May 27, 2015

Governance and Administration

- President K. Richard Zweifel, FASLA, presented on ASLA programs and priorities at the Canadian Society of Landscape Architects conference in Mexico City last week.

- Recently, Immediate Past President Mark Focht, FASLA, was the keynote speaker at the University of Illinois at Urbana—Champaign’s convocation—a long-standing tradition for the sitting ASLA president. Due to scheduling issues last year, President Zweifel and IPP Focht agreed to stand in for each other over the past two years.

- EVP Nancy Somerville, Hon. ASLA, and staff recently met with Akridge President Matthew Klein to brief him on and gain support for the Chinatown Green Street Demonstration Project.

- The call for committee service opened in yesterday’s issue of LAND. The process will continue to improve through the use of Survey Monkey, and special communications will target student and emerging professional audiences. The call will close July 10.

- The annual ASLA election closes at 12 midnight PDT tonight. A final reminder to vote was sent to all eligible members last Tuesday. The Tellers Committee will convene at headquarters on June 10 at 11:00 a.m. EDT to verify the election results and call President Zweifel, who will then call the candidates.

- Last week, Gensler kicked off the four-week design development phase for the Center for Landscape Architecture with a meeting at ASLA headquarters. The design team will hold weekly meetings with ASLA staff during this process to discuss and present design directions, including fixtures, finishes, and furnishes, but also storage and technology needs. ASLA staff will hold regular meetings and communications with the advisory group during this process for their review and feedback.

- Notifications for the 2015 class of Fellows is beginning this week via phone and email and will continue through the end of next week. An official announcement of this year’s class will appear in the June 23rd issue of LAND. The COF jury met on May 8 at headquarters to review 89 entries from 32 chapters.

Finance

- CFO Mike O’Brien has closed out April 2015 and the results are in line with the budget and prior year results.

Resource Development

- The Campaign for the ASLA Center for Landscape Architecture has raised $816,323, which is roughly 54 percent of the new goal of $1.5 million. To date, firms have pledged $282,797, ASLA chapters have pledged $361,229, with the balance donated by individual members and friends of ASLA. To see who is supporting the campaign, please click here. If you or your firm would like to join the list of donors, please contact Director of Stakeholder Relations and Resource Development Ron Sears.

Government Affairs

- Last week, the White House released its National Strategy to Promote the Health of Honey Bees and Other Pollinators, an action plan developed through collaborative efforts across the Executive Branch, which outlines
a comprehensive approach to tackling and reducing the impact of multiple stressors on pollinator health. The federal strategy also includes recommendations/principles submitted by ASLA that showcase the role and ingenuity of landscape architecture to foster vibrant, well-designed landscapes to improve pollinator health and vitality. ASLA issued a statement on the strategy, where EVP Somerville stated “sustainable landscape design practices—such as those supported by the White House strategy—contribute to the health of honey bees, monarch butterflies and other native pollinators. We are confident that implementation of the strategy will continue to highlight the expertise of landscape architects in contributing to pollinator health.”

- ASLA is preparing to sponsor a number of events around National Pollinators Week, beginning June 15, including a press conference, congressional briefing, and green roof tour and reception. ASLA is also working with House and Senate legislators to introduced legislation to promote pollinator health in federal rights-of-way.

- Last week, both the House and Senate passed legislation to provide a two-month extension of our nation’s surface transportation programs. Congress will have to begin work on a long-term bill and a funding strategy to address our nation’s surface transportation before July 31 when current law expires and the Highway Trust Fund drops below critical levels.

- Federal Government Affairs Director Roxanne Blackwell met with federal landscape architects at a meeting hosted by the Landscape Architecture Foundation on including federal landscape architecture projects in LAF’s Landscape Performance Series. The group also brainstormed on strategies to spread the word about landscape architecture opportunities in the federal agencies.

- Director Blackwell represented ASLA at the Resilience Building Coalition meeting hosted by the American Institute of Architects, where Jesse Keenan, Research Director for Columbia University’s Center for Urban Real Estate (CURE) presented on the economics of resilient and adaptive buildings.

- Last week, Government Affairs hosted the second quarter Advocacy Websummit. The webinar featured an Advocacy Day 2015 recap, updates on the latest state licensure action, and a preview of the Advocacy Summit (September 11-13 in Albuquerque, NM). The Websummit also included in-depth discussions related to local preservation issues, best practices on how to recognize legislators, and proactive strategies for restraints to practice issues.

- 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, contact Legislative Analyst Leighton Yates.

### Publishing

- Revenue for the 2015 EXPO is up two percent from the previous week and represents 88 percent of the budget.

- Advertising contracts for Landscape Architecture Magazine increased to 85 percent of the budget.

### Public Relations and Communications

- Lauren Martella has joined the Public Relations and Communications team as marketing manager. She comes from the National Cable & Telecommunications Association.
ASLA’s statement on the White House strategy to promote pollinator health was distributed via several wire services yesterday.

A blast email was sent last Monday to all available email addresses announcing that registration was open for the 2015 Annual Meeting & EXPO. There will be at least one a week leading up to the June 19 early bird deadline.

Director Terry Poltrack will serve on the jury of CLARB’s Wayne Grace Student Award, which this year is tied to projects that address public well-being.

Selection of Diversity Summit attendees is underway, and Kona Gray, ASLA, president-elect of the Landscape Architecture Foundation, has been invited to participate. Gray will head LAF’s own diversity initiatives.

Dirt Editor Jared Green is in Los Angeles this week to attend the Environmental Design Research Association (EDRA) conference as well as Dwell on Design. He had previously attended the River Cities conference held May 8-9 at Dumbarton Oaks, organized by Thaisa Way, ASLA.

A completely revamped LARE Prep section is now live, along with a new map of upcoming and past LARE prep sessions. Web communications and advocacy worked together for two months to redevelop this.

Student Award submissions are tentatively at 324. The jury meets June 5-7.

Due to the success of the #WLAM2015 social media campaign, ASLA is extending it past April with a new hashtag, #ThisIsLandArch. The “Designed by a Landscape Architect” cards are an excellent way of simultaneously promoting the work of our members and raising awareness of the profession.

Meetings

Registration and housing for the ASLA 2015 Annual Meeting and EXPO was strong with close to 650 registered in the third week of registration. Pricing will increase after June 19. Remember to book your hotel room when you register to receive up to $75 off your registration fee. Beware of housing room pirates claiming to offer cheap housing on behalf of ASLA. Room poaching is an industry problem. Experient is the only housing bureau authorized to book housing on behalf of ASLA. Register and book on online.

Member and Chapter Services

Today’s membership total is 15,473 (see details below):

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<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
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Last week, the academic recruitment campaign launched with a membership application package mailing to 146 lapsed members and 129 prospective members practicing in an academic environment. Follow-up includes calls the week of June 15 and another mailing/email outreach in late August/early September.

On May 14, the Member Services Committee met via conference to discuss how the MSC can support the chapter membership chairs in their recruitment and retention efforts.

On May 21, the Emerging Professionals Committee hosted its first online Ask Me Anything “Google hangout” with the topic of navigating the job search process (22 participated). The EPC also met via conference call to discuss project updates, including three student chapter visits scheduled for the fall semester (WVU, UGA and FIU) and the status of the chapter mentor program guidelines.

The 2015 member satisfaction survey closed on Friday, May 22; a total of 771 members responded (this compares with 968 respondents to the 2014 survey).

A second email was sent to all student members with a 2015 graduation date (646 valid emails) reminding them of their Free Associate member benefit. The first message sent on May 6 had 76 respondents.

The “Congratulations on Graduating the Class of 2015” email was sent to the chairs of all accredited programs. The email recognized their work and dedication as educators; promoted ASLA’s free associate membership for new graduates; and mentioned the Annual Meeting & EXPO Alumni Tailgate event change.

The chapter membership chairs and chapter presidents were sent a membership responsibilities questionnaire that asked recipients for future quarterly chapter membership call topics. The deadline for responses is Friday, June 5.

Billing reports were completed and invoices were mailed to:
- Membership first renewal (7/31/15) – 907 members
- Membership second renewal (6/30/15) – 852 members
- Membership final renewal (4/30/15) – 474 members
- Firm Finder first renewal (7/31/15) – 12 firms
- Firm Finder second renewal (6/30/15) – 2 firms
- Firm Finder final renewal (4/30/15) – 1 firms
- LAM subscription first renewal (7/31/15) – 145 subscribers
- LAM subscription second renewal (6/30/15) – 133 subscribers
- LAM subscription final renewal (4/30/15) – 66 subscribers.

Professional Practice

The Cultural Landscape Foundation’s What’s Out There Weekend: Newport County (RI) took place May 9-10 and included over two dozen tours. Among the tour guides were Elena Pascarella, ASLA, and Karen Beck, FASLA. Professional Practice Coordinator Ali Hay attended and posted a summary of the events on The Field.

On June 4, 1-2 p.m. EDT, the Children’s Outdoor Environments PPN will host an Online Learning presentation, which will offer 1.0 PDH: Designing Urban Nature into Children’s Play and Learning Places presented by Robin Moore, Hon. ASLA. Registration is now open.

On May 21, the Women in Landscape Architecture PPN hosted the Online Learning presentation Paths of Practice: Women in Public Service, which offered 1.0 PDH and was presented by Nette Compton, ASLA, Alison Kelly, ASLA, and Christa Wollenzien, ASLA. The recording is now available in the catalogue of recorded presentations.
On May 18, Steven Spears, ASLA, and Philip Koske, ASLA, of Design Workshop met with two representatives of Gustafson Guthrie Nichol to discuss the feasibility of integrating concepts from the Chinatown Green Streets Demonstration Project into the building project currently under construction on Eye Street. Cost estimates and designs generated during this meeting will be finalized in the coming weeks.

On May 13, "When to Say No to a Client," by James Hughes, Affiliate ASLA, co-chair of the Residential Landscape Architecture PPN, became the second Field post to receive over 1,000 views in one day. "Stormwater Infrastructure & Streetscapes" is the only other post to receive as many views, in February 2014.

Education Programs

Director Susan Apollonio will attend the Environmental Design Research Association (EDRA) and the Dwell on Design conferences this week in Los Angeles.

The Landscape Architecture Continuing Education System™ (LA CES™) has 209 active providers offering 1,139 courses. There is one new provider application pending review.

Deadlines and Reminders

The Leadership Calendar can be accessed on the web.