Governance and Administration

- Last Wednesday, President-Elect Chad Danos, FASLA, was the keynote speaker at the BSLA Annual Celebration in Boston. Danos spoke on the success of ASLA’s recent Advocacy Day and World Landscape Architecture Month, then focused on the highlights of the Center for Landscape Architecture. This year, the BSLA’s awards program recognized 29 projects; Danos was on hand to present awards to the winners.

- President-Elect Danos was the keynote speaker for the Prairie Gateway Chapter’s Awards Gala in Kansas City, MO, on Friday, May 8. With the Gala held at the Kansas City Center for Architecture & Design, Danos focused his presentation on the ASLA Center for Landscape Architecture and the role of ASLA. Danos also assisted in presenting awards to the winners.

- Immediate Past President Mark Focht, FASLA, participated in the Landscape Architecture Foundation Executive Committee and Board meetings last week. Focht provided an update on ASLA priorities, including the ASLA Center for Landscape Architecture.

- EVP Nancy Somerville, Hon. ASLA, participated in the Renewal Natural Resources Foundation’s board retreat and spring meeting last week. The spring meeting focused on the water-energy nexus, and featured speakers from the U.S. Department of Energy and Environmental Protection Agency. The discussion is preparatory for RNRF’s 2015 Congress which will focus on water issues in the American west.

- Last Friday, EVP Somerville participated in the Real Estate and Building Industry CEO Summit. Agenda items included a review of technology advances impacting the industry, cyber security, and discussion of membership and revenue trends.

- Last Tuesday evening, Mikyoung Kim, FASLA, presented at the National Building Museum as part of the museum’s Spotlight on Design series. EVP Somerville introduced Kim.

- The Council of Fellows jury met last Friday at ASLA headquarters, and reviewed 89 entries from 32 chapters. Notifications of results will begin the week of May 25. Staff are investigating using an online system similar to the awards programs for next year’s cycle.

- Christine Ten Eyck, FASLA, was appointed by the Executive Committee at the midyear meeting to serve on the Nominating Committee for the next two years.

- The 2015 Annual ASLA Election is currently open until May 27 so be sure to cast your vote. To view the president-elect candidates’ biographies and speeches from the midyear meeting visit ASLA Election Page. All Full, Associate, and International members are eligible to vote and will receive an email or paper ballot based on preference. If you have not received a ballot, please contact Secretary Millay.
Corporate Secretary Curt Millay, ASLA, and Professional Practice Manager Shawn Balon, ASLA met with the Downtown DC BID this morning to discuss collaboration for Park(ing) Day in downtown Washington this year.

Secretary Millay, Graphic Designer Gretchen Ward, and Resource Development and Stakeholder Relations Director Ron Sears are working with Gensler to create a new fundraising and information package for the Center for Landscape Architecture.

ASLA is preparing for a week of Chinatown Green Street Stakeholder engagement meetings in early June that will include roundtables with developers, agencies, and cultural institutions and will culminate in a community design charrette on June 11 at ASLA headquarters. Today, EVP Somerville, Director Sears, and Professional Practice Manager Deborah Steinberg, ASLA, met with Monument Realty Director Kirk Salpini to discuss collaboration on a parcel of land adjacent to ASLA headquarters that Monument is developing.

Great Plains Trustee John Royster, FASLA, and Katie Blesener of Big Muddy Workshop are in DC this week to participate in the Small Business Majority’s first Small Business Leadership Summit in Washington, DC. Within the group of the 100 small businesses invited to the Summit, there are two architecture firms, two planning firms and Royster’s landscape architecture firm, Big Muddy Workshop, Inc.

**Government Affairs**

Manager Mark Cason and Legislative Analyst Leighton Yates attended the State Department Overseas Bureau of Operations (OBO) annual Industry Advisory Group (IAG) meeting. This committee, made up of landscape architects and other design professionals, serves the U.S. government in a solely advisory capacity concerning industry and academia’s latest concepts, methods, best practices, innovations, and ideas related to OBO’s mission to provide safe, secure, and functional facilities that represent the U.S. government to the host nation and support our staff. ASLA and (IAG) members, Susanna Drake, FASLA, and Andrea Cochran, FASLA, were also in attendance for the meeting. There are currently four landscape architects on the IAG and ASLA government affairs is working with OBO to recruit landscape architects as future members.

Recently, ASLA joined with other active transportation coalition members in sending a letter to U.S. Department of Transportation Secretary Anthony Foxx urging him to enhance agency policies that address pedestrian and bicycle safety, including addressing vehicle speed, the Highway Safety Improvement Program, increasing transit access, and providing data on pedestrian and bicycle safety.

ASLA also joined with members of the High Performance Building Congressional Caucus Coalition in sending a letter to the Senate Appropriations Committee urging support for including building energy codes and standards in the Energy and Water Development Appropriations Act.

Manager Cason and Analyst Yates met with the Pollinator Partnership, along with other coalition stakeholders to discuss activities during Pollinator Week (June 15-21). ASLA is leading efforts to work with Representatives Alcee Hastings (FL) and Jeff Denham (CA), and Senator Kirsten Gillibrand
(NY) to reintroduce the Highway BEE Act in the 114th Congress. The forthcoming legislation encourages and facilitates efforts by willing state departments of transportation to adopt integrated vegetation management practices, including enhancing plantings of native forbs and grasses that provide healthy pollinator-friendly habitats and forage.

Resource Development

- To date, ASLA has raised $816,323 which is roughly 54 percent of the $1.5 million goal. (The fundraising goal was raised from $1 million to $1.5 million.) All of ASLA’s chapters have now pledged to support the Center. Chapter pledges total $361,229 and firms have pledged $282,797. The balance has been donated by individual members and friends of ASLA. Individuals, firms and 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.

Finance, Meetings, and Publishing

- CFO Mike O’Brien is closing out April 2015 and will report the results to the Executive Committee and the Finance and Investments Committee next week.

- The 2015 Landscape Architecture Magazine (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.

- Registration and housing for the ASLA 2015 Annual Meeting and EXPO, November 6-9 in Chicago opened on Monday. Register by the early bird deadline of June 19 and save. Register and book your hotel room at one of the five official meeting hotels and save up to $75 on your registration fee. Go to the annual meeting website for information on the annual meeting schedule, registration fees, hotel information, transportation, session information, special events, and more.

- Meetings and Special Programs Director Joyce DePass participated in Marriott International’s Association Masters meeting in Austin, TX, last week. This annual event brings together senior leadership from Marriott hotels worldwide and senior meeting professionals to participate in education sessions and networking while experiencing industry trends in meeting and event design, food and beverage, and cutting edge technology from the industries top suppliers.

Public Relations and Communications

- The 2015 ASLA Annual Meeting and EXPO hard-copy registration brochure is on press and is being mailed this week. A press release announcing open registration for the annual meeting was distributed on Monday via several wire services.

- PR Manager Grajales today attended the bimonthly meeting of the D.C. Environmental Education Consortium. Agenda topics included the May 29 Anacostia Environmental Youth Summit, which will include an ASLA educational exhibit.
Staff sent emails to all landscape architecture program chairs and all ASLA student members from Kona Gray, ASLA, student awards jury chair, urging participation in this year’s student awards online submission process.

Two press releases were distributed last week—the first quarter 2015 Business Quarterly survey results and an announcement about ASLA receiving a $40,000 grant from the National Endowment of the Arts for the Chinatown Green Street Demonstration Project. The online publication Construction Dive wrote about the survey; further interest came from Nashville Public Radio.

An article titled “U.S. Landscape Architects Designing Change for Women in India” was published last week in The Hans India and several other Indian publications. It focused on the ASLA Kentucky Chapter and its work with an Indian nonprofit for World Landscape Architecture Month. Arun Kumar, the North America bureau chief for the Indo-Asian News Service, had written the article after participating in ASLA’s foreign press tour of Washington, D.C.’s sustainable landscapes on April 8.

Recruitment has begun for six new participants in this year’s Diversity Summit, to be held in Washington, D.C., July 10-12. Last year’s six new members will return this summer.

Member and Chapter Services

Today’s membership total is 15,308 (see details below):

<table>
<thead>
<tr>
<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate</td>
<td>641</td>
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<tr>
<td>Associate</td>
<td>1,905</td>
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<tr>
<td>Corporate</td>
<td>140</td>
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<tr>
<td>Full Member</td>
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<tr>
<td>Full-Fellow</td>
<td>745</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>1,611</td>
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</tbody>
</table>

ASLA membership grew slightly from month-end January to month-end April (see below):

<table>
<thead>
<tr>
<th>Month-End</th>
<th>Number of ASLA Members</th>
<th>% ↑ ↓ from Month-End</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/31/2015</td>
<td>15,100</td>
<td>-0.75%</td>
</tr>
<tr>
<td>2/28/2015</td>
<td>15,112</td>
<td>0.08%</td>
</tr>
<tr>
<td>3/31/2015</td>
<td>15,187</td>
<td>-0.18%</td>
</tr>
<tr>
<td>4/30/2015</td>
<td>15,418</td>
<td>1.34%</td>
</tr>
</tbody>
</table>
Email reminders to “Renew Your Membership” were sent to the following open renewal periods with valid emails:
- 196 “Sorry to See you Go” email to members with an February 28 expiration date (90-day grace period concludes on May 29)
- 713 “Renew Online” email to members with a May 31 expiration date
- 365 “Due to Renew Yesterday” email to April 30 non-renewals
- 151 “Staying Connected” email to January 31 non-renewals (lapsed on May 1).

Chapter correspondence included: the Membership Minute (subject: membership elevator speeches); a chapter leadership election sample schedule; two follow-up messages related to the CPC midyear meeting, including the meeting satisfaction survey, which added trustee assessment questions for the first time (survey closes May 22); and, the May membership renewal reports.

Student correspondence included: the Free Associate benefit email to 732 Student ASLA members with 2015 as their graduation year; and the “Still a Student?” email to 62 Student ASLA members with 2014 as their graduation year.

Emerging Professionals Committee member, Maria Muñoz, Student ASLA, was selected as LAF’s undergraduate 2015 National Olmsted Scholar.

Professional Practice

Yesterday, Manager Balon presented to eighth grade students at DC Prep Charter school about the field of landscape architecture. Manager Balon introduced a variety of projects around DC showing what landscape architects design. The presentation also included an explanation of the skills and prerequisites necessary for college, and subjects that would help equip a student in the real world as a landscape architect. Students were also given a project to redesign a parking lot adjacent to the middle school building.

In April, 11 Online Learning tests were submitted, bringing the total to 57 for 2015, compared to 30 at this time last year. Seventeen LATIS exams were submitted in April, bringing the total to 76, up from 54 LATIS exams submitted by this time in 2014.

On May 21, 1:30pm-3:00pm EDT, the Women in Landscape Architecture PPN will host an Online Learning presentation, which will offer 1.5 PDH: Paths of Practice: Women in Public Service. Registration is now open.

The current number of PPN members is 12,920—an increase of 67 members from last month and an increase of 398 since the beginning of the year. Also, compared to 2014 numbers, membership is 335 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 2,179 members.

Also on April 30, the Potomac Chapter ASLA held its 2015 Design Awards Gala at Arena Stage in Washington, DC. Steve Moore from the Southwest Business Improvement District was the keynote speaker and a special recognition given to newly elected Fellow, Elizabeth Miller, FASLA. LAM Editor Brad McKee presented the First Annual Potomac Chapter Lifetime Achievement Award to Florence Everts, ASLA. Secretary Millay and Manager Balon also attended.

Education Programs and Landscape Architectural Accreditation Board (LAAB)

- A LA CES Provider Update newsletter launched this week. Provider Updates will be sent quarterly and will share information about upcoming events, system updates, and general best practices for professional development program management.

- The Landscape Architecture Continuing Education System™ (LA CES™) has 210 active providers offering 1,056 courses. There are two new provider applications pending review.

- All 365 annual meeting speakers received their complimentary registrations and instructions on how to book housing this week.

- The Landscape Architectural Accreditation Board (LAAB) held a conference call on Tuesday, May 12, to discuss progress on the LAAB Annual Report revisions and agenda items for the upcoming July LAAB Board of Directors meeting.

Deadlines and Reminders

- The Student Awards submission deadline is May 22; the jury will meet at headquarters June 5-6.

- Board of Trustees and Executive Committee post-midyear meeting surveys are due this Friday, May 15.

- The Leadership Calendar can be accessed on the web.