ASLA LEADERS E-EXPRESS

August 20, 2014

Governance and Administration

- ASLA has been named one of Greater Washington’s Healthiest Employers for the second year in a row. EVP Somerville and Human Resources Manager Alice Klages will attend the awards ceremony in September, where the rankings will be announced.

- ASLA staff recently held its annual summer celebration/potluck lunch. During the event several staff were recognized for their dedicated service to ASLA. They were: Professional Practice Manager Debbie Steinberg, ASLA; Member Services Representative Monica Barkley; and Resource Development Coordinator Carolyn Mitchell. The recipients were nominated by their peers and selected by a jury of their peers.

- Recent green roof tours have included a landscape architecture student from Alabama who was interested in seeing the ASLA firsthand; a student from NY; a representative from Eco Spaces in Washington, D.C.; three students from California; and two local walk-ins. Thanks to Member Services Rep. Barkley and Professional Practice Manager Steinberg for their assistance in offering tours. Tomorrow, Special Assistant Swann will also be hosting the National Building Museum’s Teen Council.

Finance, Meetings

- CFO Mike O’Brien has closed out June 2014 and will be reporting to the Finance and Investments Committee later this week. The June results are in line with the budget and the same period of 2013.

- Hotel rooms within the discounted block are selling quickly and you are encouraged to make your reservations soon! Registration and ticket revenue collected to date is now 73 percent of the annual budget goal. Currently, over 3,400 registrations have been sold for the Annual Meeting and EXPO.

Government Affairs

- August 9-10, the ASLA government affairs team held the 13th Annual Advocacy Summit in St. Louis, MO. This year’s summit, hosted by the St. Louis Chapter of ASLA, brought together 39 attendees from 32 chapters across the country. Themes at this year’s summit included how to conduct site tours with elected officials, a federal transportation legislative update, and strategies for building relationships with state DOTs. Additional sessions included strategies ASLA chapters can use to build stronger relationships with licensing boards, an overview of ASLA advocacy tools and resources, and information on how to plan a virtual advocacy day. The St. Louis chapter hosted the inaugural site tour of Citygarden an urban park and sculpture garden in downtown St. Louis. Chapter President Tim Slazinik conducted the tour with policymakers from local, state, and federal governments – highlighting approaches and ingenuity of the urban space from a landscape architecture perspective.

- Manager Mark Cason debuted the Guide to Hosting Tours with Elected Officials during the advocacy summit. The guide is a new advocacy resource tool to help advocates showcase the landscape architecture profession, and educate elected officials on how landscape architects use design to create well-planned communities. This easy-to-use guide includes step-by-step instructions on how to: select an elected official for a site tour, template invitation and thank you letters; a comprehensive checklist on how to organize a site tour; instructions on what to do during a site tour; and post-site tour activities. The ASLA St. Louis Chapter used the new guide to organize the inaugural site tour of Citygarden during the summit. If your chapter would like to
conduct a site tour with an elected official, or if you have questions regarding the site tour process or the new guide, please contact the ASLA government affairs team.

- The ASLA Licensure & Advocacy Grant Program is currently accepting applications for fiscal year (FY) 2015. The grant program provides financial assistance to chapters working to promote and defend practice act licensure across the United States. The program also assists chapters that are active (or plan to be active) in any ASLA state or local advocacy efforts, including defending the right to practice from local challenges. The FY2015 application guidelines include: eligibility requirements, matching funds requirements, grant guidelines, grant selection criteria, and application schedule. Applications are due no later than 5:00 p.m. EDT on Wednesday, September 10. For more information on this program, please contact Government Affairs Managing Director, Julia Lent, Hon. ASLA or 202-216-2330.

Public Relations and Communications

- Director Poltrack and Carol Mayer-Reed, FASLA, in Portland, Oregon (by phone), participated in a roundtable discussion on Design for Aging at the National Endowment for the Arts last week. The call occurred because NEA is seeking ways they can offer assistance in the face of what is being dubbed the “Silver Tsunami” as Baby Boomers enter retirement. Also attending were representatives of AIA, APA, ULI, ASID, and the Association of Collegiate Schools of Architecture. All parties agreed the nation was not ready to accommodate this huge surge in the elderly and committed to continuing the conversation.

- PR and Communications Coordinator Phil Stamper-Halpin announced he will be leaving ASLA at the end of the month and moving to London to pursue a master’s degree in publishing. Interviews to fill the position started last week.

- Public Relations Manager Karen Grajales connected President Mark Focht, FASLA, with a reporter from the Los Angeles Times for an article on Apple’s plan to grow thousands of trees over the next two years so they can be transported and planted at the new campus when it’s complete.

- LAM Editor Brad McKee, Publishing and Resource Development Managing Director Ann Looper, Hon. ASLA, and Public Relations Manager Karen Grajales met to coordinate the release of monthly press releases highlighting LAM’s upcoming articles and offering the press embargoed previews. First release scheduled for this week. It will feature content in the upcoming September issue.

- The web survey of users completed its month long run on the home page of ASLA.org. Survey responses are now being analyzed. Approximately 5,000 users filled out the survey and more than 1,000 submitted their email address.

- The web team submitted a grant application to the National Endowment for the Arts for an innovative web site to educate the public about the ASLA Chinatown Green Street Demonstration Project.

- Planetizen featured intern Yoshi Silverstein’s post on a talk on resilience at the Center for Architecture in New York: http://www.planetizen.com/node/70796

Landscape Architecture Magazine

- The September issue of LAM is on press and soon arriving. The issue’s cover article, by Bill Marken, Honorary ASLA, takes an extended look at the deepening crisis around the drought in California and the unevenness of its effects in various locations. An in-depth report by Mac Griswold tells the story of making a landscape in the Hamptons around an iconic Norman Jaffe house that was moved several hundred feet back from the ocean over a decade ago when a storm nearly destroyed it—and how other
properties in the area are only beginning to grapple with the losses of shoreline. The featured landscape, by Christopher LaGuardia, ASLA, represents an early example of adaptation to sea level rise; it won the Award of Excellence for residential projects in the 2013 ASLA Professional Awards. Also in this issue: A memorial in Mexico City to the thousands of victims of the country’s drug war; an illuminating 10-year retrospective by Thaisa Way, ASLA, of how the Lurie Garden, by Gustafson Guthrie Nichol, has matured on Chicago’s lakefront and become one of the city’s best-loved spaces; an update on the spread of the sudden oak death pathogen on the West Coast, and a report on efforts to save plant species threatened by climate change by “assisted migration.” With the help of the Communications and Publishing departments, this issue is being promoted heavily via PR Newswire to national media who may be covering the drought or climate issues.

Publishing and Resource Development

- **JobLink postings** were at 57 as of this morning, continuing to maintain a significant increase over 2013. Last year’s monthly average was 43 postings, but through July 31 of this year, the monthly average has increased to 58. August is traditionally a slow JobLink posting month, so marketing efforts are underway to promote JobLink LIVE at the annual meeting. Postings promotions will pick up again after Labor Day.

- **EXPO booth and sponsorship sales** increased to 89 percent of the annual budget goal. Exhibitor prospects were targeted this week by product category with an email campaign promoting the competitors in their categories who are already signed up.

- **Houzz** sent a message to more than 12,000 landscape design professionals last week promoting their participation in the annual meeting and EXPO and encouraging registration. Several more messages are planned between Labor Day and the meeting. *Green Building & Design* magazine (circulation 50,000) promoted the **2014 Annual Meeting and Expo** and **An Edible Landscape Celebration**, featuring the **Alumni Tailgate** to their monthly newsletter subscribers.

- **Marketing Manager Suzanne Lipscomb** met with representatives from each ASLA department to start planning the ASLA Central space (formerly known as ASLA Commons) on the EXPO floor. ASLA Central will feature more space for the student awards PechaKucha presentations as well as to display the Sketch Denver sketches this year.

- **Advertising contracts for LAM** have increased to over 90 percent of the annual budget goal. This continues to track 7 to 8 percent ahead of the same week of 2013, based on the same annual budget goal. The two largest issues of the year are October (awards) and November (show issue for annual meeting and EXPO), and sales promotions are getting underway for those two months.

- The **September issue of LAM** has been sent to the printer and will print over the weekend. The June Publisher’s Statement was submitted on Tuesday to Alliance for Audited Media. Staff are anxious to see if the report is approved, as it reported more qualified recipients than the 2013 audit.

- **As of July 31**, processed Corporate Memberships were at 94, or 47 percent toward the annual budget goal of 200. Another 12 are in process. Promotions will pick up again after Labor Day, as September-November are traditionally the heaviest Corp Membership sales months due to EXPO exhibitors’ heightened interest.

- The **2015 Sales Kit** will be mailing in early September to nearly 10,000 prospects. Advertising, exhibit, and sponsorship rates will increase slightly in 2015 and the sales team will leverage this to lock in long-term contracts before the end of the year.
Member and Chapter Services

- Today’s membership total is 15,548 (see details below):

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- On August 7, a Join Today response email was distributed to the 160 asla.org survey respondents who expressed interest in membership.

- Chapter correspondence included: the August Membership Minute (topic was the value of membership); monthly membership renewal reports; and an email reminder of upcoming deadline reminders for chapter elections and 2015 chapter dues.

- The September LAM circulation files were provided to the publications manager (print) and Zinio (digital).

Professional Practice

- ASLA has just released the 2014 Custom Salary Survey Report, an essential business planning resource that will assist recruiting and retaining top talent, allocating resources effectively, and positioning yourself and your firm for maximum growth within the industry. The report profiles cover salaries, bonuses, total compensation, and benefits for landscape architecture positions in the private, public, and academic sectors. Customize a profile to match criteria important to you by choosing from more than 10 filters including: geographic location (city, metro area, state or national), organization / business type; industry; number of employees / professionals / owners; years of experience; education and training; skills / specialties; credentials / licenses. Available to ASLA members only. Order your 2014 ASLA Custom Salary Survey Report Profile now!

- Recent Professional Practice Network activity: the Women in Landscape Architecture PPN’s leadership group has set up a wiki—a website all invited users can edit and collaborate on—to re-assess the PPN’s mission statement and goals and to carry on with projects in between monthly phone calls, including research on available statistics regarding women in the profession.

- The 2014-2015 editorial calendar for The Field was shared with PPN chairs and officers on August 7. New this year: the editorial calendar runs from November 2014 to October 2015 to mirror when the annual meeting takes place, and six to seven PPNs are assigned a deadline on the last day of each month to provide content for the following month. Each PPN is asked to submit at least four posts per year, and all ASLA members are welcome to submit posts throughout the year. Invitations to follow The Field have been sent to 430 asla.org survey respondents who requested to subscribe.
The National Planning Committee continues the education sessions review process for the 2015 New Partners for Smart Growth Conference (NPSG), which will be held January 29-31, 2015 in Baltimore. Professional Practice Coordinator Ali Hay participated in the third review session on August 12 that discussed The New Economy, Market Trends and Demographics; Financing, Real Estate and Development; and Health. Professional Practice Manager Debbie Steinberg, ASLA, was part of the fourth review session on August 14 that discussed Transportation, Transit Oriented Development (TOD) and Streets and Water and Coastal Areas.

**Education Programs**

- The August issue of *LAM* features the first in a series of ads promoting LA CES.
- The LA CES monitoring process is continuing on schedule. The monitoring groups will meet via conference call next week to review materials submitted. Feedback summaries will then be compiled and sent to providers.
- The Landscape Architecture Continuing Education System (LA CES™) has 195 active providers. Currently 1,235 courses are active. Two provider applications were approved this week, Neenah Foundry Company and Ron Blank & Associates. There are four new applications pending review.
- Recent activity of the Committee on Education: reviewed and finalized the annual fall program survey, which it plans to send to all landscape architecture programs in mid-September and began generating a list of big ideas about how to address recruitment into the profession and landscape architecture programs.
- The Annual Meeting Education Session Preference Survey was sent to all professional registrants for Denver. The purpose of this survey is to help ASLA identify the level of interest in each education session so that session rooms may be assigned accordingly.

**Deadlines and Reminders**

- The Leadership Calendar can be accessed on the web.