February 4, 2015

Governance and Administration

- Staff are participating in the annual clean-up day at headquarters, which consists of purging outdated paper and electronic files.

- President Richard Zweifel, FASLA, presented a summary of ASLA national priorities and programs as a part of his opening remarks at the New Jersey Chapter’s annual meeting and awards presentations in Atlantic City, January 25-27. In spite of threats from winter storm Juno, approximately 600 attendees from New Jersey and the surrounding states took advantage of the opportunity to earn PDHs through 30 educational sessions and to discuss products with exhibitors from over 65 companies.

- On Friday, Immediate Past President Mark Focht, FASLA, participated on the panel “For Livable & Lovable Cities – Add Park,” which focused on implementing parks in an urban setting, while highlighting their successes and benefits, at the 14th annual New Partners for Smart Growth Conference in Baltimore, MD. The panel was moderated by Peter Harnik, Trust for Public Land, and panelists included Stephanie Murdock of Skatepark of Baltimore and Jennifer Robinson of Friends of Patterson Park. Several staff from headquarters also attended the meeting.

- Last week, IPP Focht presented on career options and ASLA priorities and programs to graduate landscape architecture students at the University of Pennsylvania in Philadelphia.

- Notes from the Executive Committee’s discussions on emerging professionals and leadership development have been completed, distributed, and should be shared and discussed with committee members as appropriate to continue the conversation.

- International submissions to the Council of Fellows are due to ASLA by COB this Friday. Chapter nominations are due Friday, February 27. Please send submissions or questions to Corporate Secretary Curt Millay.

- The deadline for the three 2015 COF Scholarships is Sunday, February 15. Please encourage any third, fourth, or fifth-year undergraduate students who are Student ASLA members and enrolled in an LAAB-accredited landscape architecture program to apply. For more details, please visit the website.

- On January 28, ASLA hosted the kick-off meeting for Gensler and all consultants for the headquarters building renovation to begin the schematic development phase of the project.

- ASLA provided information to the District Department of the Environment (DDOE) for its DC Green Embassies Forum, a program managed by the U.S. Department of State and the Office of Policy and Sustainability, DDOE. The topic was landscape architectural designs with security barriers incorporated into the work. Multiple references were provided by Research and Collections Analyst Hinrichs and Dirt blogger Green. Quickly gathered within minutes of receiving the request, the information turned out to be a much needed handout and great publicity among the embassies as to what landscape architects can offer. The DDOE representative gave a huge public “ASLA thank you” to the group.
Government Affairs

- Government Affairs is seeking nominations for the ASLA Advocacy Awards Program, which recognizes chapters and members for outstanding achievements in furthering the advocacy objectives of the Society in 2014. All nominations must be submitted by the chapter president using Survey Monkey, and are due no later than Friday, March 6. For questions regarding the advocacy awards program, contact Government Affairs.

- Bi-partisan LWCF amendment narrowly defeated – Last week, Senators Richard Burr (R-NC), Michael Bennett (D-CO), and Kelly Ayotte (R-NH) offered a bipartisan amendment to permanently authorize the Land and Water Conservation Fund (LWCF). Unfortunately, the amendment failed by a vote of 59-39, with 60 votes needed for passage. During consideration of the amendment, ASLA sent messages to each U.S. senator urging their support for the Burr/Bennette/Ayotte amendment and will continue its advocacy efforts on this issue. See yesterday’s LAND for more on recent LWCF activities.

- Last week, Government Affairs submitted comments on behalf of the Society to the Smithsonian Institute regarding the Smithsonian South Mall Campus renovation. The comments recommended that any new plans for the South Mall Campus should: build on recent successful restoration efforts on the national mall; acknowledge the significance of the historic plans already in place; manage stormwater quality and quantity; and considering the significance of the tree canopy. ASLA urged the Smithsonian to incorporate these landscape architecture principles into any final plan selected for the site.

- The Mid-Ohio Regional Planning Commission (MORPC), the Safe Routes to School National Partnership and the National Center for Safe Routes to School announced that the fifth Safe Routes to School National Conference will be held in Columbus, Ohio. The event, sponsored by these two national organizations and hosted by MORPC will take place April 5-7, 2016, at the Hilton Columbus Downtown. To learn more about the 2013 conference, click on the previous link.

- Legislative Analyst Leighton Yates attended the Sustainable Urban Forest Coalition (SUFC) policy working group to plan current and future advocacy plans for the new 114th Congress. During the meeting, the group provided legislative updates on policies that address urban forestry, parks, conservation and green infrastructure, and discussed congressional outreach strategies and fiscal year 2016 budget priorities.

- Last week, Government Affairs Manager Mark Cason participated in a webcast of a congressional hearing hosted by the Senate Committee on Environment and Public Works. The hearing featured U.S. Department of Transportation Secretary Anthony Foxx and state and local officials to examine the need for federal transportation infrastructure investments. The hearing also provided a forum to discuss the importance of passing a long-term MAP-21 reauthorization to support the nation’s global economic competitiveness.

- Manager Cason participated in a conference call on green infrastructure, which was hosted by the EPA Green infrastructure Collaborative, discussed next steps regarding the administration’s stormwater initiatives. The group discussed a potential project to engage 25 U.S. cities on the designing, planning, and implementation of stormwater approaches.

Resource Development

- As of this morning, confirmed donations and pledges to renovate the headquarters into a Center for Landscape Architecture totaled $440,169 or 44 percent of the $1 million goal. Twenty-three of 2014-2015 members of the BOT have made personal contributions to the campaign so far, for a total of $97,752. Immediate Past President Focht is following up with key firm leaders in his region and will also follow up with trustees in mid-February. Outreach to building product manufacturers will begin in earnest this week. So far, 14 of 49 professional chapters have confirmed donations. Leaders of most of the remaining chapters have
indicated a proposal is on their chapter ExCom agenda for approval during February. Chapters participating to date include:

- Arizona - $1,899
- Boston - $30,000, naming rights to the Atrium
- California Sierra - $15,000, naming rights to Level 3 Small Conference Room
- Colorado - $1,899
- Illinois - $15,000, naming rights to the Executive Offices
- Indiana - $5,697
- Iowa - $1,899
- Michigan - $1,899
- North Carolina - $10,000, naming rights to the Level 3 Focus Room
- Nevada - $1,899
- Prairie Gateway - $1,899
- Tennessee - $1,899
- Washington State - $15,000, naming rights to the Wellness Room
- Wisconsin - $5,697.

Public Relations and Communications

- Once again, ASLA will offer a free internship posting on JobLink during the months of February, March, and April. An email and LAND article will promote this opportunity next week. There are currently 78 JobLink postings.

- The call for nominations for ASLA 2015 Honors is open until March 6, so please be thinking about deserving candidates to nominate for the medals, Landscape Architecture Firm Award, Community Service Award, and Honorary Membership. Individual professional members and chapters may make nominations. Guidelines for each honor are posted online. Any questions, please contact Honors and Awards Coordinator Mitchell.

- Reminder: Entries are now being accepted online for the professional and student awards.

- A reminder to complete the 4Q 2014 Business Quarterly survey was sent to firm contacts yesterday. The survey closes today.

- Design Research, a marketing research company based in Lawrenceville, New Jersey, has been selected by the Public Relations and Communications team to redesign the 2015 Residential Landscape Architecture Trends survey. Goal is to increase response rates to this annual research, which gets a lot of consumer press throughout the year.

- PR Manager Karen Grajales covered sessions at the New Partners on Smart Growth conference, including sessions on green infrastructure for resilience and parks development in east coast cities.

- The Dirt pick-ups: Planetizen featured a post on ESRI and USGS’s new Ecological Tapestry tool, and Metropolis POV reposted the interview with Ann Whiston Spirn and Chris Reed.

Marketing

- ASLA exhibited at the International Builders’ Show, January 20-22. PPN Manager Shawn Balon, ASLA, and Marketing Manager Suzanne Lipscomb are reviewing leads and will pass them on to each department to follow up with the attendees. Rick Hume, FASLA, volunteered and assisted staff in sharing information about landscape architecture. Attendees were from all over the world with a large concentration
from western states such as California and Nevada. Water was a large topic discussed as well as how to find a landscape architect. The Firm Finder tool was shared with all attendees seeking landscape architects for various projects.

- Manager Lipscomb has signed a new partnership agreement to become an Association Partner with the Outdoor Design & Build Show, which is held annually in Dubai. ASLA branding will be included on signage, the event website, and in print materials throughout the event. Copies of the April issue of Landscape Architecture Magazine will also be on display. Opportunities are for an ASLA member to speak at the show or at the Urban Agenda Conference (which will be adjacent to the design & build show). Manager Lipscomb will work with the communications team and the Outdoor Design & Build Show staff identify potential speakers.

### Member and Chapter Services

- Today’s membership total is 15,132 (see details below):

<table>
<thead>
<tr>
<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate</td>
<td>644</td>
</tr>
<tr>
<td>Associate</td>
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<tr>
<td>Corporate</td>
<td>127</td>
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<tr>
<td>Full Member</td>
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<tr>
<td>Full-Fellow</td>
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<tr>
<td>Honorary</td>
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<tr>
<td>International</td>
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<tr>
<td>Student Affiliate</td>
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</tr>
<tr>
<td>Student</td>
<td>1,762</td>
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</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 12/31/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/31/2014</td>
<td>15,100</td>
<td>-0.75%</td>
</tr>
</tbody>
</table>

- Email Reminders to “Renew Your Membership” were sent to the following open renewal periods with valid emails:
  - 753 members with an Nov. 30 expiration date (90-day grace period concludes on Feb. 28)
  - 221 members with a Feb. 28 expiration date
  - 365 “did you forget something” email to Jan. 31 non-renewals
  - 314 “Staying Connected” email to Oct. 31 non-renewals (lapsed on Jan. 29).

- A review of the membership status of faculty at all of the landscape programs has begun, with 58 programs already having been reviewed. After identifying the academic prospective members, a targeted recruitment campaign will be launched.

- Billing reports were completed and invoices were mailed to:
  - Membership first renewal (3/31/15) – 1,037 members
  - Membership second renewal (2/28/15) – 918 members
  - Membership final renewal (1/31/15) – 377 members
  - Firm Finder first renewal (3/31/15) – 0 firms
Education Programs and LAAB

- The annual meeting education session call for presentations closed on January 29, with 389 education session proposals and 29 field session proposals submitted. The Annual Meeting Education Advisory Committee will now begin scoring these as the next step in the selection process.

- The Landscape Architecture Continuing Education System™ (LA CES™) has 189 active providers offering 942 courses. There are five new provider applications pending review.

- The Landscape Architectural Accreditation Board (LAAB) met January 23-24 in Washington, D.C., for their Winter 2015 meeting. LAAB reviewed five renewal of accreditation programs, including: Arizona State University (MLA); Clemson University (BLA); Cornell University (MLA); Philadelphia University (BLA); and University of Kentucky (BLA). Decisions will be sent to the programs within 30 days of the meeting. Additionally, LAAB continued discussions regarding the revision of the LAAB Accreditation Standards and Procedures. Recommended revisions should be available for public review and comment in summer 2015.

Professional Practice

- Professional Practice VP Hunter Beckham, FASLA, and PPC Chair Dana Worthington, ASLA, led 2015 Professional Practice Committee orientation webinar last week during which ASLA’s mission, vision, strategic objectives, governance, corporate policies, PPC charge and goals for 2015 were reviewed. Managing Director Susan Cahill, Hon. ASLA, facilitated the orientation.

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.