ASLA LEADERS E-EXPRESS

September 3, 2014

Governance and Administration

- President Mark Focht, FASLA, is spending two days visiting the landscape architectural program as the University of Tennessee, Knoxville, as guest of Cameron Rodman, Student ASLA, National Student Representative. President Focht will attend three studios with Department Chair Gale Fulton, give a lecture on the Philadelphia’s innovative stormwater management program to the College of Architecture and Design, lead a workshop on green infrastructure, and meet informally with students.

- President-Elect Dick Zweifel, FASLA, will meet with senior staff on Friday, September 5, to finalize committee appointments. ASLA officers and staff will contact new and reappointed committee chairs and members over the next few weeks. New appointments will take effect following the annual meeting in Denver.

- EVP Nancy Somerville, Hon. ASLA, CFO Mike O’Brien, Corporate Secretary Curt Millay, ASLA, and Editor-in-Chief Brad McKee met recently with Gensler to get preliminary cost estimates on the ASLA headquarters building redesign and identified areas that require clarification and further research. Next steps include a building appraisal, a mechanical/electrical/plumbing assessment, code consultant review of egress issues/options, and zoning attorney review of site easements and covenants.

- EVP Somerville met with new APA Executive Director Jim Drinan and APA’s Managing Director of Research David Rouse, ASLA, last week to discuss ongoing and potential ASLA and APA collaborations.

- Staff recently met with Uwe Brandes, Executive Director of the Urban and Regional Planning Program at Georgetown University to discuss the Chinatown Green Street Demonstration Project. As an experienced urban planner working in Washington, D.C., and a neighbor of the project (Georgetown’s Chinatown office), his expertise and advice will benefit the project. Managing Director Ann Pryor, Hon. ASLA, CFO O’Brien, Education Director Susan Apollonio, and Professional Practice Manager Debbie Steinberg, ASLA, participated.

- EVP Somerville met with Urban Land Institute CEO Patrick Phillips this week to discuss organizational programs and priorities.

- ASLA recently hosted several people on the green roof: one person from D.C. was interested in how well sedum does in general; others from Wisconsin and Ohio (different groups) wanted general information on the benefits of green roofs and to see one firsthand.

Finance, Meetings

- Registration for the Annual Meeting and EXPO is now at 2,600, with registration and ticket revenue collected at 77 percent of the annual budget goal. Ticket sales for field sessions, workshops, and special events continue to outpace previous years. Five hotels in the discounted room block have sold out and additional rooms will be added to the discounted room block. Book inside the block for the best rates, service, and guarantee.

Government Affairs

- The ASLA Licensure and 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 Managing Director, Julia Lent, Hon. ASLA; phone, 202-216-2330.

- ASLA, along with the Rails-to-Trails Conservancy, signed onto a letter to the U.S. Department of Transportation urging it to include public health considerations in the transportation planning rule. In MAP-21, Congress directed that planning processes shall consider projects and strategies that will increase safety and security of non-motorized users, and protect and enhance quality of life. The letter points out that public health issues are fundamental to quality of life issues and should be considered in transportation planning.

- Government Affairs Manager Mark Cason and Legislative Analyst Leighton Yates met with representatives from the National Association of Clean Water Agencies (NACWA) and the Water Environment Federation (WEF) to discuss continued efforts related to a potential green infrastructure expo this spring. The expo will unite ASLA and various stakeholders in the stormwater and green infrastructure community to showcase the latest green infrastructure approaches to a congressional audience. The group will meet regularly to collaborate on expo planning, programming, and logistics.

- Manager Cason has assembled a working group of ASLA members with experience in pollinator-friendly vegetation practices. This summer, the White House issued a memorandum for federal agencies to identify opportunities to reverse pollinator losses and restore populations to healthy levels. The ASLA working group will work on submitting tangible landscape architecture practices and approaches the federal government can implement to create and maintain a thriving honey bee and native pollinator population. If you have experience in designing landscape architecture projects to maintain healthy pollinator populations and would like to participate in this group, please contact Manager Cason; phone, 202-216-2370.

Public Relations and Communications

- A press release was issued today announcing the relaunch of a totally revamped Green Infrastructure Guide, offering hundreds of free research studies, news articles, and case studies, organized by green infrastructure scale, from broadest to smallest.

- PR and Communications Director Terry Poltrack and Federal Government Affairs Director Roxanne Balckwell participated in a phone call with President Focht to prepare for his presentation to RAIL-volution later this month. Also on the panel are representatives from the American Institute of Architects and the American Planning Association.

- The Daily Journal of Commerce published an article previewing The Landscape Architect’s Guide to Sustainable Portland, which will go live on October 7. The article is available to subscribers only.

- A press release promoting the September 2014 issue of Landscape Architecture Magazine was distributed via several wire services.

- Before leaving ASLA to take up studies in London, PR and Communications Coordinator Phil Stamper-Halpin met with social media representatives from American Institute of Architects, American Institute of Architecture Students, National Council of Architectural Registration Boards, Association of Collegiate Schools of Architecture, and National Architectural Accrediting Board to discuss social strategies among the various architecture and design organizations. All groups made a commitment to interact more with each other and continue meeting. More organizations from the design-build fields to be added in future meetings.
Publishing and Resource Development

- Advertising contracts for FY 2014 issues of Landscape Architecture Magazine (LAM) now total 91 percent of the annual budget goal. This continues to trend six percent ahead of sales as of the same week in 2013.

- EXPO and annual meeting sponsorship sales now total 91 percent of the annual budget goal. This is virtually even with sales as of the same week in 2013, which was the largest grossing EXPO in ASLA history. Sales for 2015 EXPO space will launch next Monday, September 8.

- Staff are meeting with a survey firm, Design Research, to discuss ways to improve ASLA’s surveys, including the annual LAM Readers Survey, the annual Residential Trends Survey, and others. Publisher Pryor, Marketing Manager Suzanne Lipscomb, and PR Manager Karen Grajales participated.

- A proposal was sent last week to the Loeb Library at Harvard Graduate School of Design to scan issues of LAM dating from 1910 through 2006 so they will be preserved for posterity and easily accessible for research purposes. Ideally, this project would get underway before the end of the year.

Member and Chapter Services

- Today’s membership total is 15,212 (see details below):

<table>
<thead>
<tr>
<th>Member Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate ASLA</td>
<td>662</td>
</tr>
<tr>
<td>Associate ASLA</td>
<td>1,780</td>
</tr>
<tr>
<td>Corporate ASLA</td>
<td>121</td>
</tr>
<tr>
<td>Full Member</td>
<td>9,472</td>
</tr>
<tr>
<td>Full-Fellow</td>
<td>727</td>
</tr>
<tr>
<td>Honorary ASLA</td>
<td>149</td>
</tr>
<tr>
<td>International ASLA</td>
<td>206</td>
</tr>
<tr>
<td>Student Affiliate ASLA</td>
<td>302</td>
</tr>
<tr>
<td>Student ASLA</td>
<td>1,793</td>
</tr>
</tbody>
</table>

- ASLA’s membership changes by month are detailed in the chart below:

<table>
<thead>
<tr>
<th>Month-End</th>
<th>Number of ASLA Members</th>
<th>% ↑ ↓ from 12/31/2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/31/2014</td>
<td>15,235</td>
<td>0.21%</td>
</tr>
<tr>
<td>2/28/2014</td>
<td>15,197</td>
<td>-0.04%</td>
</tr>
<tr>
<td>3/31/2014</td>
<td>15,186</td>
<td>-0.11%</td>
</tr>
<tr>
<td>4/30/2014</td>
<td>15,584</td>
<td>2.51%</td>
</tr>
<tr>
<td>5/31/2014</td>
<td>15,205</td>
<td>0.01%</td>
</tr>
<tr>
<td>6/30/2014</td>
<td>15,330</td>
<td>0.84%</td>
</tr>
<tr>
<td>7/31/2014</td>
<td>15,325</td>
<td>0.80%</td>
</tr>
<tr>
<td>8/31/2014</td>
<td>15,218</td>
<td>0.10%</td>
</tr>
</tbody>
</table>
Billing reports were completed and invoices were mailed to:

- Membership first renewal (10/31/14) – 1,179 members
- Membership second renewal (9/30/14) – 1,216 members
- Membership final renewal (7/31/14) – 297 members
- Firm Finder first renewal (10/31/14) – 0 firms
- Firm Finder second renewal (9/30/14) – 1 firm
- Firm Finder final renewal (7/31/14) – 3 firms
- LAM subscription first renewal (10/31/14) – 153 subscribers
- LAM subscription second renewal (9/30/14) – 108 subscribers
- LAM subscription final renewal (7/31/14) – 70 subscribers.

The Leadership Development Committee met on August 27. The committee agreed on a Leadership Link e-newsletter redesign and outlined a three-year topic calendar and provide suggested changes to the student webpage and the chapter operations workbook.

Website updates include: revisions to the chapter leadership positions on the Chapter Operations Workbook and the new membership brochure has been posted on www.asla.org/join.

On August 25, a Join Today response email was distributed to the 188 asla.org survey respondents who expressed interest in membership.

Email reminders to “Renew Your Membership” were sent to the following open renewal periods with valid emails: 275 members with a June 30 expiration date (90-day grace period concludes on September 28); 899 members with a September 30 expiration date; and the “did you forget something” email to 447 August 31 non-renewals. In addition, the “Staying Connected” email was sent to the 318 May 31 non-renewals whose membership lapsed on August 29.

Professional Practice

During August, the Restoration & Reclamation PPN hosted an Online Learning presentation, Environmental Planning in Coastal Louisiana: From Idea to Implementation. It was viewed by 33 attendees. The Sustainable Design and Development PPN hosted Using Reclaimed Materials in Hardscape Projects presented by Scott Smith, Associate ASLA. It was viewed by 26 attendees. The recordings have been added to the current catalogue of recorded presentations. Registration is open for two new webinars in September. The next is 1315 Peachtree: Creative Stormwater Solutions in a Dense Urban Context on September 9, 2:00-3:00 p.m. EDT.

Recent Professional Practice Network activity: the Children’s Outdoor Environment PPN will be hosting the Online Learning presentation “Risk Management at Nature Play and Learning Areas: A Risk Analysis Approach” on September 17, 1:00-2:00 p.m. EDT, presented by Allen Cooper. The PPN has also begun publicizing the call for PechaKucha-style presentations for their annual meeting in Denver.

The National Planning Committee continued the education sessions review process for the 2015 New Partners for Smart Growth Conference, which will be held January 29-31, 2015, in Baltimore. The subject area review included: Partnerships for Success, Planning Tools and Technologies, and Redevelopment. Professional Practice Coordinator Ali Hay participated.
Education Programs

- The LA CES monitoring process is continuing on schedule. All three monitoring groups have met via conference call and reviewed materials submitted. Feedback summaries were due to ASLA on August 29, are being compiled, and will be sent to providers this week.

- The Landscape Architecture Continuing Education System™ (LA CES™) has 197 active providers, with 1,313 active courses. Four provider applications were approved this week: ECOncrete tech LTD., MODWOOD, LLC, Exponation, LLC, and Planetizen. There are no new applications pending review.

- The American Planning Association approved 134 annual meeting education and field sessions for AICP continuing education credit.

- Education Director Apollonio and Meeting Director Joyce DePass attended the E4 conference for meeting professionals in New Orleans, August 17-20. The meeting offered professional development and networking opportunities focused on best practices and new ideas for meeting professionals.

Deadlines and Reminders

The Leadership Calendar can be accessed on th