ASLA LEADERS E-EXPRESS

May 28, 2014

Governance and Administration

- ASLA held its 2014 Midyear Meeting from May 14-17 in Washington, D.C. Meetings included the Executive Committee, Board of Trustees, Chapters Presidents Council, new trustee orientation, and advocacy briefing training session, as well as Advocacy Day on Capitol Hill. See the departments below for highlights of the meeting.

- The Board of Trustees elected three vice presidents who will take office in the fall after the annual meeting in Denver: Jeffrey A. Townsend, ASLA, Finance; Keith P. Wilson, ASLA, Membership; and Hunter L. Beckham, ASLA, Professional Practice. All have been invited to join the ExCom conference calls and the summer meeting in Philadelphia as observers. Board actions during the meeting included: acceptance of the 2013 financial audit; approval of a new public policy on Agriculture; approval of the Finance and Investments and Member Services Committees’ recommendation for a dues increase ($10 increase in both 2015 and 2016 for Full, International, and Affiliate members; and $5 increase in 2015 for Associate and Student members); strategic priorities and SWOT review; and discussion of Board performance/strategic planning. During the joint BOT/CPC lunch, the group heard from representatives of the American Planning Association, American Society of Civil Engineers, Urban Land Institute, and the National Park and Recreation Association. Two BOT pre-midyear webinars were also held that provided updates in Membership, Public Relations, Education, Professional Practice, as well as the Strategic Objectives and Program Survey Results.

- The 2014 president-elect candidates’ (Chad D. Danos, FASLA; Shawn T. Kelly, FASLA) speeches and videos were posted in the May 20 issue of LAND. The 2014 ASLA (President-Elect 2015-16) Election opened on May 19. Full, associate, and international members received electronic and paper ballots last week. The electronic ballots have links to the candidates’ speeches from the midyear meeting. Those who received paper ballots and wish to watch the speeches may visit the president-elect candidates’ page on the ASLA website. The election closes on June 19.

- President Mark Focht, FASLA, and COF Secretary Judy Brittenum, FASLA, are currently contacting 2014 candidates with the results of their nominations for the Council of Fellows. All nominees will be contacted by phone or email by the end of next week.

- President-Elect Dick Zweifel, FASLA, delivered the convocation address at the University of Illinois' Department of Landscape Architecture's graduation ceremony in Champaign, Illinois, on May 17. This year's graduating class included students completing Bachelor's, Master's and PhD degrees. In addition to speaking, Zweifel helped to celebrate the day with graduates and their families at the departmental reception held in their honor. He was hosted by Dr. Elen Deming and given a tour of the campus. As a tradition started by the late Vincent Bellafiore, Past-President of ASLA, the ASLA President has been invited to provide the convocation address to the graduates at the University of Illinois since the mid 1990's. Current President Mark Focht will be giving the address in 2015.
EVP Nancy Somerville, Hon. ASLA, met with U.S. Botanic Garden acting director Ari Novy to discuss future collaborations. Novy has taken over the helm in the acting capacity after the retirement of longtime director Holly Shimizu.

Staff recently met with representatives of Gensler and the Akridge building management team to discuss the Headquarters interior renovation and plan next steps. CEO Somerville, CFO O’Brien, and Secretary Millay represented ASLA. A visioning meeting is scheduled for June 11.

Staff participated in a training session on likeable communications conducted by Bill Graham, the same communications trainer used for the winter ExCom meeting. All staff received the general training and 25 staff members also had individual taping and feedback sessions with Graham.

Special Assistant to the EVP Keith Swann hosted a teacher from Gonzaga College High School in Washington, D.C., to promote the benefits of the green roof. Although school is out for the summer, he plans to visit again with his students in the next school year as he teaches environmental science. He was also directed back to the web site for the key items he missed on the green roof page, such as the promotional video and images.

Finance, Meetings, and Building Operations

- Attendee registration and housing for the ASLA 2014 Annual Meeting and EXPO is off to a strong start with 567 people confirmed in the fourth week of registration. Exhibitor registration and housing opened last week. Field sessions and special events are also selling well. The early-bird deadline is June 20. To secure your registration discount, all attendees are encouraged to book at one of the official annual meeting hotels when registering for the meeting online. Meetings staff have arranged for special groups rates at eight hotels within walking distance of the convention center. Rates start as low as $149 per room per night. Please get the word out to your chapters to register early.

Government Affairs

- Reminder: Nominate your chapter to attend the annual ASLA Advocacy Summit, which will be held August 8-10 in St. Louis, Missouri. Chapter representatives attending the summit will receive reimbursement for airfare and two nights at the host hotel. If you have any questions, contact Government Affairs Managing Director Julia Lent. The nomination deadline is June 16. Reserve your spot today!

- The deadline for the ASLA 2015-2016 Federal Priorities Survey has been extended to May 31. More chapter members are needed 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 742 members have completed the survey. Questions? Please contact Federal Government Affairs Director Roxanne Blackwell; phone, 202-216-2334.

- ASLA Advocacy Day 2014 was a huge success with a total of 218 legislative meetings. Approximately 97 percent of all participating advocates had at least two legislative meetings, with 99 percent...
having all three legislative meetings. Initial feedback from advocates suggest that they had good meetings with congressional offices and that use of the AdvocacyDay App added to the experience. ASLA was honored that Barbara McCann, Director for the Office of Safety, Energy, and Environment at the U.S. Department of Transportation spoke to advocates during the Advocacy Day wrap-up reception. McCann is also the author of the book, *Completing Our Streets*, and known as one of the architects of the Complete Streets movement.

- ASLA activated the Advocacy Network during ASLA’s Advocacy Day 2014 for a virtual Advocacy Day, where members who were unable to make the trip to Washington, D.C., did their part to urge their legislators to support ASLA’s advocacy day agenda. As a result, advocates sent nearly 500 messages to Capitol Hill through the Advocacy Network, Twitter, and Facebook. So far in 2014, ASLA advocates have sent nearly 3,000 messages through the new Advocacy Network to their senators and representatives on Capitol Hill and in state legislators.

- Advocacy Day Follow up – If you participated in ASLA’s recent Advocacy Day 2014, now is a good time to send a thank-you letter to your legislators. Templates for thank you letters are on the ASLA Advocacy Day 2014 webpage under “Advocacy Tools.” If you need assistance with your letters or other follow-up, please contact Government Affairs Manager Mark Cason; phone, 202-216-2370.

- Did you miss the ASLA-sponsored webinar on *How Landscape Architects Can Contract with GSA*? If so, take some time to view the webinar online, it is posted on Advocacy’s Small Business Growth and Development webpage.

- Recently, Senators Mark Begich (AK) and Brian Schatz (HI) distributed a Dear Colleague letter inviting other members of the Senate to sign on as co-sponsors of the *Safe Streets Act of 2014* (S. 2004). In the letter, the senators explain the provisions of the bill, its emphasis on safety, and even acknowledge ASLA as one of the main organizations advocating for the legislation.

- Recently, ASLA sent a letter to White House staff to make policy recommendations on how the Obama administration should address maintaining a healthy population of honey bees and other pollinators. The recommendations included: developing best practices that include using native plants that attract and maintain pollinators on federal sites and projects; including a landscape architect on federal projects; providing education on best practices for those engaged in urban agriculture; and creating incentives for the private sector to employ best practices to sustain a healthy pollinator population. ASLA is part of the White House Stakeholders Group on Pollinators.

- ASLA has sent a letter to President and Mrs. Barack Obama expressing support for Scenic America’s recommendation to convene a 2015 White House Conference on Scenic Beauty. The 50th anniversary of the 1965 White House Conference on Natural Beauty is approaching and Scenic America and other stakeholders believe that a 2015 conference is needed to evaluate the progress and shortcomings of the initial conference and to make recommendations on how to protect and restore America’s visual heritage.

- Timed with National Bike to Work Month, the Census Bureau has released its first-ever report on biking and walking to work, which looks at data on Americans that bicycle and walk to work.
Director Blackwell met with the office of Congresswoman Dina Titus (NV) to discuss the Safe Streets Act. Staff acknowledged Titus' strong support for the legislation and for the overall issue of safety. An op-ed on the issue written by the Congresswoman appeared in a recent edition of Roll Call newspaper. ASLA tweeted the story and is working with the Nevada Chapter on a thank-you letter and other follow-up.

Manager Cason met with the Water Environment Federation’s public policy team to discuss areas of mutual interest regarding stormwater and green infrastructure policy issues. The meeting also was an opportunity to start the conversation about a potential congressional briefing on stormwater issues and a green roof reception at ASLA headquarters this summer.

Legislative Analyst Leighton Yates met with representatives of the National Recreation and Parks Association and the Trust for Public Land to discuss future collaboration on advocacy efforts targeted at the development of community parks legislation. The meeting also served as an opportunity to develop initial steps towards the re-engaging the Urban Parks Coalition.

Publishing and Resource Development

Marketing is promoting registration and EXPO sales for the annual meeting and EXPO through all channels, including the print brochure mailing to nearly 60,000 contacts, a direct email to more than 40,000 current, former, and prospective members, a press release, social media, and advertising in allied industry publications.

Advertising contracts for Landscape Architecture Magazine (LAM) now total 84 percent of the annual budget goal. Ad sales continue to outpace 2013 by nine percent. 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 75 percent of the annual budget goal. This is only slightly behind sales for this week in 2013, which was the largest EXPO in the Society’s history.

The 2014 ASLA Honors recipients have been notified by their nominators and received an official letter yesterday from President Focht. Staff has notified the unsuccessful nominators and encouraged them to resubmit their nominees again in 2015. The honors will be announced to the membership and the media on June 17.

Publisher Pryor attended the Association Media and Publishing Annual Meeting in suburban Virginia last week. LAM was the largest publication represented at the conference in terms of advertising support and was one of the few publications available on newsstands.

Work continues on renewing former LAM subscribers, with promotions and follow-up calls going out to more than 1,000 contacts in the U.S. and Canada who lapsed in the past five years.
Membership and Chapter Services

- Today’s membership total is 15,425 (see details below):

<table>
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<tr>
<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Affiliate</td>
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<tr>
<td>Student</td>
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- Ninety-three chapter leaders representing all chapters attended the 2014 Midyear CPC meeting. In addition, nine Student ASLA members stayed to participate in the CPC meeting. A meeting follow-up message was distributed this week which included the expense reimbursement information. Reimbursement forms are due by June 2.

- Billing reports were completed and invoices were mailed to:
  - Membership first renewal (7/31/14) – 985 members
  - Membership second renewal (6/30/14) – 906 members
  - Membership final renewal (4/30/14) – 471 members
  - Firm Finder first renewal (7/31/14) – 15 firms
  - Firm Finder second renewal (6/30/14) – 0 firms
  - Firm Finder final renewal (4/30/14) – 0 firms
  - LAM subscription first renewal (7/31/14) – 135 subscribers
  - LAM subscription second renewal (6/30/14) – 99 subscribers
  - LAM subscription final renewal (4/30/14) – 62 subscribers.

Public Relations and Communications

- The ASLA website is moving to the Cloud. Staff are currently testing to make sure the migration went through without a hitch. Technology willing, the switch will happen early next week. This will give the site more security and faster response times, but will be invisible to users.

- Two major media pushes in the past two weeks included the release of the joint statement on resilience, Alliance for a Resilient Tomorrow, which ASLA signed along with 20 other design and construction organizations, and the release of the Dangerous by Design, a new report released by the National Complete Streets Coalition, a program of Smart Growth America, in conjunction with AARP and ASLA. The latter received wide coverage in major metro areas in print, broadcast, cable, and online.
The new career discovery website, Your Path, has received 7,000 pageviews since its launch in February.

Consultant and former intern Matt Busa, Assoc. ASLA, a recent graduate of the MLA program at the University of Maryland, researched and updated ASLA’s guide to the health benefits of nature. Early seminal studies and new well-regarded studies were added and factoids updated.

Senior Communications Manager Jared Green traveled to Portland to kick-off a new web project, the Landscape Architect’s Guide to Sustainable Portland, which will be the third in ASLA’s series of city guides. Eleven ASLA member guides have been identified to cover 50 sites across the city, The guides include Carol Mayer-Reed, FASLA, and Kenneth Helphand, FASLA. Green met with many of the guides as well as the Oregon chapter leadership. In Portland, Green also covered a lecture by Ken Smith, FASLA. Work is now underway to create 50 pages of fact sheets on the selected sites. Former intern Matt Busa is doing the research.

Manager Green covered a symposium on sound and scent in the garden at Dumbarton Oaks in Washington, D.C. Lectures explored whether it’s possible to capture sensory experience in writing and pictures – or recreate sensory experiences from the past.

ArchNewsNow featured posts on the Mid Main park in Vancouver, a program to design out violence in Cape Town, and the new Alliance for a Resilient Tomorrow.

Education Programs

The Landscape Architecture Continuing Education System (LA CES™) has 196 active providers, which is on target with the same time period in 2013. Currently 844 courses are active, an increase over last week. Two new providers were approved this week and there are one application pending review.

The Committee on Education (COE) held its monthly conference call on May 20. The three COE subcommittees continued discussions of their work on STEM, Landscape Architecture Program Recruitment, and Crossroads between Practitioners and Students.

Annual meeting speakers were invited to join one of two speaker orientation webinars, to be held on May 29 and June 23. The webinars will provide speakers with an overview of important dates and deadlines as well as tips for successful presentation delivery.

The 12th annual Graduating Student Survey was sent to 677 ASLA contacts with a graduation date in 2014. Additionally, the message was shared with all of the Landscape Architecture Program department chairs.

LAAB Administrator Ron Leighton, Hon. ASLA, attended a lunch and learn presentation for the North Alabama section at the Huntsville Botanical Garden on May 20. Steve Hare from Landscape Structures gave a presentation on playgrounds and connecting children with nature.
On May 21, representatives from CELA and CiviCore met via conference call with Administrator Leighton to discuss adding the CELA academic information system to the LAAB online annual report platform hosted by CiviCore.

**Professional Practice and Information Technology**

- Recently the Professional Practice Committee participated in a live webinar “Esri CityEngine” presented by Geoff Taylor and Shannon McElvaney. CityEngine is a procedural or "rule-based" modeling software developed to minimize repetitive workflows such as manual 3D modeling, providing real-time reporting such as cost, counts, area, volume, 3D analytics, and allowing design professionals to migrate from architectural fixity and into a geospatial workflow as part of the concept of geodesign. The PPC is reviewing the software application as it relates to the practice of landscape architecture especially in the areas of urban design and planning.

- On June 27, ASLA, in conjunction with Casey Trees and the District Department of Environment, will host a daylong training and charrette on D.C.’s Green Area Ratio (GAR), the new environmental sustainability zoning regulation that sets standards for landscape and site design to help reduce stormwater runoff, improve air quality, and keep the city cooler. Manager Steinberg and Meetings Associate Manager Tadasse met with Casey Trees to discuss plans for the event.

- Revisions have begun on the 2008 LATIS paper, Integrating BIM Technology into Landscape Architecture. The author, James Sipes, ASLA, will update the paper to reflect how landscape architects now use BIM and will include current real life examples. The updated edition is anticipated to be completed later this summer.

- Two webinars have been added to the list of upcoming Online Learning presentations: “Supplementing Your Parks Department: How About Friends of Parks?”, July 16, 3:00-4:00 p.m. EDT, presented by Terry Eastin and “Community Health Needs for Planning and Design,” July 31, 1:00-2:00 p.m. EDT, presented by Matthew Schoell-Schafer, ASLA. “1315 Peachtree: Creative Stormwater Solutions in a Dense Urban Context” has been rescheduled for September 9, 2:00-3:00 p.m. EDT.

- In response to the Archives and Collections Committee annual National Landscape Architecture Month engagement with the landscape architecture program administrators and the ASLA chapter presidents, ASLA received 11 responses to the call for collections information. From the letter sent to all current ASLA Fellows inviting them to update their profiles in the Fellows database, 38 made direct inquiries and updates.

**Deadlines and Reminders**

- The Leadership Calendar can be accessed on the web.