Governance and Administration

- The Board of Trustees actions taken during the 2015 ASLA Midyear Meeting included: acceptance of the 2014 financial audit; strategic priorities review; approval of a joint statement on diversity; approval to join the U.N. Global Compact; and renewal of the ASLA/LAF Memorandum of Understanding. The Board elected three vice presidents: Government Affairs VP Robin Gyorgyfalvy, FASLA; Education VP David Cutter, ASLA; and Communications VP Michael Stanley, ASLA. All will take office at the annual meeting. The Board also reviewed student and associate member trends and ways to improve recruitment and retention of these emerging professionals; priority approaches identified by the Board will be considered in 2016 program and budget planning.

- During the joint BOT/CPC lunch, a panel moderated by President Zweifel focused on retaining students and emerging professionals, and diversity within the design professions. The panel featured representatives of the American Society of Civil Engineers, Urban Land Institute, American Institute of Architects, and the National Society of Professional Engineers.

- Other business during the 2015 ASLA Midyear Meeting included presentations from the 2016 president-elect candidates Shawn Kelly, FASLA, and Vaughn Rinner, FASLA. Voting for president-elect opened on Monday and closes on May 27; full, associate, and international members are eligible to vote. More information on the candidates can be found in yesterday’s LAND.

- President Richard Zweifel, FASLA, spoke before the American Planning Association’s Board of Trustees on April 18 in Seattle. Zweifel’s presentation focused on ASLA’s priorities and programs. President Zweifel is also speaking at the University of California, Davis, Student Chapter, tomorrow.

- Immediate Past President Mark Focht, FASLA, will be attending the PA/DE Chapter Annual Meeting at the University of Pennsylvania on Friday and Saturday. On Friday Focht will be co-leading a tour of public park sites, and Saturday presenting at the chapter’s annual design awards.

- Professional Practice VP Hunter Beckham, FASLA, will be visiting the Arizona Chapter tomorrow for the Thesis/Culminating Project Presentations for MLA/MUD Students at Arizona State University. On Friday, Beckham will be meeting with the chapter leaders.

- EVP Nancy Somerville, Hon. ASLA, was a judge on Monday at the 9th Annual Construction Industry Round Table-ACE Mentor National Program Design Competition. Somerville will be attending the American Architectural Foundation’s Accent on Architecture gala on Thursday, and then participating in a Renewable Natural Resources Foundation Finance Committee meeting on Friday.

- Examiners from the U.S. Senate Productivity and Quality Award for Virginia and D.C. (SPQA) (state-level Baldrige organization) are on site at ASLA Headquarters today and tomorrow. This is the second year that ASLA has applied for the SPQA award. Review of the application and the site visit
will result in a feedback report that will be used to continue to improve ASLA programs and processes.

Government Affairs

- On April 23, ASLA held its annual Advocacy Day, where ASLA members went to Capitol Hill to advocate on behalf of issues important to the profession: the Transportation Alternatives Program, Land and Water Conservation Fund, and the National Park Service Centennial Challenge. This year, ASLA advocates hit the 100% mark, with every member having three congressional meetings each, including 59 meetings with their member of congress or senator.

- ASLA Advocates that were not able to make the trip to Washington, DC, but wanted to #BHeardOnThe23rd were busy doing their part from home using Twitter, Facebook, and the iAdvocate Network to send over 500 messages and hundreds of tweets to their members in Congress. Pictures of Advocacy Day 2015 can be seen here.

- During the Advocacy Day wrap-up reception, President Zweifel announced the 2014 Advocacy Awards winners, and recognized their outstanding achievements in furthering the advocacy priorities of the Society. Here are this year’s awardees. The ASLA Rising Star Advocacy Award was presented to Indiana Chapter’s Jonathon Geels, ASLA, for demonstrating exemplary advocacy engagement in 2014; the ASLA Advocacy Leadership Award was presented to the Wisconsin Chapter’s Shawn Kelly, FASLA, who was recognized for his leadership in advancing ASLA’s advocacy goals and objectives; and ASLA Chapter of the Year Advocacy Award was presented to the New Mexico chapter for its excellence in chapter advocacy efforts.

- ASLA Government Affairs is now on Twitter and encourages ASLA members to follow us @ASLA_Advocacy to keep up with urgent advocacy news. Don’t miss out on critical information about free webinars, grants notices, and policy reports on issues important to the profession. If you need assistance with Twitter and tweeting your thoughts, contact Legislative Analyst Leighton Yates.

Resource Development

- During the recent midyear meeting, the trustees voted to raise the fundraising goal for the ASLA Center for Landscape Architecture from $1 million to $1.5 million. To date, ASLA has raised $805,227, which is roughly 54% of the new goal. All of ASLA’s chapters have now pledged to support the Center. Chapter pledges total $359,330 and firms have pledged $282,797. The balance has been donated by individual members and friends of ASLA. Individuals or organizations that would like to add their names to the list of donors for the Center, please contact Director of Stakeholder Relations and Resource Development Ron Sears. For more information on donating, please click here.

Meetings

- Registration and Housing for the ASLA 2015 Annual Meeting and EXPO is scheduled to open during the week of May 11. For detailed information on the annual meeting schedule, field sessions, workshops, special events, registration information, and hotels, go to the ASLA website after May
11. Register by the early bird deadline of June 19 and save. Book a hotel room at one of the official meeting hotels and save even more. When you register and book your hotel room online at any of our five official meeting hotels, you can save up to $75 on your registration. The discounted group rates can only be accessed through Experient, the official ASLA housing bureau. These rates cannot be accessed by calling the hotels directly, nor can they be accessed by any other housing company. Please beware of companies calling or emailing ASLA exhibitors and attendees claiming that ASLA room blocks are full and that they can offer you great rates. The only company authorized by ASLA to handle annual meeting housing is Experient. The official meeting hotel rates are guaranteed and the hotels have been vetted. Staying at the official meeting hotels helps ASLA meet its financial obligations to the host city and improves ASLA’s competitive position for booking cities for future annual meetings.

Publishing

- The 2015 LAM advertising contracts now total 86 percent of the budget.
- The 2015 EXPO booth and sponsorship sales have increased to 85 percent of the annual budget goal.

Public Relations and Communications

- The World Landscape Architecture Month activities are wrapping up, but the “Designed by a Landscape Architect” social media campaign will continue through the year, allowing landscape architects to highlight their work and the work of others and present a vivid portrait of the work of the profession. To date, more than 3,700 images have been posted to social media, each including a small card with the campaign tagline.
- The Professional Awards met at ASLA headquarters April 17-18 and chose 34 projects to be recognized. For the first time, projects were assessed online. The Fellows jury meets the weekend of May 8 at headquarters to choose its winners. The Student Award deadline is May 22, and the jury will meet at headquarters June 5-6.
- The first-quarter 2015 Business Quarterly survey closes tomorrow. This quarter will be revisiting questions on sustainable design from a previous survey to monitor any possible trends in attitudes and practices. Early results show a strengthening business picture.
- A message was sent to 1,966 student and student affiliate members to remind them of intern opportunities on JobLink. Firms have been allowed to post one free internship ad during February, March, and April.
- The annual meeting registration brochure goes to press today. The online site is under development and is expected to launch May 11 (see Meetings above), with a pre-launch to the Board of Trustees and Chapter Presidents Council to test it.
- During Advocacy Day, a video of members visiting their representatives on the Hill was shot and is currently in post-production. This will be shared widely as a tool to encourage advocacy at the national, state, and local levels.
The Dirt Editor Jared Green attended the American Planning Association meeting in Seattle. Posts on tours and sessions will be released over the coming weeks.

Planetizen featured a guest post on The Dirt from the National Complete Streets Coalition on a new report quantifying the benefits of complete streets.

**Member and Chapter Services**

Today’s membership total is 15,418 (see details below):

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

Eighty-five chapter leaders representing all chapters attended the 2015 Midyear CPC meeting. In addition, three Student ASLA members stayed to participate in the CPC meeting. A meeting follow-up message was distributed yesterday which included the expense reimbursement information.

The 2014 ASLA Annual/Q.1 2015 Report message was sent to 13,527 members with valid emails. The annual message also included a member satisfaction survey. This message will also be sent to the 2014 lapsed members (1,923 with valid email addresses) with a modified survey. ASLA did a lot of great work in 2014 so be sure to read all about it!

On April 16, 10 people participated in the Student Chapter Presidents webinar “Networking in the Digital Age,” hosted by Brad Collett, ASLA.

Also on April 16, the Emerging Professionals Committee (EPC) met via conference call to report on working groups’ project status. Working groups are developing the following projects: hosting an “Ask Me Anything” google+ hangout regarding job searches; crafting a chapter EPC handbook and guidelines; and outlining chapter mentor program guidelines.

Billing reports were completed and invoices were mailed to:
- Membership first renewal (6/30/15) – 1,025 members
- Membership second renewal (5/31/15) – 969 members
- Membership final renewal (3/31/15) – 365 members
- Firm Finder first renewal (6/30/15) – 3 firms
- Firm Finder second renewal (5/31/15) – 0 firms
- Firm Finder final renewal (3/31/15) – 0 firms
- LAM subscription first renewal (6/30/15) – 156 subscribers
- LAM subscription second renewal (5/31/15) – 107 subscribers
- LAM subscription final renewal (3/31/15) – 76 subscribers.

**Professional Practice**

- On April 22, the Sustainable Design and Development PPN hosted the Online Learning presentation *Community Engagement as an Essential Component for Sustainable Design*, which offered 1.0 PDH and was presented by Alejandra Chiesa, ASLA. Thirty-three attendees participated in the webinar. The recording has been added to the catalogue of recorded presentations.

- On April 14, an open forum brainstorming session on the Chesapeake Bay Landscape Professional initiative was held in Vienna, VA. Focus of the discussion was about the development of a bay-wide credentialing system and network of consistently trained, experienced, and respected conservation landscape practitioners. The goal would be to ensure conservation best practices in design, installation and maintenance for a healthier Chesapeake Bay Watershed. Managers Debbie Steinberg, ASLA, and Shawn Balon, ASLA, participated and advised the attendees of the basic structure of licensure for landscape architecture and aided in recommendations for the structure and organization of a credentialing initiative. Landscape professionals and individuals from trade organizations, education programs, and watershed programs were in attendance.

- Recent Professional Practice Network activity: the PPN Council held its second quarterly conference call on April 16. Discussion topics included: the launch of the Environmental Justice PPN and sharing updates during a new component of the quarterly calls—PPN “happenings.” Recaps and tips were shared by the chairs of the Children’s Outdoor Environments, Design-Build, Ecology and Restoration, and Landscape—Land Use Planning PPNs. Since being approved, the Environmental Justice PPN now has a webpage and LinkedIn group. ASLA members interested in joining the new PPN can do so by contacting Membership or calling 1-888-999-2752. Members may join one PPN for free, and each additional PPN for only $15 per year.

**Education Programs and Landscape Architectural Accreditation Board (LAAB)**

- The Landscape Architecture Continuing Education System™ (LA CES™) has 207 active providers offering 1,106 courses. There is 1 new provider application pending review.

- The annual ASLA Graduating Student Survey has been sent out to students graduating from accredited undergraduate and graduate landscape architecture programs. The purpose of this survey is to gather information on post-graduation plans. The survey will remain open until June 30.

- LAAB ROVE Teams continue conducting accreditation reviews for spring 2015. Morgan State University (MLA) had their review conducted April 12-15. Programs reviewed during spring 2015 are scheduled to be considered for accreditation renewal at the LAAB Summer 2015 Board Meeting.
Deadlines and Reminders

- The Fellows jury will be meeting May 8-9 at headquarters to choose the 2015 nominees.
- The Student Award deadline is May 22, and the jury will meet at headquarters June 5-6.
- The Leadership Calendar can be accessed on the web.