full list of documented Historic American Landscapes Survey (HALS) sites, which is provided by the National Park Service and includes links to the documentation on the Library of Congress’ website, has been updated. There are currently 495 HALS sites on the list, up from 466 last quarter. The April 22 issue of LAND included a story about recent HALS activity.

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.