Governance and Administration

- The 2015 slate of officers has been finalized and approved as follows:
  - President-Elect: Shawn Kelly, FASLA; Vaughn Rinner, FASLA
  - VP Communications: Michael Stanley, ASLA; Mark Tabor, ASLA
  - VP Government Affairs: Robin Gyorgyfalvy, FASLA; Wendy Miller, ASLA
  - VP Education: David Cutter, ASLA; Linda Jewell, FASLA.

  Congratulations to all the candidates and a big thank you for their willingness to serve!

- There will be series of meetings taking place at headquarters and nearby this week: the Presidents Council (ASLA, CLARB, CELA, CSLA, LAAB, and LAF), hosted by LAAB, will meet at ASLA’s headquarters on January 22; the Executive Committee’s Winter Meeting will follow on January 23-24; and LAAB will hold its meeting at a nearby hotel also on January 23-24. The entire group will meet for a joint reception and dinner tomorrow night.

- President Dick Zweifel, FASLA, was a juror for the California Polytechnic State University, San Luis Obispo (Cal Poly SLO), Landscape Architecture Department’s intensive "Design Week" that was sponsored and run by Design Workshop (Tahoe office). The project was a 300-plus acre remediation site in central California. During the week-long analysis and design project, over 60 students from the department worked 24 hours, seven days a week in teams made up of a mixture of second- to fourth-year students to arrive at conceptual master plans for the site. President Zweifel, who taught at the university for 41 years, is also professor emeritus and associate dean.

- Set up by the U.S. State Department, EVP Nancy Somerville, Hon. ASLA, and several staff hosted nine professionals from China last week. Presentations included green infrastructure and resilience, the Chinatown Green Street Project, Government Affairs advocacy, and a green roof presentation and tour. Secretary Millay contacted Ernest Wong, FASLA, who has agreed to host the group for their Chicago visit next week.

- The 2015 committee chair orientation webinars were held last Wednesday and Thursday, January 14 and 15. Most committee chairs attended and will use the same orientation within their own committees over the next few months.

- The COF Executive Committee held a nomination preparation webinar today at 1:00 p.m. EST to inform and answer questions for those chapters or individuals who are currently working on submissions. A recording of the webinar will be posted on the COF website. For any questions contact Corporate Secretary Curt Millay, ASLA.

- At the request of the U.S. Senate Productivity and Quality Award (SPQA) Chair, EVP Somerville provided SPQA with a critique and series of suggestions for examiner team processes based on ASLA’s experience with the site visit team in 2014. ASLA’s input will be incorporated in examiner training. ASLA is the only applicant for the SPQA (state-level Baldrige organization) award this year.
**Government Affairs**

- Final Call for Advocacy Summit Proposals! As a reminder, all application forms are due to Managing Director Julia Lent, Hon. ASLA, by COB January 30. For more information or to submit an application form, contact Director Lent.

- To kick off the new Congress, Government Affairs activated iAdvocate to send a letter to all members of Congress welcoming them to the 114th Congress. The letter served as an introduction from ASLA and provided background information on the Society, the landscape architecture profession, and advocacy priorities and efforts.

- On January 13, Federal Government Affairs Director Roxanne Blackwell participated in the 5th Annual Complete Streets Partners dinner, which was held in conjunction with the Transportation Research Board’s Annual Meeting, and featured keynote speaker Seleta Reynolds, General Manager of the Los Angeles Department of Transportation, who spoke about her goals and challenges in bringing more active transportation to the city. Past President Tom Tavella, FASLA, was also in attendance at the dinner. ASLA, along with the American Planning Association, National Association of Realtors, SvR Design Company, and Stantec sponsored the event.

- Legislative Analyst Leighton Yates attended a press conference, hosted by City Parks Alliance’s Mayors for Parks Coalition, for the release of a new report, “A Smart Investment for America’s Economy: The Land and Water Conservation Fund.” During the event, Department of Interior Secretary Sally Jewell, along with Senior White House officials and a bipartisan coalition of Mayors, spoke to highlight the economic impact of urban parks and the Land and Water Conservation Fund (LWCF).

- The Federal Highway Administration (FHWA) has released a new “Statewide Pedestrian and Bicycle Planning Handbook.” The handbook is designed to help state departments of transportation (DOTs) develop or update state pedestrian and bicycle plans based on data, success stories, and evaluations of nine state DOTs across the United States. Specifically, the handbook covers statewide planning from plan inception and scoping to engaging stakeholders and the general public; goal development; data collection and analysis; network integration; and implementation. For more information on this report and other federal grants and opportunities, visit Advocacy News and sign up for iAdvocate.

- Government Affairs Manager Mark Cason and Analyst Yates met with congressional staffers in the Office of Representatives Earl Blumenauer, Hon. ASLA (OR) and Albio Sires (NJ) to discuss legislation pretending to community parks, bike and pedestrian, green infrastructure, and other active transportation programs.

- Recently, Director Blackwell has attended several transportation coalition meetings, including the Complete Streets Federal Policy Group, and the Cardin/Cochran Coalition to discuss federal strategy for the 114th Congress. The Cardin/Cochran group is planning for potential threats to the Transportation Alternatives Program. She also participated in the Transportation Stakeholders Meeting hosted by Congressman Blumenauer and featuring House Highways and Transit Subcommittee Ranking Member Peter DeFazio (OR).

**Finance and Meetings**

- The Sales team is attending the International Builders Show this week searching for active leads. ASLA also has a booth at the show.

- Meetings Consultant Kelli Bland, who came on board in October to assist with the annual meeting, has accepted the position of Meetings and Special Programs Manager effective January 12. Manager Bland has an extensive meeting planning background as owner and operator of At a Moment’s Notice, a third-party
meeting and event planning company, along with experience in the hotel industry. Bland will continue to report to Meetings and Special Programs Director DePass.

- Meetings Director Joyce DePass was in Chicago recently representing ASLA at the Professional Convention Management Association (PCMA) Convening Leaders Conference, where she engaged with other industry leaders on the latest trends and challenges, and networked with her peers through three days of general sessions, education sessions, experiential events, and other activities. Following the conference, she was joined by ASLA Sales Specialist Vivian Thompson and ASLA vendors for a preliminary site visit for the 2015 Annual Meeting in Chicago.

Resource Development

- As of this morning, contributions to the ASLA headquarters renovation project totaled $341,477, or 34 percent of the $1 million budget goal. A press release about the project went out yesterday and was featured in LAND. To date, 23 of the 59 members of the BOT have made pledges, including 100 percent of ExCom members. Immediate Past President Mark A. Focht, FASLA, is following up with Trustees in hopes of having 100 percent BOT participation by the midyear meeting. Managing Director Ann Looper Pryor, Hon. ASLA, is following up with chapter leaders to demonstrate widespread support in preparation for soliciting building product manufacturers next month. To date, nine chapters have made pledges/payments ranging from $1,899 to $30,000, totaling $83,793.

Public Relations and Communications

- Two press releases were disseminated yesterday via several wire services – one about the successful launch of fundraising for the Center for Landscape Architecture and a statement on the State of the Union.
- The web team has completed meetings with all internal departments to plan out web activities for 2015.
- Planetizen featured a post on ESRI and USGS’s new Ecological Tapestry tool.
- Metropolis POV reposted the interview with Ann Whiston Spirn.
- The call for entries is now live for the 2015 professional and student awards. For the first time, submissions will be handled online. The deadline for entry payments and submissions is Friday, March 27, for professional awards and Friday, May 22, for student awards.

Landscape Architecture Magazine

- The February issue of LAM is at the printer and will feature a profile of the Dutch-American firm !melk, based in New York City and taking on projects with a creative edge. Fred A. Bernstein looks into women business enterprises and whether the benefits for firms exceed the hassles. Beth Dunlop visits the Perez Art Museum Miami, with a horizontal landscape designed by ArquitectonicaGEO and hanging columns of plants by the French horticultural artist Patrick Blanc. And in the Foreground, Brian Barth examines ecodistrict initiatives, which proponents hope will make communities more livable, green, and socially just, at a district scale.
- Editor-in-Chief Brad McKee is in San Francisco for a meeting with The Cultural Landscape Foundation. While there, he will visit several firms for possible future stories for LAM.
Member and Chapter Services

 Today’s membership total is 15,360 (see details below):

<table>
<thead>
<tr>
<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Affiliate</td>
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<tr>
<td>Associate</td>
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<tr>
<td>Corporate</td>
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</tr>
</tbody>
</table>

 Email Reminders to “Renew Your Membership” were sent to the following open renewal periods with valid emails:
  o 371 members with an Oct. 31 expiration date (90-day grace period concludes on Jan. 29)
  o 816 members with a Jan. 31 expiration date
  o 478 “did you forget something” email to December 31 non-renewals
  o 207 “Staying Connected” email to Sept. 30 non-renewals (lapsed on December 29).

 Chapter correspondence included: the January Membership Minute (topic: Roles and Duties of a Membership Chair), the monthly membership renewal reports, and notice to the chapter past presidents for the 2014 Chapter Annual Report (deadline is February 28).

 The Member Services Committee met via conference call yesterday. The committee reviewed current member demographics, 2014 accomplishments, and brainstormed ideas for 2015 committee projects.

 The February LAM circulation files have been provided to the circulation manager (paper) and Zinio (digital).

 The Emerging Professionals Committee met via conference all on January 12 to brainstorm 2015 committee initiatives.

 On January 13, CPC Chair Haley Blakeman, ASLA, CPC Chair-Elect Cale Doornbos, ASLA, and EVP Somerville hosted a CPC orientation webinar with 46 chapter leaders participating.

 On January 14 an email announcing the 2015-2016 Student Representative election was sent to the student chapter presidents and landscape architecture program chairs. Nominations will be accepted through February 13.

 Director Barbara Fles facilitated the Arizona Chapter’s strategic planning session on January 16-17 in Phoenix.

 The 2014 fourth quarter new member survey was emailed to the 474 new members processed from October 1-December 31, 2014 (excluded rejoins).
**Education Programs and LAAB**

- The deadline to submit a proposal through the ASLA 2015 Call for Presentations is January 29 at 11:59 p.m (PST). Currently 17 submissions have been completed, with another 64 in progress.

- The Landscape Architecture Continuing Education System™ (LA CES™) has 189 active providers offering 1,322 courses. There are 10 new provider applications pending review.

- The Landscape Architectural Accreditation Board (LAAB) Accreditation Manager Kristopher Pritchard, Education Programs Director Susan Apollonio, Web Content Manager Jared Green, and Web & Graphic Designer Gretchen Ward met to discuss expectations and to develop a plan to update and enhance the LAAB section of the web site.

- LAAB Chair Stephanie Rolley, FASLA, and Accreditation Manager Pritchard conducted an orientation conference call for new incoming LAAB Board Members Joy Lyndes, ASLA; Ned Crankshaw, ASLA; Tom Jacobs; Lucinda McDade, PhD; and Leonard Hopper, FASLA on Tuesday, January 20th.

- The Committee on Education (COE) Chair Sean Rotar, ASLA; ASLA Vice President of Education, Kay Williams, FASLA; Education Programs Director Apollonio; and Accreditation and Education Programs Manager Pritchard held a conference call to discuss the expectations and directions of this year’s COE.

**Professional Practice**

- The PPN Council orientation conference call will be held on Thursday, January 29. Vice President of Professional Practice Hunter Beckham, FASLA, and PPN Council Chair Jay Gehler, ASLA, will be leading the call, during which ASLA’s strategic objectives, governance, corporate policies, PPN roles and responsibilities, and goals and action items for 2015 will be reviewed. Managing Director Cahill, Manager Balon, ASLA, and Coordinator Hay will facilitate the orientation.

- After previous surveys on PPN members’ favorite spaces and career paths in landscape architecture, Manager Shawn Balon, ASLA, and Coordinator Ali Hay are once again collecting opinions and responses from PPN members, this year on creativity and inspired design. If you are a PPN member and have not yet completed this brief survey, please take a few minutes to do so. The responses will be described in the “PPN News” section of LAND and used to spark ideas for the Online Learning series or The Field.

- On January 13, Manager Balon joined an orientation call for EPA’s Campus RainWorks Challenge. The challenge invites student teams to design an innovative green infrastructure project for their campus that shows how managing stormwater at its source can benefit the campus community and the environment. Manager Balon, along with four other members of ASLA will be part of a larger panel of jurors over the next month to judge the third annual challenge.

- On January 14, Manager Balon presented via webinar to the MLA professional practice class at the University of Tennessee. Manager Balon’s presentation included insight on how he decided upon landscape architecture as a field of study as well as a look at his career path since graduation and factors that affected his career choices. He discussed his role as professional practice manager at ASLA and shared the importance of ASLA in the field and how students can be more involved.

- The last parklets planning call before the New Partners for Smart Growth Conference, January 29-31 in Baltimore, MD, was led this week by Manager Debbie Steinberg, ASLA. This year’s conference will have five parklets sponsored by the USDA Forest Service, PlaceMatters, Parks and People, landscape architecture firm,
Alta Design + Planning, AARP, the Morgan State University ASLA Student Chapter, TreeBaltimore, US EPA, and the Georgia Conservancy.

**Deadlines and Reminders**

- The **Leadership Calendar** can be accessed on the web.