ASLA LEADERS E-EXPRESS

October 29, 2014

Governance and Administration

- President Elect Dick Zweifel, FASLA, was one of the speakers at the Southern California Chapter’s bi-annual awards ceremony last week in Long Beach, where he presented the prestigious Award of Excellence to this year’s recipient.

- The Oregonian ran a feature on the Landscape Architects’ Guide to Portland, Oregon, that included this quote: “At the Oct. 7 launch party at the urban-oasis Lan Su Chinese Garden, Rep. Earl Blumenauer, D-Ore., said, ‘ASLA is one of the secret weapons for livability. The profession blends the built environment with the natural environment. This guide is a visual portrayal of the unique elements that we are so proud of here.’” The guide continues to earn impressive numbers (11,100 pageviews since launch October 7).

- U.S. Green Building Council COO Mahesh Ramanujam highlighted the Green Building Certification Institute’s (GBCI’s) new role with the Sustainable Sites Initiative (SITES) at the Greenbuild executive leadership luncheon last week in New Orleans. Ramanujam described SITES as an important addition to GBCI’s certification and credentialing portfolio, along with WELL and PEER, two other programs with which GBCI has completed a similar partnership. ASLA and the SITES partners were also credited. EVP Nancy Somerville, Hon. ASLA, and other staff attended the conference. Somerville is participated in leadership meetings, while others staffed the ASLA booth. Landscape Architecture Magazine was also distributed to all attendees.

- The green roof was visited today by undergrad environmental studies students from New York University, Washington, D.C., campus. The students were not familiar with designing a green roof or its components and were very excited about the visit. Also discussed was student membership, the upcoming annual meeting, and the awards issue of LAM that was handed out. The green roof was used as the backdrop for a Tractr denim advertising shoot last week. The production company, Skye Associates LLC, was very interested in the green roof’s design and unique plants for the photo shoot.

- A briefing on the Green Streets project was presented to Barbara McCann and policy staff of the U.S. Department of Transportation Office of the Secretary by EVP Somerville, Corporate Secretary Curt Millay, ASLA, Professional Practice Manager Debbie Steinberg, ASLA, and Government Affairs Manager Mark Cason. An overview of the project was provided and a lively question-and-answer period followed covering the details of the project, plans to include pollinator plants, and possible federal funding applicable to the project.

- Preparations are in earnest for the Denver Executive Committee and Board of Trustees meetings. Items for the BOT meeting posted last week.

- The Washington, D.C., region has been ranked as the most expensive place to live in the country, ahead of the pricey markets of New York and San Francisco, according to a recent government study. Click here for The Washington Post’s story.

Meetings

- Registration now stands at 3,584 for the annual meeting and EXPO. Registration and ticket revenue collected to date is now 106 percent of the annual budget goal of $1.375 million.

- Meetings and Special Programs Director Joyce DePass and Meetings Consultant Kelli Bland were in Denver last week tying down final details for the annual meeting. Meetings were held with the teams at the Colorado
Convention Center, Hyatt Regency, Visit Denver (the Denver Convention and Visitor’s Bureau), Freeman Exposition Services, and the planning team behind the new Edible Landscape event.

Government Affairs

- Save the date! On Friday, November 7, at 2 p.m., EST, ASLA will host a webinar providing an overview of the LARE. The session features Gail Ferry, ASLA, and Cheryl Corson, ASLA, who recently passed the exam under the current format. They will share the strategies and resources that they used to prepare for the exam. The link to register for the session will be available later this week on the ASLA LARE Prep webpage. Members-only cost: $40 ($80 for non-members).

- On October 29, ASLA participated in a live Twitter chat focused on the science of green infrastructure. The chat, hosted by the U.S. Environment Protection Agency (EPA) Office of Research and Communications Development, provided a public forum for EPA researchers, practitioners, non-governmental organizations, and professional associations to share data, knowledge, and tools needed to advance green infrastructure for healthier, more sustainable communities. The chat also provided an opportunity to identify and quantify the beneficial impacts of green infrastructure using a social media platform. On behalf of ASLA, Nette Compton, ASLA, fielded questions from a landscape architecture perspective, and also tweeted various ASLA green infrastructure tools and resources, including the ASLA green infrastructure case studies, ASLA green roof demonstration project, and its active partnership with the new EPA Green Infrastructure Collaborative.

- ASLA submitted a letter of support on behalf of a grant proposal put forth by New York City Parks Green Infrastructure Unit. The grant proposal will examine the effects of various soil based material under porous and traditional pavement installations on the health of street trees. The research results will uncover these mysteries, and provide a national approach landscape architects can employ and implement to protect urban trees, tree health, and root growth in urban, suburban, and rural communities nationwide.

- Federal Government Affairs Director Roxanne Blackwell presented at an education session at the ASLA Indiana Chapter’s annual meeting in Indianapolis on October 17. Her presentation focused on the value of the advocacy, with themes ranging from the latest congressional actions to deregulation threats. Director Blackwell also featured ASLA advocacy tools and resources such as the new Site Tour Guide and iAdvocate, and how such tools can be used to foster chapters’ advocacy efforts to educate policy makers on the profession’s contributions in their community.

- Director Blackwell, along with Historic Preservation Professional Practice Network members David Driapsa, ASLA, and Rob McGinnis, ASLA participated in a meeting at the U.S. Department of Interior with Associate Director for Cultural Resources Stephanie Toothman to discuss the upcoming 50th anniversary of the National Historic Preservation Act and whether to include “landscape” as a property type. Currently, the Act recognizes districts, sites, buildings, structures, and objects significant in American history, architecture, archeology, engineering and culture.

- Government Affairs Manager Mark Cason participated in a meeting with officials from the U.S. Department of Transportation (USDOT) on the federal pollinator health strategy. The meeting was an opportunity to learn about current USDOT pollinator health efforts, and how such efforts can be expanded to include landscape architecture principles, particularly on federal rights-of-way.

- Manager Cason also participated in a conference call conducted by the Sustainable Urban Forests Coalition, which featured an administration official from the White House Council of Environmental Quality to discuss the urban forest and green infrastructure opportunities arising from the administration’s Climate Natural Resources Priority Agenda. Participants also discussed ways the coalition can ensure that healthy, vibrant, and sustainable urban forests are a continuing piece of the resiliency in communities nationwide.
Public Relations and Communications

- The third-quarter 2014 Business Quarterly survey ends at midnight this Friday. To date, 177 responses have been received pointing to an up trend in business conditions.

- Dirt Editor Jared Green recently covered The Cultural Landscape Foundation’s (TCLF’s) What’s Out There weekend tours in Richmond. Posts feature Richmond’s green alleys, the preservation of Libby Hill Park, and Jackson Ward. ArchNewsNow featured a Dirt post on the 11th street bridge park. Planetizen featured a recent post on revitalization without gentrification, calling it a “top pick.” A review of Jaime Lerner’s new book was reposted to The Huffington Post.

- Public Relations Manager Karen Gajales covered sessions for The Dirt at Greenbuild in New Orleans, including a talk by Deepak Chopra and another on NYC’s “green police.”

- Dirt Editor Green conducted an interview with renowned public artist Janet Echelman, who discussed the relationship between public art and landscape architecture.

Landscape Architecture Magazine

- LAM Editor Brad McKee attended the launch of The Cultural Landscape Foundation’s Landslide 2014 program last week in New York. LAM is once again the media sponsor of Landslide, alongside ASLA as education partner and the Davey Tree Expert Company as presenting sponsor. This year’s Landslide lineup focuses on 11 works of site-specific art in danger of harm or destruction, from ancient petroglyphs in New Mexico to the not quite two-year-old Bay Lights on the San Francisco-Oakland Bay Bridge.

- Also last week, Editor McKee was inducted as a member of the George Washington Chapter of Lambda Alpha International, the honorary society for the advancement of land economics. McKee was accepted into the chapter on his nomination by EVP Somerville, who is also a member. Also inducted the same evening was Joan Honeyman, ASLA.

Publishing and Resource Development

- EXPO and sponsorship sales for 2014 are at 99 percent of the annual budget goal. To put that in perspective, this is only 13 exhibits away from goal, so the sales team expects to meet its budget goal for 2014.

- Meanwhile, pre-sales for 2015 EXPO space are also brisk, at 38 percent as of this morning. One year ago this week, pre-sales for 2014 were at 27 percent of the same revenue goal.

- Ad contracts for LAM now total 97 percent of the annual budget goal. This continues to trend five percent ahead of sales as of the same week last year. The sales team is only $91,000 away from goal with the December and January issues remaining for sale in FY 2014, so sales are expected to exceed goal for this year.

- JobLink postings were at a healthy 71 as of this morning, remaining at pre-recession levels for all of October.
Member and Chapter Services

- Today’s membership total is 15,409 (see details below):

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- A chapter treasurer best practices webinar hosted by CFO Mike O’Brien has been scheduled for December 9.

- The 2014-2015 chapter leadership roster deadline was October 20. Three chapters remain outstanding. The rosters received have been updated in iMIS.

- The CPC annual meeting agenda has been finalized with representatives from 48 chapters planning to attend the meeting.

- The Leadership Development Committee met via conference call on October 13. The committee confirmed its final project responsibilities, including the Leadership Link content and creating a student leadership webinar.

- The Emerging Professionals Committee met via conference call October 16. The EPC reviewed the chapter mentor program survey report and the emerging professional membership handout.

- Director Barbara Fles facilitated the Washington Chapter’s strategic planning meeting October 24-25.

Professional Practice

- On October 20, Manager Steinberg attended WELL 2014 in New Orleans, the first annual symposium for design, construction, and real estate professionals who want to lead the market and build a movement for wellness real estate. Steinberg also attended Greenbuild.

- On October 20, Manager Shawn Balon, ASLA, attended a discussion on the Greater China Update with emphasis on global associations supporting members who have growing interest and activities in China. Speakers included Kenneth Chan, Deputy Director-General of the Hong Kong Economic Trade office, Chandra Brown, Deputy Assistant Secretary of Manufacturing at the U.S. Department of Commerce, and Steven Basart, Manager at Kellen Company. The discussion and networking event included insights into the cultural framework of both Hong Kong and China, developing a local counterpart strategy and a presentation on how associations are achieving success with members within Mainland China.
ASLA is again taking the planning lead for the third annual Parklet project at the New Partners for Smart Growth conference, to be held in Baltimore, MD, in January 2015. Manager Steinberg participated in a planning call this week along with representatives from the Local Government Commission (LGC), US Forest Service, EPA, and local organizations and design firms in Baltimore.

Recent Professional Practice Network activity included: announcements of the two PPN changes that will officially launch at the annual meeting—the addition of the new Education & Practice PPN and renaming Reclamation & Restoration as Ecology & Restoration. The information will be shared with PPN members by email, in LAND, and on The Field. The Historic Preservation PPN is working to finalize drafts for upcoming communications to members regarding events, places to see in Denver, and other opportunities for members during the annual meeting, including Meet the Editors and serving as a volunteer to staff the Historic American Landscapes Survey (HALS) booth in ASLA Central. The Women in Landscape Architecture PPN is working on a survey that they will begin distributing at the annual meeting to further explore the demographics of landscape architects and the varying career trajectories of practitioners.

Education Programs and LAAB

- The Landscape Architecture Continuing Education System™ (LA CES™) has 197 active providers offering 1,425 courses. There are no new provider applications pending review.

- The LA CES Monitoring Committee concluded the 2014 review process earlier this month. Eighteen providers were monitored. Overall, the process went smoothly.

- The Committee on Education held its monthly conference call on October 22. The COE is wrapping up the year’s projects and preparing reports for the joint Landscape Architecture Program Administrators/ASLA Committee on Education meeting. The COE’s third annual fall Landscape Architecture Program Survey closed on October 24. Thirty-three programs responded a summary is in development.

- The Landscape Architectural Accreditation Board (LAAB) conducted program site visits at Arizona State University and Cornell University October 19-22. LAAB Administrators Pritchard and Leighton continue training sessions for a smooth transition of responsibilities.

- 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 than 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.