Governance and Administration

- On Wednesday, President Mark A. Focht, FASLA, and Government Affairs Manager Mark Cason attended two meetings at the White House at the invitation of The White House Council on Environmental Quality. The morning featured a roundtable discussion of public and private sector leaders on stormwater green infrastructure. The afternoon was titled “GreenGov Dialogue on Green Infrastructure,” which provided a forum to share best practices, lessons learned, and results achieved from green infrastructure implementation. The day provided a high profile platform for landscape architects and ASLA.

- On Friday, President Focht participated in the “Innovative Stormwater Infrastructure” day-long symposium organized by the New Mexico ASLA Chapter in Albuquerque. President Focht shared information on Philadelphia’s “Green City, Clean Waters” program and green infrastructure work being done by landscape architects.

- President Focht also visited 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.

- The Landscape Architect’s Guide to Portland, Oregon, was launched last Tuesday at the Lan Su Chinese Gardens. Congressman Earl Blumenauer, Hon. ASLA, and President-Elect Dick Zweifel, FASLA, welcomed about 50 guests, which also included a representative from Oregon Sen. Jeff Merkley’s office, two members of Portland Mayor Charlie Hales’ staff, journalists, guides, and others known for sustainability initiatives in that city. Staff was represented by Public Relations and Communications Director Terry Poltrack, Senior Communications Manager Jared Green, who led the project; and Public Relations Manager Karen Grajales. See more on the press release in PR and Communications below.

- EVP Nancy Somerville, Hon. ASLA, participated in a confidential site visit all last week as part of the Malcolm Baldrige National Quality Award Board of Examiners.

- The Council of Fellows Executive Committee held a conference call yesterday to review jury criteria, discuss the rollout of a new Fellows pin, and prepare for upcoming events during the upcoming annual meeting.

- Special Assistant to the EVP Keith Swann hosted students from American University’s Outdoors Club on the green roof recently. The group was interested in learning about the benefits of the green roof.

Meetings

- Friday is the last day to register and purchase tickets for annual meeting events, workshops, and field sessions at discounted rates. Onsite rates apply starting October 18. Additional hotels have been added to the annual meeting housing room block, including the Comfort Inn, The Curtis (a Doubletree hotel), Marriott Courtyard, Hilton Garden Inn Downtown, and the Renaissance Denver Downtown, still, less than 200 rooms remain! Please book your hotel rooms now as this is the last opportunity for the discounted room blocks. Registration now stands at 3,186. Registration and ticket revenue collected to date is now 93 percent of the annual budget goal.

- Kelli Bland with At a Moment’s Notice LLC, has joined the meeting’s team on a temporary basis through the annual meeting to replace Mas Tadesse Harris who resigned her position on October 3. Bland is an experienced independent meeting planner who will assist Meetings and Special Programs Director Joyce
DePass with the final logistical planning for the annual meeting. You may email Kelli with any conference-related questions or call 202-216-2328.

Government Affairs

- The jury met last week to award the 2015 Advocacy Grants program funds to chapter applicants. This year, 11 chapters received grants, including two that had never received grants under the program. Projects funded include campaigns to fight deregulation and restraints to practice, state and local advocacy day efforts, and promotion of licensure legislation. Since its inception in 2006, the program has distributed $448,000 to 35 chapters in 32 states and the District of Columbia.

- On October 2, the National Capital Planning Commission (NCPC) convened to consider the executive director of the Dwight D. Eisenhower Memorial Commission’s recommendations to the most recent plans, submitted by Architect Frank Gehry, for the design of the long-planned memorial. The commission voted 10-1 to give Gehry’s modified design preliminary approval. The Gehry design team will now work toward a final plan for the memorial, which will first be considered by the Dwight D. Eisenhower Commission. Legislative Analyst Leighton Yates represented ASLA.

- Analyst Yates participated in a weekly call of the Land and Water Conservation Fund (LWCF) Coalition, which focused on possible advocacy plans during the lame duck session in Congress, outreach to Department of Interior agencies on FY15 and FY16 budget priorities, and additional media outreach for the 50th anniversary of the LWCF.

- Manager Cason recently attended the D.C. Historic Preservation Board meeting related to the proposed Carnegie Library and International Spy Museum project in ASLA’s D.C. Chinatown/Mt. Vernon Square neighborhood. The meeting was an opportunity to review the design firm’s project revisions, and to hear public comments from historical preservation non-profits, community leaders, and citizens related to the proposed project. The board unanimously rejected the large scale revisions, and encouraged the design team to take into the account the various comments to improve the overall integrity of the historical park and landscape. Days after the board meeting, the Spy Museum scrapped its redevelopment plans of the historic library.

Public Relations and Communications

- A press release announcing the launch of The Landscape Architect’s Guide to Portland was distributed last Tuesday via several wire services. Members of the press who attended the October 7 launch party included Randy Gragg, the director of the John Yeon Center for Architectural Studies at the University of Oregon and editor at large of Portland Monthly; and Janet Eastman, design journalist for The Oregonian. Early press includes a story in the Daily Journal of Commerce (subscribers only), Portland Business Journal, and Planetizen. More press is expected soon. In a week it received nearly 8,000 pageviews.

- NPR published “The Outhouse — and Other Rooms — Get a 21st Century Makeover” on its website. ASLA staff helped arrange an interview with Jennifer Horn, ASLA, co-chair of the Residential Design PPN. The article also references ASLA’s Residential Landscape Architecture Trends survey and includes images of Professional Award winners.

- Portada Florida, a bilingual online magazine, has published an article about Hispanic landscape architects in the November issue (pages 20-21). The magazine based the article on ASLA’s press release celebrating National Hispanic Heritage Month and included images of projects by Lewis Aqüí, ASLA.
ArchNewsNow featured coverage in *The Dirt* on gentrification at the EcoDistricts Summit and a post from landscape photographer Allan Pollok-Morris on the new segment of the High Line.

**Landscape Architecture Magazine**

The huge November issue of LAM, headed for the ASLA Annual Meeting & EXPO, is off to press today. The issue is 276 pages, and features excellent stories on the Bill and Melinda Gates Foundation headquarters in Seattle by Gustafson Guthrie Nichol (the 2014 ASLA Professional Award of Excellence winner for General Design); the triple threat of fire, floods, and pine beetles in the Front Range of the Rocky Mountains in Colorado; an effort by Fred Phillips, ASLA, to re-establish wetlands at the dried-up end of the Colorado River along the U.S.-Mexico Border; the work of landscape architects in Detroit to drive the redevelopment of vacant areas of the city; and the longtime research of the retired landscape architect Guy Sternberg on oak species at his private arboretum, Starhill Forest, in Illinois. A residential feature shows the work of Matthew Cunningham, ASLA, on a private property inside Acadia National Park (a winner of a 2014 Professional Award for Residential Design).

*LAM* Editor Brad McKee was a panelist at last week’s LandUp marketing and business development conference hosted by the Illinois ASLA chapter in Chicago. The panel of journalists covered what editors need from designers to cover their projects. The other panelists were Beth Botts, a nature and gardening writer of the Chicago Tribune; Mike Nowak, a radio host of The Mike Nowak Show, a gardening and environmental program on WCPT; and Tim Schuler, the managing editor of *Green Building & Design* magazine.

**Publishing and Resource Development**

Advertising contracts for LAM now total 96 percent of the annual budget goal. By contrast, sales as of the same week of 2013 were only at 92 percent of the same budget goal.

EXPO and sponsorship sales for 2014 now total 97 percent of the annual budget goal, or virtually even with sales as of the same number of weeks prior to the 2013 annual meeting, which was the largest grossing EXPO in ASLA history. Meanwhile, pre-sales for 2015 EXPO space are off to a roaring start and continue to outpace any previous year, with 27 percent of the annual budget goal. This compares to just 14 percent for the same number of weeks prior to the 2013 annual meeting.

JobLink postings continue to steadily increase and were at 76 as of this morning. Job postings on JobLink were strong during Q3, increasing to an average of over 60 per month. The quarterly average was 25 percent higher than the same quarter of 2013. Postings for the year to date continue to be the highest levels since 2008.

Forty companies joined or renewed their Corporate Memberships during Q3, bringing the total number of 2014 corporate memberships sold to 122, or 61 percent of the annual budget goal of 200. This is 22 percent higher than the number of Corporate Members as of the end of Q3 2013.

Automation of the 2015 annual professional and student awards program is being finalized for testing the first week of November. The new online system will allow entrants to pay their entry fees and submit their entries online. The system will also tabulate the jury scores automatically. The cost of the online system will more than be absorbed by the elimination of materials and shipping costs and reduction in staff time.

**Member and Chapter Services**

Today’s membership total is 15,383 (see details below):
Email Reminders to “Renew Your Membership” were sent to the following open renewal periods with valid emails: 193 members with a July 31 expiration date (90-day grace period concludes on October 29); 826 members with an October 31 expiration date; and the “did you forget something” email to 385 September 30 non-renewals. The “Staying Connected” email was sent the 247 June 30 non-renewals whose membership lapsed on September 28.

The 90 Fellow Emeritus and complimentary members were sent invoices for the Fellows assessment.

Chapter correspondence included: October Membership Minute (topic: utilizing leadership transition for membership recruitment and retention); the ASLA 2014 recruitment campaign contacts shared with each individual chapter; the chapter rebate and deposit reports were distributed to the chapter presidents, treasurers, and chapter executives; the 2015 chapter dues confirmation and the monthly chapter membership renewal reports with a 5% CFO challenge update.

The bad email address postcard was sent to the 487 members with an invalid email address.

Susanna Butler joined the Member Services team as the Membership Marketing and Chapter Relations Manager on October 9, replacing Eric Lauria. Her previous experience includes managing the membership and chapter programs at the American Correctional Association and the student outreach and recruitment programs at the University of Maryland.

Member Services Manager Maxine Artis met with Steve Szoczei from Royale Printing on Monday to discuss the undeliverable issues of Landscape Architecture Magazine. They are identifying systems to reduce the volume of returned mail.

Billing reports were completed and invoices were mailed to:
- Membership first renewal (12/31/14) – 1,252 members
- Membership second renewal (11/30/14) – 810 members
- Membership final renewal (9/30/14) – 559 members
- Firm Finder first renewal (12/31/14) – 2 firms
- Firm Finder second renewal (11/30/14) – 0 firms
- Firm Finder final renewal (9/30/14) – 0 firms
- LAM subscription first renewal (12/31/14) – 517 subscribers
- LAM subscription second renewal (11/30/14) – 268 subscribers
- LAM subscription final renewal (9/30/14) – 88 subscribers.
Professional Practice

- In September, four Online Learning tests were submitted, bringing the total to 100 for 2014. Forty-five Online Learning tests were submitted in the third quarter of 2014, compared to 37 in the second quarter. Ten LATIS exams were submitted in September, bringing the total to 140 for 2014.

- The current number of PPN members is 12,513—an increase of 257 members from last month, and an increase of 314 since the beginning of 2014. Also, compared to 2013, membership is 255 members higher. 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 largest PPN, with 2,143 members.

- DesignDC was held October 1-3 with the ASLA Potomac Chapter among the groups that organized conference along with the Washington, DC, Potomac Valley, Northern Virginia, and Baltimore Chapters of the AIA, the Congress for the New Urbanism - DC Chapter, IIDA - MAC, and the APA National Capital Area Chapter. The theme was “Smart Synergies” and covered topics such as how planning, urban design, architecture, and landscape contribute to successful community planning and how to integrate bicycle infrastructure into cities. Professional Practice Coordinator Ali Hay represented ASLA.

Education Programs and LAAB

- The ASLA Committee on Education Fall Program Survey has been sent to all landscape architecture program department chairs, responses are due by this Friday October 17. The results will be discussed during the joint Landscape Architecture Program Administrators and Committee on Education meeting in Denver.

- ASLA Annual Meeting Education program session handouts were due on October 14. The will be posted to asla.org and shared with meeting attendees in advance of the meeting.

- The Landscape Architecture Continuing Education System™ (LA CES™) has 201 active providers offering 1,487 courses. There are three new provider applications pending review.

- The LA CES Monitoring Committee submitted their final reviews of monitored providers earlier this week. Eighteen providers were monitored. ASLA staff will collate and send final comments to providers next week.

- Kristopher Pritchard joined the staff as the new LAAB Administrator and Education Programs Manager on Monday. Kris brings solid experience and a proven track record as a seasoned senior accreditation manager, and 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.

CHEA Call for Public Comment on LAAB—The Landscape Architectural Accreditation Board (LAAB) will be reviewed at the November 24-25 meeting of the Council for Higher Education Accreditation (CHEA) Committee on Recognition. Third-party comments must be received in the CHEA office no later today October 15, and may be submitted by mail, fax, or email to Council for Higher Education Accreditation, One Dupont Circle, NW, Suite 510, Washington, DC 20036; fax: 202-955-6129; email, recognition@chea.org.

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.