ASLA LEADERS E-EXPRESS

May 14, 2014

Governance and Administration

- The ASLA 2014 Midyear Meeting starts today with an Executive Committee meeting, followed by Advocacy Day on Thursday, and the Board of Trustees meetings on Friday and Saturday. Complete coverage of the meetings will be coming the next Leaders E-Express.

- The Baldrige site visit, May 5-6, was a success on many levels. Staff were able to handle the most difficult questions the examiners threw at them. A debrief was also held the following Wednesday with staff who participated in interviews. President Mark Focht, FASLA, Past President Susan Jacobson, FASLA, and Past VP Greg Miller, ASLA, were also interviewed as part of the volunteer workforce. As a refresher, an examiner team is reviewing ASLA’s application to the U.S. Senate Productivity and Quality Award for Virginia (SPQA), the state-level Baldrige organization/award that includes D.C. organizations. ASLA will receive a feedback report from the examiner team and will have an opportunity to debrief with the examiners in June. Also, EVP Nancy Somerville, Hon. ASLA, recently completed training for the 2014 Board of Examiners of the Malcolm Baldrige National Quality Award and Managing Director Julia Lent, Hon. ASLA, is serving as an SPQA examiner.

- Past President Tom Tavella, FASLA, recently represented ASLA at the Executive Committee and Board meetings of the Landscape Architecture Foundation.

- Special Assistant to the EVP Keith Swann participated in the Architect of the Capitol-Senate Environmental and Environmental Showcase on Capitol Hill last week. The theme was “Do Your Part...Reduce, Reuse, Recycle,” and was open to the Senate staff. ASLA promoted the green roof, the new Energy Star ratings, and knowledge about landscape architecture. Many expressed interest in visiting the green roof in the future.

- Recent green roof tours have been quite successful. For the group of 65 grade- and middle-school students from Georgia, many children, along with the chaperones, had great questions about the green roof after the presentation. One teacher (and parent) who teaches high school environmental science said how impressed he was with the green roof program here. Another asked about students getting into landscape architecture; he was referred to the newly redesigned Career Discovery pages. The International Landscape Design Industry Association professionals from China this morning were very enthusiastic as well. Five international memberships were captured from the group after discussing the benefits of the organization, and promoting the awards program and the publication of the winners in Landscape Architecture Magazine. Department briefings were given by Membership, PR and Communications, Professional Practice, and the Executive Offices/Governance.

Finance, Meetings, Building Operations

- CFO Mike O’Brien is closing out April 2014 and will be reporting to the Executive Committee and the Finance and Investments Committees later this month after the midyear meeting.
Registration and housing for the ASLA 2014 Annual Meeting and EXPO in Denver opened last week, with trustees and chapter presidents invited to register as part of the soft launch. More than 350 people have registered as of today and field session and event tickets are selling well. The early-bird registration deadline is June 20. All are encouraged to plan early and to book airfare. With the meeting ending Thanksgiving week, flights to Denver will fill up fast.

Government Affairs

The deadline for the ASLA 2015-2016 Federal Priorities Survey is May 15. We need more chapter members to participate in this survey that will help determine what federal issues will be a priority for ASLA in the 114th Congress (2015-2016). Include this survey in your chapter newsletters or in other chapter releases. Currently, only 548 members have completed the survey. Questions? Please contact Federal Government Affairs Director Roxanne Blackwell; phone, 202-216-2334.

The annual ASLA Advocacy Summit will be held August 8-10 in St. Louis, Missouri. The Nomination Survey is now open for chapters to express interest in attending. Chapter representatives attending the summit will receive reimbursement for airfare and two nights at the host hotel. This year’s summit will focus on building your chapter advocacy program and working with state Departments of Transportation. If you have any questions, contact Government Affairs Managing Director Julia Lent. The nomination deadline is June 16. Reserve your spot today!

ASLA Advocacy Day 2014 is upon us. On May 15, nearly 200 landscape architects and landscape architecture students will go to Capitol Hill to meet with their legislators to talk about transportation issues important to the profession. Timing is perfect for this event and the agenda, as Senate Environment and Public Works Chair Barbara Boxer (CA) has just released her surface transportation reauthorization proposal and policymakers and staff are focused on transportation issues.

Publishing and Resource Development

Advertising contracts for Landscape Architecture Magazine now total 84 percent of the annual budget goal. This continues to track about eight percent ahead of sales as of the same week in 2013, the second highest revenue producing year in the history of the magazine. The May issue was featured in the “Magazine Spotlight” section of the Association of Magazine Media’s Daily News Roundup on Wednesday. The Roundup is widely read by more than 3,000 national magazine publishers and editors each day.

EXPO and sponsorship sales now total 74 percent of the annual budget goal of $2.475 million, tracking within three percent of sales as of the same week in 2013, the highest revenue producing EXPO in history.

Five new Corporate Members joined and 11 renewed their membership during the month of April. Fifty-four corporate members have joined or renewed during 2014 through April, or 27 percent of the goal of 200 new and renewing corporate memberships within FY14. Currently, there are 112 Corporate Members of ASLA.
The student awards entries totaled 523 this year, in keeping with the department’s goals. Submissions were due last Friday and are now being checked for format.

Marketing is coordinating promotion of the annual meeting and EXPO through all channels, including last Friday’s direct email to more than 40,000 current, former, and prospective members, a press release on Monday, and commensurate social media. The registration brochure has been printed and is hitting the mail this week to nearly 60,000 prospective attendees. Registration for exhibitors is still being tested and will launch in the next week.

Kathleen Thomas joined the staff this week as the new Sales Manager, replacing Glen Cox who resigned to accept a position with another organization. Manager Thomas is originally from Pennsylvania. She earned a BA in English Literature from St. Lawrence University and recently received an MBA from Georgetown University. She is a veteran sales professional, having spent her entire career in publishing, including positions with American Artist, Restaurant & Hotel Design, GOVERNING magazine, and The Magazine Group (now McMurry/TMG).

Membership and Chapter Services

Today’s membership total is 15,378 (see details below):

<table>
<thead>
<tr>
<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate</td>
<td>616</td>
</tr>
<tr>
<td>Associate</td>
<td>1,665</td>
</tr>
<tr>
<td>Corporate</td>
<td>114</td>
</tr>
<tr>
<td>Full Member</td>
<td>9,451</td>
</tr>
<tr>
<td>Full-Fellow</td>
<td>728</td>
</tr>
<tr>
<td>Honorary</td>
<td>144</td>
</tr>
<tr>
<td>International</td>
<td>193</td>
</tr>
<tr>
<td>Student Affiliate</td>
<td>367</td>
</tr>
<tr>
<td>Student</td>
<td>2,100</td>
</tr>
</tbody>
</table>

Yesterday, a second email was sent to all student members with a 2014 graduation date (669 valid emails) reminding them of their Free Associate member benefit.

Preparations continue for the upcoming CPC meeting, May 16-17. Over 100 attendees are expected with 47 chapters being represented.

The monthly membership renewal reports were emailed to the chapters on May 2. Also included was an update on the CFO’s 5% Challenge standings.

Email Reminders to Renew Your Membership were sent to the following open renewal periods with valid emails: 215 members with a February expiration date (90-day grace period concludes on May 29) and 727 members with a May 31 expiration date. The Staying Connected email was sent the 244 January 31 non-renewals, their membership lapsed on April 29.
Public Relations and Communications

- The Alliance for a Resilient Tomorrow, of which ASLA is a part, released a joint statement yesterday committing to the cause at an event at the National Building Museum. Some 20 design and construction organizations have signed on, and EVP Somerville participated in a panel discussion with a sampling of related CEOs.

- The Public Relations and Communications Advisory Committee met via conference call on May 8. Topics covered included the continued difficulty in getting chapters to share news of their National Landscape Architecture Month events (to date, we know of 54 events held by 34 chapters); a test Metro ad campaign in D.C to promote the Landscape Architect’s Guide; and an introduction to our national broadcast consultant, Cynthia Powell, who shared her strategy and pitch ideas and brainstormed with committee members.

Professional Practice and Information Technology

- ASLA once again will serve on the National Planning Committee for the New Partners for Smart Growth conference. The 2015 conference will be in Baltimore, January 29-31. Manager Debbie Steinberg, ASLA, will serve as the point person, lead ASLA’s assistance with the session reviews, as well as planning the Parklets project, which ASLA has led for the past two years. The Local Government Commission organizes the conference and invites ASLA to participate as a sponsor at the Patron level.

- Recent Professional Practice Network activity: the Women in Landscape Architecture PPN (WILA) finalized a set of interview questions that will be sent to a range of landscape architecture professionals. The interviews will appear on The Field and will highlight the diversity of career paths in landscape architecture and the role of mentorship for both emerging and established practitioners. The PPN is also organizing new resources for members, including information on how to find your local network and a toolkit that students can use to set up their own WILA groups. The Urban Design PPN has outlined plans for a Field post this summer, an Online Learning presentation this October, and PechaKucha-style presentations for their PPN meeting in Denver.

- On May 1, ASLA donated 118 books, 181 journals and two videos to the Virginia Tech WAAC Library in Alexandria, VA, as part of the ongoing ASLA VA Tech Inter-Library program. ASLA staff and members have access to the library by appointment. For further information, please contact Marlene Koenig; phone, 703-706-3039.

- In April, 12 PPN Online Learning tests were submitted, bringing the number of exams taken in 2014 to 30. Fourteen LATIS exams were submitted in April, bringing the number submitted to 54, a slight decrease from 69 submitted by this time in 2013.

- The current number of PPN members is 12,381. This is an increase of 182 since the beginning of the year, and compared to 2013 numbers, membership is 95 members higher. Four PPNs continue to have over 1,000 members: Parks and Recreation, Residential Landscape Architecture, Urban Design,
and Sustainable Design and Development (SDD). The SDD PPN remains the PPN with the most members, with 2,185.

**Deadlines and Reminders**

- The Leadership Calendar can be accessed on the web.