Governance and Administration

- ASLA is becoming a collaborating organization with the new EPA Green Infrastructure Collaborative, a network of federal agencies, including the White House Council on Environmental Quality, non-governmental organizations, and other private sector entities, to work on promoting green infrastructure approaches to address water issues. Next week, President Mark Focht, FASLA, and ASLA government affairs staff will participate in a kick-off event for the Collaborative at the White House next week. The event will include roundtable discussions on efforts to mainstream green infrastructure, and provide an opportunity for leaders of the initiative to dialogue with senior administration officials. As part of ASLA’s commitment to work with the Collaborative, ASLA will: advocate for passage of the Innovative Stormwater Infrastructure Act; support strong funding for the Clean and Safe Drinking Water State Revolving Funds; and maintain, update, and enhance ASLA’s online green infrastructure center, as well as highlighting these issues in publications and education opportunities.

- President Focht will be spending tomorrow and Friday visiting the landscape architectural program at the University of Georgia in Athens, GA, as guest of the College of Environment and Design and the ASLA student chapter. President Focht will visit four studios, give a lecture on Philadelphia’s innovative stormwater management program, and meet with the Dean, faculty, and students.

- Recently President Focht chaired the Annual Meeting Education Advisory Committee (AMEAC) at headquarters. Staff and committee members have begun the education session planning for the 2015 annual meeting in Chicago.

- After the AMEAC meeting, President Focht presented at the national Rail-Volution Conference in Minneapolis. The session, “Design Matters,” featured the leadership of AIA, APA, and ASLA discussing the importance of design in transit-oriented developments and transportation projects. The ASLA Minnesota Chapter hosted a reception for Focht while he was in town.

- On Tuesday, October 7, President-Elect Dick Zweifel, FASLA, will be the keynote speaker at the launch party of the Landscape Architect's Guide to Portland (Oregon). (Please keep the guide’s website confidential as the information is embargoed until after the public announcement on October 7.) The guide explains why Portland is one of the most livable, sustainable cities in the U.S. Eleven local guides, including Carol Mayer-Reed, FASLA, Lloyd Lindley, FASLA, and Kenneth Helphand, FASLA, among others, contributed significant volunteer time over the course of 2014 to make the guide happen. In contrast to the D.C. and Boston guides, which are organized by neighborhoods, the Portland guide is organized by the facets of the Sustainable City, with sections on transportation, water, food, health and other topics. The guides, local government officials, and non-profit leaders, as well as PR and Communications Director Terry Poltrack and Sr. Communications Manager Jared Green, who designed the site, will be in attendance. The event will be held at the Lan Su Chinese Garden.

- The 2014 professional and student awards were announced on Monday with a press release, an email blast to all contacts, and a social media campaign, all coordinated with the October issue of Landscape Architecture Magazine (LAM), which features the awards. The press release was also made available in Spanish, Chinese, Arabic, and Portuguese. Early media interest came from American Nurseryman, Daily Journal of Commerce, Oculus, Radar Desk, ArchNewsNow, Rebuilding Place in the Urban Space (a blog), Scoop Outdoors & Gardens (Australia), and Casa & Construção (Brazil). The website received 25,000 page views in the first 24 hours. This
is the first fully responsive awards website ASLA has produced, meaning it is easily viewable on tablets and phones.

- EVP Nancy Somerville, Hon. ASLA, and Human Resources Manager Alice Klages attended the award ceremony for the Washington Business Journal’s Healthiest Employers in Greater Washington. ASLA was awarded sixth place in the “Up to 99 Employees” category. ASLA was ranked sixth in the “Up to 50 Employees” category last year, but faced stiffer competition this year in the expanded category.

- EVP Somerville and Managing Director Julia Lent, Hon. ASLA, attended the CLARB annual meeting in Virginia last week. Somerville presented on ASLA’s national programs.

- Also last week, EVP Somerville and Government Affairs Director Roxanne Blackwell participated in the Renewable Natural Resources Foundation (RNRF) Washington Roundtable Discussion with Lynn Scarlett, Managing Director for Public Policy at The Nature Conservancy. Scarlett spoke about ecosystem services and associated federal policy initiatives. EVP Somerville and Past President Barry Starke, FASLA, will represent ASLA at an RNRF Board meeting tomorrow.

- EVP Somerville also met via conference call with President and CEO Rich Goldwatt of the Association of Pool and Spa Professionals to discuss future collaborations.

- The 2015 call for Fellows nominations is now open. Corporate Secretary Curt Millay, ASLA, sent all chapters lists of their respective members who are eligible for the 2015 nominations. Individual members who have 10 or more years of continuous membership will receive a message next week informing them of their eligibility to pursue nomination. The deadline for chapter submissions is February 27, 2015. For more information, visit the Council of Fellows website.

- Staff recently held several meetings with representatives from DC agencies, area developers, and the leadership of the DowntownDC BID (Business Improvement District) to discuss the Chinatown Green Street Demonstration Project. Design Workshop joined ASLA staff for the progress meeting with DC agencies.

- ASLA senior staff participated in a professional development program “Strategies for Effective Employee Performance Evaluation.”

- Kristopher Pritchard will join the staff as the new LAAB Administrator and Education Programs Manager on October 13. Kris brings solid experience and a proven track record as a seasoned senior accreditation manager; he is also a former science and math teacher. He will have several weeks to work with Ron Leighton, Hon. ASLA, before Ron retires on October 31 after 28 years with ASLA.

Meetings

- The advanced rate deadline for the annual meeting and EXPO is October 17. Registration and ticket rates increase after that and the housing blocks close. Additional discounted rooms have been added to the Crowne Plaza, Hotel Monaco, Marriott Downtown Denver, and the Sheraton Denver. Also discounted room blocks have been added at the Comfort Inn, the Curtis (a Doubletree hotel), the Renaissance Denver Downtown, and two additional hotels will be coming online soon, including, the Marriott Courtyard, and Hilton Garden Inn Downtown. Registration now stands at 2,906. Registration and ticket revenue collected to date is now 86 percent of the annual budget goal.

- Associate Manager of Meetings Mas Tadesse Harris has resigned her position, with her last day being Friday, October 3. A consultant has been hired to assist Meetings Director Joyce Depass with the logistics of the upcoming annual meeting.
Government Affairs

Yesterday, the U.S. Senate voted 78-22 to pass H.J. Res.124—a continuing resolution (CR) spending bill to fund federal government programs and operations for fiscal year 2015. Recently, the U.S. House of Representatives voted 319-108 on the measure. The legislation maintains current funding levels for government programs and services through December 11, 2014. Visit ASLA’s IAdvocate page for a summary of funding levels for programs important to landscape architects and for other advocacy news and information.

ASLA activated the IAdvocate Network to inform members about a free webinar to learn the details of HUD’s New National Disaster Resilience Competition. This online event will take place Wednesday, October 8, 2014 at 1:00pm EDT. Speakers on the webinar include: Danielle Arigoni, Deputy Director of HUD’s office of Economic Resilience; Jessie Handforth Kome, Deputy Director of HUD’s office of Block Grant Assistance in Community Planning & Development; and Ilana Preuss, Vice President and Chief of Staff at Smart Growth America. REGISTER FOR THIS FREE WEBINAR.

ASLA also activated the iAdvocate Network recently to urge ASLA advocates to send a message to their U.S. Representatives to support H.R. 4709, the Highways Bettering the Economy and Environment Act (Highways BEE ACT), a bipartisan bill aimed at designing rights-of-way to foster strong, vibrant pollinator populations. In response to the action alert, ASLA advocates were able to send over 250 messages to their representatives in Congress. ASLA members are encouraged to continue to send messages to their legislators about this issue.

Federal Government Affairs Director Roxanne Blackwell participated in the National Building Museum’s Capital Council Roundtable Discussion on “Green v. Resilient,” where representatives of the design and construction industries discussed planning, designing, and building projects in a way that can withstand possible disasters and other impacts. Currently, the museum is featuring an exhibition on “Designing for Disaster.”

Government Affairs Manager Mark Cason participated in a webinar on the economic impact of the nation’s water and wastewater systems. The live, interactive online event, hosted by the U.S. Water Alliance and WaterWorks unveiled a new national report on the economic and labor impact of the water sector. The webcast also featured water leaders, public and private, from across the country to discuss how investment in water infrastructure puts people to work and builds a stronger nation.

Legislative Analyst Leighton Yates participated in the National Complete Streets Coalition Steering Committee meeting, where participants discussed changes to the coalition’s mission statement and the creation of a performance measures guide for state and local governments. Additionally, the group discussed a recent safety initiative for bike/ped safety announced earlier this month by Department of Transportation Secretary Anthony Foxx.

Landscape Architecture Magazine

The much-awaited annual ASLA Awards issue of LAM is on its way to readers and is also free online here at Zinio.com. It includes full coverage of the ASLA Student and Professional Awards and an excellent article on the Landmark Award winner, the Norman B. Leventhal Park at Post Office Square in Boston, by the Halvorson Design Partnership.

On September 27, Editor in Chief Brad McKee presented on LAM and took part in an international editors’ panel at the Eighth International Biennial of Landscape Architecture in Barcelona. Other participating editors included Robert Schäfer of Topos, Cameron Bruhn of Landscape Architecture Australia, Novella Cappelletti of...

Publishing and Resource Development

- The Alliance for Audited Media has issued the publisher’s statement for LAM for the first six months of 2014, noting the total average circulation at 21,576. This represents an increase of 17 percent, or 3,242, over the 2013 publisher’s statement for the same period. This also surpasses the AOP goal of increasing audited circulation by 1,000 in 2014. Advertisers use audited circulation numbers to choose publications in which to advertise, so increasing LAM’s circulation is very important in order to grow ASLA’s annual revenue.

- Advertising contracts for LAM now total 95 percent of the annual budget goal. One year ago, ad revenue was at 89 percent of the same budget goal.

- EXPO and sponsorship sales now total 95 percent of the annual budget goal. A year ago, sales were virtually the same level (within $5,000) for what would be the largest grossing EXPO in ASLA history.

- Pre-sales for 2015 EXPO exhibit space are off to a roaring start and now total 18 percent of the annual budget goal. As of the same week last year, pre-sales had only reached six percent.

- In addition to the good news on the sales front, JobLink job postings are increasing as well, indicating the growing economic strength of the profession. As of this morning, postings were at 68. Monthly posting averages are beginning to resemble those from prior to the economic downturn.

- Traditional Building magazine will be a Media Partner for the ASLA annual meeting and EXPO. As the title indicates, this is the leading publication for design and construction professionals who specialize in historic preservation.

- Engagement on the ASLA Annual Meeting Twitter account (@ASLAMeeting) is up by 10 percent in the past 30 days. Sales Specialist Vivian Thompson has been tweeting each day about new 2014 exhibitors and their products.

Member and Chapter Services

- Today’s membership total is 15,205 (see details below):

<table>
<thead>
<tr>
<th>Member Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate</td>
<td>661</td>
</tr>
<tr>
<td>Associate</td>
<td>1,751</td>
</tr>
<tr>
<td>Corporate</td>
<td>134</td>
</tr>
<tr>
<td>Full Member</td>
<td>9,425</td>
</tr>
<tr>
<td>Full-Fellow</td>
<td>727</td>
</tr>
<tr>
<td>Honorary</td>
<td>149</td>
</tr>
<tr>
<td>International</td>
<td>196</td>
</tr>
<tr>
<td>Student Affiliate</td>
<td>294</td>
</tr>
<tr>
<td>Student</td>
<td>1,868</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>
<tr>
<td>9/30/2014</td>
<td>15,205</td>
<td>0.01%</td>
</tr>
</tbody>
</table>

The Member Services Committee hosted a conference call September 24 to review the target demographic elevator speeches, discuss ways to utilize the new membership brochure as a social media tool, and to recruit non-members working in academic environments.

Chapter correspondence included: an annual meeting email reminder and a request to participate in the Emerging Professionals Committee mentor program online survey.

A new webpage listing links to the ASLA Student Chapter Facebook pages has posted. Staff will continue to search for the missing student chapter pages.

Director Barbara Fles is facilitated the New Hampshire Chapter’s strategic planning meeting September 20.

A “request for portfolio volunteers” message was sent to the full Council of Fellows on September 18. Thirty-two reviewers (16 per day) are needed over a two-day period. Volunteers can select a timeslot here. Additional messages will be sent to the Board of Trustees, Member Services, and Leadership Development Committees at a later date.

The Emerging Professionals Committee hosted a conference call September 18 with the working groups providing project updates and discussing the student honor and merit program administered through the chapters.

Billing reports were completed and invoices were mailed to:
- Membership first renewal (11/30/14) – 981 members
- Membership second renewal (10/31/14) – 1,084 members
- Membership final renewal (8/31/14) – 399 members
- Firm Finder first renewal (11/30/14) – 1 firm
- Firm Finder second renewal (10/31/14) – 0 firms
- Firm Finder final renewal (8/31/14) – 0 firms
- LAM subscription first renewal (11/30/14) – 294 subscribers
- LAM subscription second renewal (10/31/14) – 121 subscribers
- LAM subscription final renewal (8/31/14) – 51 subscribers.
Professional Practice

- A recent update to The Field features a list of 2014 ASLA annual meeting education sessions of interest to landscape architects who work in the public realm. This useful resource was compiled by members of ASLA’s Public Practice Advisory Committee. It was also shared with Professional Practice Network members on LinkedIn.

- Recent Professional Practice Network activity included: the PPN Council held its third quarterly conference call on September 18 and welcomed the launch of Education and Practice, ASLA’s nineteenth PPN. They also shared plans for the annual meeting’s PPN meetings. Also on the agenda was a recap of the 2014 Online Learning presentations, which concluded on September 17, and the progress made on promoting The Field this year. The Sustainable Design and Development PPN has outlined topics for three proposed Online Learning presentations for 2015 and reviewed discussion topics and business items for the SDD PPN meeting in Denver.

- Historic American Landscapes Survey (HALS) Update: The Documented Historic Landscapes: Full List of HALS Sites & HALS Highlights webpage has been updated. There are currently 575 HALS sites on the list, up from 495 last quarter. This list is provided by the National Park Service, with links to the documentation on the Library of Congress’ website. The new set of HALS Highlights features past winners of the annual HALS Challenge, an historic landscape documentation competition. This year’s Challenge, Documenting Landscapes of the New Deal, received 47 entries, the most ever. The winners and the theme of the next challenge will be announced at the annual meeting.

Education

- The ASLA third annual fall Landscape Architecture Program Survey was sent to all accredited programs on September 15. To date six schools have completed the survey.

- The annual graduating student survey has been posted to ASLA’s Career Discovery website and a summary published in the Dirt.

- The Landscape Architecture Continuing Education System™ (LA CES™) has 200 active providers offering 1,443 courses. There is one new provider application pending review.

- The second phase of the LA CES monitoring process is continuing on schedule. Providers were asked to submit additional information to the monitoring committee, which is now under review. The committee is scheduled to submit final summaries for each provider by Wednesday, October 8. The LA CES Administrative Committee, chaired by Past President Susan Jacobson, FASLA, met by conference call today to review the program status, including completion of improvements to the LA CES website. LA CES is a collaboration of ASLA, CLARB, LAAB, LAF, CELA, and the Canadian Society of Landscape Architects.

- ASLA 2014 annual meeting speakers were reminded of upcoming milestones in the planning process for the Denver meeting.

Public Relations and Communications

- PR and Communications Director Terry Poltrack and Director of Information and Professional Services Susan Cahill-Aylward, Hon. ASLA, attended a September 30 summit on Emergency Preparation and Readiness for the D.C. metropolitan area, hosted by the Greater Washington Board of Trade, American Red Cross, and Council of
Governments. Poltrack and Cahill-Alyward, along with Chief Financial Officer Mike O’Brien and Human Resources Director Alice Klages, are members of an internal taskforce that is updating ASLA emergency procedures.

- PR Manager Karen Grajales participated in a phone meeting to discuss collaborative social media with her counterparts at AIA, the National Architectural Accrediting Board, the National Council of Architectural Registration Boards, and the Association of Collegiate Schools of Architecture. The group will develop a common editorial calendar for social media and work together to promote each other’s initiatives and activities.

- The Dirt pickups: Planetizen featured a post on the 11th Street Bridge Park Design Competition in Washington, D.C.; ArchNewsNow picked up the review of Jaime Lerner’s new book; and The Huffington Post reposted a story on Sasaki’s new survey on urban life.

- Dirt Editor and Senior Communications Manager Jared Green attended the EcoDistricts Summit 2014 in Washington, D.C., which brought in hundreds of urban leaders from across the country. EcoDistricts is a Portland-based nonprofit dedicated to purring the creation of just, sustainable and resilient cities and neighborhoods for all. A first post is on revitalization without gentrification. Also attending were Corporate Secretary Millay and Professional Practice Manager Debbie Steinberg, ASLA.

**Deadlines and Reminders**

- The Leadership Calendar can be accessed on the web.