Governance and Administration

- President-Elect Dick Zweifel, FASLA, met with senior staff on September 5 to review 2015 committee appointments. Chairs and committee members are being contacted by President-Elect Zweifel and staff.

- Government Affairs Managing Director Julia Lent, Hon. ASLA, and CFO Michael O’Brien attended the U.S. Senate Productivity and Quality Award (SPQA) conference in Richmond, VA, yesterday and accepted ASLA’s award for commitment to performance excellence. ASLA was one of only five organizations to be recognized this year. Lent also received individual recognition for her work as an SPQA examiner this year.

- During the summer ExCom meeting in Philadelphia, the Subcommittee on ExCom Performance was formed to develop assessment mechanisms for the Executive Committee, similar to the work of the Board Performance Task Force. The committee, which includes VP Communications Pam Linn, ASLA, VP Education Kay Williams, FASLA, VP-Elect Membership Keith Wilson, ASLA, and Corporate Secretary Curt Millay, ASLA, met via conference call for the first time last Wednesday.

- EVP Somerville participated in a U.S. General Services Administration Industry Association Roundtable last week. Commissioner of the Public Buildings Service Norman Dong chaired the meeting, which focused on workplace transformation.

- Staff will meet with the leadership of the DowntownDC BID (Business Improvement District), whose jurisdiction includes ASLA headquarters, tomorrow to discuss the Chinatown Green Street Demonstration Project. EVP Somerville, Managing Director Ann Pryor, Hon. ASLA, CFO O’Brien, Secretary Millay, ASLA, and Professional Practice Manager Debbie Steinberg, ASLA, will participate.

- Recruitment is underway for several staff positions: LAAB Administrator and Education Programs Manager; Public Relations and Communications Coordinator; and Member and Chapter Services Marketing Manager. Shawn Balon, ASLA, will join the staff in October as Professional Practice Manager.

Finance and Meetings

- CFO Mike O’Brien has closed out July 2014 and reported to the Executive Committee today. A call has been scheduled with the Finance and Investments Committee for next Thursday. The July results are slightly better than the plan and in line with the same period of 2013.

- Registration for the Annual Meeting and EXPO now stands at 2,756, an increase of just over 6 percent since the last E-Express was published. Seven hotels in the discounted block have already sold out, leaving only the Sheraton Denver available. Additional hotel rooms will come online soon. You, as the current and past leadership, had the opportunity to book early at the lower rate by receiving this newsletter. Ticket sales for field sessions, workshops, and special events are also selling out, so early registration is key. Please book soon!

- Meetings and Special Programs Director DePass spent a week in Boston at the Starwood Hotels Global Annual Meeting where she networked with more than 300 national Starwood Hotel general managers and sales managers; heard from Starwood executives about current hotel trends and contracting policies, and learned about new builds and hotel renovations throughout the world. Director DePass was also invited to serve as a member of the Philadelphia Convention and Visitor’s Bureau Customer Advisory Board for a 3-year term starting December 2014. As a member of the board, DePass will advise on the key issues impacting the
evolving needs of meeting professionals, exhibitors, attendees, and other stakeholders involved in the convention industry. With the annual meeting and EXPO scheduled for Philadelphia in 2017, her role on the Advisory Board will provide additional insight into city operations.

Government Affairs

- Managing Director Lent, Legislative Analyst Leighton Yates, and Robert Alter, ASLA, attended a meeting of the D.C. Board of Architecture and Interior Design. The Board approved draft legislation that would regulate landscape architecture. The Board is offering ASLA the opportunity to comment on the draft prior to submitting the legislation to the DC Council for consideration.

- Federal Government Affairs Director Blackwell is working with the Natural Resources Defense Council (NRDC) on the roundtable discussions on the benefits of green infrastructure to commercial properties. Trustee LuGay Lanier, FASLA, will represent ASLA on the roundtable.

- Government Affairs Manager Mark Cason convened the Pollinator Working Group to outline a strategy for crafting recommendations and comments on the White House Pollinator directive. Group members highlighted their expertise on the issue and identified opportunities to foster the administration’s efforts to improve the nation’s pollinator population. The working group identified five focus areas: native seed mixes reserves; urban pollinator growth and development; landscape management and maintenance; green infrastructure integration; and increasing acreage and forage value of pollinator habitats through collaboration with land-grant university-based cooperative extension services. The working group is scheduled to reconvene in two weeks to discuss the first draft of comments and recommendations.

- Manager Cason and Analyst Yates attended a meeting with the green infrastructure partner organizations to discuss a potential congressional EXPO next spring. The group discussed integrating the potential EXPO into Water Week 2015 activities, logistics, and marketing opportunities.

- Analyst Yates attended the annual meeting of the Outdoors Alliance for Kids (OAK), which is a national strategic partnership of organizations from diverse sectors with a common interest in connecting children, youth, and families with the outdoors. The meeting featured a panel of speakers from the Department of Interior agencies, group engagement discussions, annual reviews, strategic planning, as well as extensive networking opportunities.

- Analyst Yates also participated in the OAK Advocacy Day on Tuesday to advocate for OAK legislative priorities such as the No Child Left Inside Act, Health Kids Outdoors Act, Public Lands Service Corps Act, and funding for active transportation in the next iteration of MAP-21, our nation’s surface transportation law. The coalition was able to meet with over 20 legislative offices throughout the afternoon.

- ASLA has joined with other members of the Congressional High Performance Building Caucus Coalition in sending a letter congressional leadership urging their support for the Water in the 21st Century Act (S. 2771, H.R. 5363), legislation to address conservation of water across the country.

- The Federal Transit Authority (FTA) announced the availability of nearly $20 million in competitive funds for comprehensive planning associated with a new fixed guideway or core capacity improvement project that will seek funding under FTA’s Capital Investment Grants Program. The new Pilot Program for Transit Oriented Development (TOD) Planning will award up to $2 million in each corridor selected. The program will support comprehensive planning that complements major transit projects. Proposals are due November 3. Full details of the announcement and instructions for applying can be found on the FTA’s website.

- This week, Congress is expected to begin work on passing a continuing resolution to fund all government programs and operations for fiscal year 2015, which begins on October 1. Passing an omnibus spending bill
instead of individual appropriations measures would mean that programs important to landscape architects would continue at current spending levels, thereby eliminating funding battles over specific programs like the Transportation Alternatives Program, Land and Water Conservation Fund, Community Development Block Grants, and others.

Public Relations and Communications

- A press release celebrating National Hispanic Heritage Month by highlighting prominent Latino/a landscape architects was distributed September 15 via several wire services. A Spanish translation was also sent via a Hispanic wire and was picked up by a number of Spanish language publications, including *La Prensa Hispana, Periodico Ahora, Nuevo Siglo Tampa, Prensa Mexicana*, and *La Vox Hispana*, New York’s largest Spanish weekly newspaper. Early interest has also come from *Portada Florida*, an online bilingual magazine.

- A press release was issued September 3 to announce 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. The guide has already been featured in *ArchNewsNow* and *Planetizen*.

- Consultant Cindy Powell is pitching PARK(ing) Day stories to the three broadcast networks while also working local media. Many ASLA members will create PARK(ing) Day installations on September 19. In Sacramento, for example, the Sierra Chapter is the lead on 15 installations around the city that involve some 16 local organizations.

- On Sunday, September 14, the National Building Museum (NBM) conducted an all-day charrette with its Teen Council to design a green street. The Teen Council is made up of primarily minority middle- and high-school students. Luis Gonzalez, ASLA, who participated in the first two Diversity Summits, volunteered to help, as did ASLA Professional Practice Manager Debbie Steinberg, ASLA, who is the point person on the Chinatown Green Street Demonstration Project. This is the first time the NBM program has focused specifically on landscape architecture.

- The Public Relations and Communications Advisory Committee is providing input on the launch in April 2015 of World Landscape Architecture Month, to replace National Landscape Architecture Month, as well as leveraging the upcoming PARK(ing) Day events. One idea for World Landscape Architecture month to be explored is to have chapters forge sister relationships with chapters of foreign organizations representing the profession.

- *The Dirt* has been invited to be a contributor to *The Huffington Post*. The first piece was a reposted book review

- Also on The Dirt: A recent post on elevated cycletracks made it into *Planetizen* and was reposted on *ArchDaily*, the most visited architecture news site; *ArchNewsNow* featured a post on the new 11th Street Bridge Park designs.

- While *asla.org* pageviews and visits are both down less than 2 percent compared to 2013, unique visitors to the site are up more than 14 percent and visitors new to the site now account for 54.5 percent of traffic.

Publishing and Resource Development

- Sales have been heating up for both *Landscape Architecture Magazine (LAM)* and EXPO booths. Advertising contracts for *LAM* have increased to 94 percent of the annual budget goal and EXPO booth and sponsorship sales for 2014 now total 93 percent of the annual budget goal.
Booth sales for the 2015 EXPO launched last Monday and now total more than 12 percent of the annual budget goal as of this morning. Pre-sales for 2015 are currently open for 2014 exhibitors only and will open to non-exhibitors on October 18. The sales team has set a goal to beat their 2014 pre-sales record of 50 percent by the end of the 2014 show.

The 2015 ASLA Sales Kit was mailed last week to nearly 10,000 prospective advertisers, sponsors, exhibitors, and corporate members. The kit contains the September issue of Landscape Architecture Magazine (LAM) and a four-color brochure promoting the benefits of supporting ASLA and its magazine.

ASLA is well-represented and highly visible at the International Casual Furniture Market (Casual Market) this week in Chicago. LAM Managing Editor Lisa Speckhardt, Senior Sales Manager Daryl Brach, and Sales Manager Kathleen Thomas are participating, copies of the September issue of LAM are being distributed to attendees, and ASLA sponsored the badge lanyards. Casual Market is the largest gathering of the year for residential and contract outdoor furnishing manufacturers and retailers.

**Member and Chapter Services**

Today’s membership total is 15,377 (see details below):

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<th>Member Category</th>
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The ASLA 2014 membership recruitment campaign has launched with a mailing of the new brochure delivered to 10,824 prospective and lapsed members. Starting September 24, the Membership team will start the follow-up call campaign. The mail/call lists will be shared with the chapters for local outreach.

On September 11, the ASLA member census was delivered to 14,308 current members with valid email addresses. The email provides a link to the My ASLA page with instructions on how to access and edit member profiles.

The redesigned Chapter Leadership webpage was launched on September 10.

Chapter correspondence included: the September Membership Minute (topic: building prospective member lists), a CPC annual meeting logistics email, monthly renewal reports with a message encouraging chapters to reach out to the members, and individual reminder emails were sent to chapters that have not yet submitted dues reporting forms for 2015.
Landscape Architecture Magazine

- The October issue of LAM is a wrap today. This is the magazine’s annual issue devoted to the ASLA Student and Professional Awards. The official launch will be September 29, and will be promoted by the Communications department. Online, the October issue will be free via Zinio.com. Members should share the issue liberally with colleagues, clients, family, and friends.

- LAM Editor Brad McKee has been invited by the American Society of Magazine Editors to serve as a judge for the National Magazine Awards for two days in early January. The judging will take place at Columbia University in New York.

Education

- Emily O’Connor joined ASLA on September 8 as the new Education Programs Administrator. Emily’s professional background includes education program management and meeting planning. She was previously employed at the International Sign Association.

- The United States Green Building Council approved the entire annual meeting education program for GBCI credit last week. All professional development credentials have now been posted to the ASLA Annual Meeting website.

- The Landscape Architecture Continuing Education System™ (LA CES™) has 199 active providers. Currently 1,469 courses are active. There is one new provider application pending review this week.

- Director Apollonio and Professional Practice Manager Steinberg attended the Atlantic_LIVE Technologies in Education forum on September 11. How to use technology in the classroom, how to facilitate project-based learning, and the value of coding literacy were discussed. Speakers included The Honorable John Holdren, Director, Office of Science and Technology Policy, The White House and the Honorable Ana Eshoo, United States House of Representatives.

Professional Practice

- Today, the Children’s Outdoor Environments PPN hosted an Online Learning presentation, Risk Management at Nature Play and Learning Areas: A Risk Analysis Approach—with 66 registrants. On September 9, the Sustainable Design and Development PPN hosted 1315 Peachtree: Creative Stormwater Solutions in a Dense Urban Context. It was viewed by 37 attendees. In August, 10 Online Learning tests were submitted, bringing the number of exams taken in 2014 to 96. Five LATIS exams were submitted last month, bringing the total submitted this year to 133.

- Recent Professional Practice Network activity: the Urban Design PPN outlined its communication plan for the next three months, including a call for Pecha Kucha-style presentations for the PPN meeting in Denver and two PPN News Briefs highlighting the Annual Meeting’s urban design events. During its August 26 conference call, ASLA’s Executive Committee approved the petition for the new Education & Practice Professional Practice Network (PPN). Chair Jules Bruck, Affiliate ASLA, will lead the new group. Education & Practice is ASLA’s nineteenth PPN, with 146 charter members. All ASLA members will have the opportunity to join the new PPN in the coming weeks. The Women in Landscape Architecture PPN discussed the focus of the PPN’s ongoing research into available statistics on women in the field.

- The current number of PPN members is 12,256—an increase of 57 since the beginning of 2014. Compared to 2013 numbers, membership is up by 104 members. 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 2,145.

- On September 4, the Smart Growth Network (SGN) Partners met in Washington, DC. The meeting theme was “Advancing Social Equity for More Sustainable Communities.” Presentations included the results of the recent International City/County Management Association surveys of local governments on sustainability and social equity priorities, and the National Resource Network’s assessment of Miami’s social equity challenges. Included in the SGN partner updates was the deadline extension to September 19 for EPA’s National Award for Smart Growth Achievement and overviews of the Smart Growth Information Clearinghouse and the Green Infrastructure Collaborative formed by EPA and other federal agencies. Professional Practice Coordinator Alexandra Hay represented ASLA.

**Deadlines and Reminders**

- The Leadership Calendar can be accessed on the web.