June 11, 2014

Governance and Administration

- **Vote now!** The 2014 ASLA (President-Elect 2015-16) Election, open to Full, associate, and international members is closing on June 19. 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 candidates’ (Chad D. Danos, FASLA; Shawn T. Kelly, FASLA) speeches and videos were posted in the May 20 issue of LAND. Also, see the responses to questions one, two, and three for Danos; and questions one, two, and three for Kelly. A final reminder to the ASLA membership will be sent on June 16.

- President Mark Focht, FASLA, participated in the Canadian Society of Landscape Architects’ (CSLA) Component Presidents' Roundtable and gave a presentation on Philadelphia’s green infrastructure program at CSLA’s annual Congress in Ottawa, Canada. The focus of his presentation for the roundtable was ASLA programs and priorities, with an emphasis on advocacy and public awareness.

- Notifications to Council of Fellows’ nominees for this year is wrapping up. President Focht and COF Secretary Brittenum have contacted all candidates. The 2014 class list will be published in the June 17 issue of LAND.

- The call for committee service is open through July 18. To volunteer for service on one or more of the committees listed below, please fill out the committee appointment form. For more information see the June 3 issue of LAND.

- EVP Nancy Somerville, Hon. ASLA, participated in the Real Estate and Built Environment Chief Staff Officers Summit, which included speakers Michael Gelber, Public Building Service Deputy Commissioner, who discussed working with the U.S.GSA-PBS, and association law guru Pillsbury Winthrop Shaw Pittman Partner Jerry Jacobs to discuss legal issues affecting associations. Other agenda items included: a discussion on the benchmarking report comprised of data provided by participating organizations; an open forum on next steps in high performance and sustainability; and new research, products, and services recently developed within each organization.

- EVP Somerville issued a statement June 2 regarding the strong presence of landscape architects among the winners of Rebuild by Design, a multi-stage regional design competition to promote resilience.

- Today, ASLA hosted the Renewable Natural Resources Foundation, of which ASLA is a member, to discuss hydraulic fracturing or “fracking.” Dr. David Vanko, chair of the Maryland Marcellus Shale Safe Drilling Initiative Advisory Commission, presented on the commission’s findings. The June 2013 issue of Landscape Architecture Magazine’s cover story, “Welcome to Frackville,” offered an in-depth story on the topic and was provided to the participants as a take-away. Many also took the opportunity for a green roof tour before departing.

- ASLA has been awarded a Certificate for Commitment to Performance Excellence from the United States Senate Productivity and Quality Award for Virginia and the District of Columbia (the state-level Baldrige organization) and ASLA has also received the feedback report from the examiner team. Staff has begun an in-depth review of the feedback report, and an overview and follow-up action report will be included on the summer ExCom agenda.
A post-midyear meeting survey has been sent to the full Board of Trustees and will be used to assess and benchmark progress toward improving Board operations and effectiveness. A conference call of the Board Performance Task Force is scheduled for later in the month to review the survey results and discuss input received from the Board discussion groups.

Special Assistant to the EVP Keith Swann will be hosting a group from the Smithsonian Institution on Friday as part of a larger green roof city tour for that group. The green roof was also visited last week by a landscape architecture student from Denver. She was super-excited about seeing the green roof and raved about its beauty. Swann also recently hosted representatives of the D.C. Environmental Education Consortium on the green roof. The reps were interested in bringing a select group of educators to ASLA in July for a presentation on the benefits of the roof and how those educators can promote it to more children in Washington, D.C., which will include in-person student visits.

Special Assistant Swann volunteered at the 2014 Spring Green Festival in Washington, D.C., recently. In addition to his volunteering efforts, he promoted the ASLA green roof as well as other programs within the organization.

Finance, Meetings, and Building Operations

CFO Mike O’Brien is closing out April and preparing the financial reports. Conference calls have been scheduled for June 13 with VP David Lycke, FASLA, and chairs Ryan Collins, ASLA, and Jeffrey Townsend, ASLA. A full Finance and Investments Committee call will be held on June 19.

Annual meeting registration is currently at 829 and accounts for 14 percent of the annual budget of $1.375 million.

Government Affairs

ASLA government affairs swung into action to defeat an amendment presented by Rep. Vicky Hartzler (MO), which would have eliminated funding for green infrastructure projects for highways and other transportation projects. ASLA sent a letter to every member of the House of Representatives and their key staff members urging them to vote no on this amendment and outlining the benefits of green infrastructure projects in the rights-of-way. ASLA also activated the Advocacy Network and 285 members contacted their legislator about this amendment. The amendment failed by a vote of 188-237.

Advocacy Feedback Survey: So that we may prepare for an even more successful Advocacy Day next year, please take a moment to give us your feedback by taking the 2014 Advocacy Day feedback survey.

Advocacy Day Photos Available: ASLA’s photographer took some great images of ASLA advocates on Capitol Hill. Feel free to peruse the Advocacy Day 2014 photo gallery and if your chapter would like to use any of these images for chapter newsletters or other publications, you may to download the available images. If you need further assistance, contact Government Affairs Manager Mark Cason; phone, 202-216-2370.

Government affairs staff recently hosted the second quarter Advocacy Websummit. The websummit served as an opportunity to provide a synopsis of ASLA’s Advocacy Day 2014, progress of advocacy efforts on pending federal legislation, and details for the Advocacy Summit 2014, which is being held August 8-10 in St. Louis. This is also a reminder to nominate your chapter to attend the summit. Chapter representatives attending 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 June 15. More chapter members are needed to participate in this survey, which 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. Questions? Please contact Federal Government Affairs Director Roxanne Blackwell; phone, 202-216-2334.

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.

ASLA has joined with other organizations in sending a letter to the Senate Committee on Banking, Housing, and Urban Affairs urging them to re-institute the Transit in the Park (TRIP) program as part of the upcoming reauthorization of federal transit programs. The TRIP program provided funding for alternative transportation systems to and around national parks and other federal lands. The program was repealed in 2012, with the enactment of MAP-21.

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.

Public Relations and Communications

A press release was distributed on June 9 announcing the 2014 ASLA Honors and Awards.

The ASLA website has been successfully migrated to the Cloud. As a result, it now has a much faster load time and is more secure.

Senior Manager of Communications and Dirt Editor Jared Green attended the Environmental Design Research Association (EDRA) conference in New Orleans. It featured a number of well-known landscape architects and landscape architecture professors from around the country. Green covered one talk by William Sullivan, ASLA, on the latest research on the connections between health and nature. More coverage to come.

The National Park Service is sharing the 2013 ASLA Year of Public Service projects that came from our partnership, one per day, on Facebook and Twitter. The first one came out on June 3. You can see the complete collection here. Here are NPS’s Facebook and Twitter social links. ASLA is cross-promoting as well.

Publishing and Resource Development

The 2014 ASLA student awards jury convened last weekend and selected 21 award winners from the 313 submissions. The jury was chaired by Gina Ford, ASLA, and included Rebecca Barnes, FAIA, Sandra Clinton, FASLA, Bernard Dahl, FASLA, Christian Gabriel, ASLA, Eric Kramer, ASLA, Willett Moss, ASLA, Brian Sawyer, ASLA, and Dennis Carmichael, FASLA. Winners are being notified this week and jury comments will be compiled to share with the non-winning entrants. The program drew 235 new student ASLA members this year, which is slightly higher than average.

To ensure that all members are reminded that the early bird deadline for annual meeting registration and ticket purchases is Friday, June 20, President Focht has recorded a brief phone message to be sent out Sunday evening to members’ “work” phone numbers. The idea is that members will receive the recorded voicemail when they arrive at work on Monday morning. The message encourages members to register and book their
hotel rooms by June 20 for the best prices. This is the first time ASLA has attempted automated calling as part of a marketing campaign. The idea came from a similar reminder the sales team received from the LIGHTFAIR trade show this year, reminding previous attendees of the early bird deadline. Attendance for that meeting increased over last year.

- Senior Sales Manager Daryl Brach, Sales Manager Gregg Boersma, and Sales Manager Kathleen Thomas, along with Landscape Architecture Magazine’s Managing Editor Lisa Speckhardt, participated in LIGHTFAIR International June 2-5 in Las Vegas. The May issue of LAM, which was all about lighting, was distributed to attendees and was among the first magazines to run out. Attendance was estimated at 28,000, slightly higher than the 2013 show. The sales team brought back a significant number of new prospects for advertising and exhibiting.

- Advertising contracts for LAM now total 85 percent of the annual budget goal. By comparison, sales were only at 77 percent of the same annual budget goal for this week in 2013.

- EXPO and sponsorship sales for the annual meeting increased this week to 78 percent of the annual budget goal. This is only slightly behind the pace of sales as of the same week in 2013, which was the largest grossing EXPO in the Society’s history.

- Outreach to allied organizations and potential media partners for marketing the ASLA 2014 Annual Meeting and EXPO continues. The International Society of Arboriculture, Australian Institute of Landscape Architects, PLANET, and Modern in Denver magazine joined as organizational and media partners this week.

- Seventeen companies joined or renewed as Corporate Members during the month of May. This brings the number of Corporate Members joining/renewing so far this year to 72, or 36 percent of the annual goal of 200. August, September, and October are heavy renewal months for Corporate Membership. The sales team will focus on recruiting first-time corporate members during June, in tandem with marketing outreach.

Membership and Chapter Services

- Today’s membership total is 15,257 (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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<tr>
<td>Corporate</td>
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- The “Congratulations on Graduating the Class of 2014” email was sent to the chairs of all accredited programs. The email recognized their work and dedication as educators; promoted ASLA’s free associate membership for new graduates; and introduced the new event at the annual meeting & EXPO: An Edible Landscape Celebration, featuring the Alumni Tailgate.
Renew Your Membership reminder emails were sent to the following open renewal periods with valid emails: 181 members with a February 28 expiration date (90-day grace period will concluded on May 29) and 480 members with a May 31 expiration date. The Staying Connected email was sent to the 215 January 31 non-renewals.

The Monthly Membership Renewal reports were sent to chapter membership chairs, presidents, president-elects, and executive directors on June 4.

The June Membership Minute was sent to 236 chapter leaders and the Board of Trustees on June 2. The topic was “How to Involve Emerging Professionals in Your Chapter.”

**Education Programs**

Education Programs Director Susan Apollonio sent the annual meeting continuing education program to both the Florida and New York State licensing boards for pre-approval of individual sessions for continuing education credit. Full session details were submitted for 15 field sessions, and 114 education sessions. Selected appropriate sessions will be submitted to AIA, APA, and GBCI (for USGBC credit) in the coming weeks.

The Landscape Architecture Continuing Education System (LA CES™) has 194 active providers, an increase of four over the same week in 2013. Currently there are 1,139 active courses. There are three new providers this week, including the World Wildlife Fund’s (WWF’s) Global Forest & Trade Network (GFTN), ClickSafety.com and PLANET.

The LA CES Monitoring Committee held its first call to review the 2014 timeline for Monitoring 10 percent of active LA CES providers. The providers to be monitored will be selected and notified in the next two weeks.

**Professional Practice and Information Technology**

A new webinar has been added to the list of upcoming Online Learning presentations: “Designing Intergenerational Landscapes” will take place June 17, 3:00-4:00 p.m. EDT, presented by Robin Moore, Hon. ASLA, and Nilda Cosco.

On June 6, the kick-off meeting for the 2015 New Partners for Smart Growth conference, was attended by Manager Debbie Steinberg, ASLA, and hosted by the National Association of Realtors. The upcoming conference will focus on the “how” of smart growth including tools and strategies. The call for session proposals is currently open and ASLA will submit as well as reach out to members to encourage participation. Connections were made with AARP and the Trust for Public Land to work on session submissions and ideas for the parklet project that ASLA leads with the Local Government Commission (LGC) and EPA. The Smart Growth Network also held its quarterly partners meeting yesterday in Washington, D.C. A presentation was given on “Climate Adaptation for Resilient Communities” and the Digital Coast tools managed by NOAA.

In May, 10 Online Learning tests were submitted, bringing the number of exams taken in 2014 to 40. Sixteen LATIS exams were submitted, bringing the total submitted this year to 70, a slight decrease from 99 submitted by this time in 2013.

The current number of PPN members is 12,282, an increase of 83 since the beginning of 2014.

Recent Professional Practice Network activity: the Women in Landscape Architecture PPN is collecting responses using a set of interview questions prepared by the PPN’s co-chairs and officers, with the interviews
appearing on *The Field* on an ongoing series. The Urban Design PPN sent out their third monthly news brief on June 5, which included a call for Pecha Kucha presentations on urban design as it relates to landscape architecture for their PPN meeting in Denver this November. The Children’s Outdoor Environments PPN has in place two more Online Learning presentations for 2014, to be held in June and September, and enough submissions for *The Field* to publish one post per month until November. In addition to Pecha Kucha-style presentations, the PPN plans to use their meeting time during the annual meeting in Denver to identify new PPN officers and allow attendees to network.

**Deadlines and Reminders**

- The *Leadership Calendar* can be accessed on the web.