June 24, 2015

Governance and Administration

- President Richard Zwiefel, FASLA, wrapped up the International Federation of Landscape Architects meeting in Moscow recently and will be traveling until month’s end.

- EVP Nancy Somerville, Hon. ASLA, participated in the Clinton Global Initiative meeting in Denver earlier this month. Discussions in the sustainable buildings working group covered issues including green infrastructure, water conservation/efficiency, resilience, building materials and health, community design and health, green schools, and green affordable housing. The Clinton Global Initiative convenes leaders from multiple sectors and industries to address global problems; participants are asked to make a measurable commitment. ASLA’s proposed commitment is a green street education component based on the Chinatown Green Street Demonstration Project.

- Staff have reviewed the feedback report from the U.S. Senate Productivity and Quality Award (SPQA). SPQA recognized ASLA for Achievement in Performance Excellence. A follow-up discussion with members of the examiner team is scheduled for June 29. An award ceremony will be held later in the summer.

- *Engineering News-Record* editor-at-large Nadine Post interviewed EVP Somerville recently about the transfer of ownership of SITES™ to Green Business Certification Inc. (GBCI).

- The green roof was filmed by *Eco Building Pulse Magazine* yesterday, a subsidiary of Hanley Wood, a company serving the design and construction industries. The shoot will be part of a series of green roofs that will be promoted. Stated by one videographer, “I could shoot all day because it’s so beautiful up here.”

- Recently Special Assistant to the EVP Keith Swann was interviewed by ClimateWire, an environmental news publication, which focused on how green roofs could be used as climate change mitigation tools and the administering of the rebates by the D.C. Department of the Environment for the installation of green roofs throughout the city. *LAM* reposted the story.

- ASLA recently hosted members of the Smithsonian Associates for a second year. The group received a presentation on and tour of the ASLA green roof, the first of several green roofs on the tour itinerary. This tour is also great promotion for the green roof in “Smithsonian Associates” magazine as well as the opportunity to discuss the Chinatown Green Street project and Center for Landscape Architecture.

- Also touring the green roof recently was Basha Osinski, ASLA, from Seattle, who was very thankful that she got a last-minute tour while visiting Washington, D.C.

Finance, Publishing, and Meetings

- CFO Mike O’Brien has closed out May 2015 and the results are in line with the budget.
Revenue for the 2015 EXPO increased to 94 percent of the budget.

Advertising contracts for Landscape Architecture Magazine held steady, representing 88 percent of the budget.

Registration and housing for the annual meeting and EXPO is close to 2,500 and now stands at 68 percent of the annual budget goal. Registration rates will increase on October 3.

Resource Development

Fundraising for the campaign for the ASLA Center for Landscape Architecture is currently at $823,222, which is roughly 55 percent of the goal. ASLA will be reaching out to leading firms and individuals in the profession to ask for their support of the campaign. To see who has pledged already, please click here. To make your pledge today, please click here. For more information, please contact Director of Stakeholder Relations and Resource Development Ron Sears.

Government Affairs

Today the Senate Environment and Public Works Committee (EPW) unanimously passed the Developing a Reliable and Innovative Vision for the Economy Act, or DRIVE Act. The transportation bill includes an amendment introduced by Senators Kirsten Gillibrand (NY) and Jeff Merkley (OR) that will bolster the population of native pollinating species with the help of landscape architects. The amendment includes the principles of the Highways Bettering the Economy and Environment Pollinator Protection Act (Highways BEE Act), which had been introduced two weeks ago in the U.S. House of Representatives by Representatives Alcee Hastings (FL) and Jeff Denham (CA).

Government Affairs cohosted a Pollinator Week congressional briefing, “Backing our Bees, Bats, & Beetles,” on Capitol Hill. The briefing, which attracted over 175 attendees, was focused on updates on the status of pollinator health and pollinator conservation actions. Co-hosted with the Congressional Pollinator Protection Caucus and the Pollinator Partnership, it featured many speakers including landscape architect Robert Snieckus, FASLA, EVP Somerville, Laurie Davies Adams, CEO of the Pollinator Partnership, Anne Kinsinger from U.S. Geological Survey, and John Chandler, a California almond farmer.

Government Affairs also hosted the Pollinator Week 2015 Congressional Green Roof Tour and Reception at ASLA headquarters last Thursday evening. This highly attended reception with over 200 participants provided stakeholders engaged in pollinator health issues an opportunity to network and connect, and to celebrate the progress made towards the issue over the last year.

The Ohio legislature has been considering its omnibus budget bill, which included a last-minute set of amendments to reduce expenditures. These provisions included language to abolish the landscape architects board and fold its functions into the architects’ board. The chapter responded with opposition to the provisions and successfully removed the provision. However, a new provision was added referring the issue for consideration by the state Sunset Commission.
On June 17, the Indiana Job Creation Committee issued a draft report on its work reviewing the state’s licensing boards. The recommendations include deregulation of landscape architects, engineers, and land surveyors. It did not recommend deregulation of architects. The Indiana Chapter has learned that the landscape architecture recommendation has been tabled for the time being because the idea was raised that Ball State University may have opposition to the recommendation. The committee meets again on August 20.

Nearly 50 attendees participated in the LARE Prep Subcommittee webinar titled, “Demystifying the Exam Experience.” The webinar was the second in a series created by the subcommittee to assist current and future exam candidates through the LARE process. The presenters included Eric Gilbey, ASLA, chair of the LARE Prep Subcommittee, and Managing Director Julia Lent, Hon. ASLA. The webinar’s learning objectives included the myths and truths related to the LARE, strategies on how first-time examinees can develop realistic approaches to the pre-exam process, and key data outcomes connected to the LARE.

Landscape Architecture Magazine

The July issue of LAM is at the printer. The feature lineup includes a story on the major refinements by Tina Bishop, ASLA, of Mundus Bisho to Babi Yar Park in Denver, originally designed in the 1970s by Satoru Nishita of Lawrence Halprin & Associates; a report on an extensive public process to reconnect Chavis Park in Raleigh, North Carolina, more closely to its historically African American neighborhood; and coverage of One Central Park, a new 33-story building in Sydney covered in vertical gardens. Also in this issue is a review of the Milan Expo 2015, which centers around food and agriculture; and a report from the recent conference on design competitions organized by the Van Alen Institute, Architectural Record, and the Harvard Graduate School of Design.

Public Relations and Communications

A press release announcing the 2015 Class of Fellows was distributed yesterday via several wire services. Early coverage has come from the Columbus Dispatch and Columbus Business First, with additional interest from the Seattle Daily Journal of Commerce and Turf magazine.

ASLA has launched a new survey to gauge how landscape architects are using smart phone apps in their design process. Please fill out this survey, which takes just five minutes, by July 10. One lucky respondent will win a $100 Amazon.com gift card.

Senior Communications Manager Jared Green, PR Manager Karen Grajales, and PR and Communications Coordinator J.R. Taylor attended the June 18 congressional briefing on pollinator health. A statement about EVP Somerville’s participation in the briefing was posted on ASLA’s website and distributed to the media. ASLA also broadcast the briefing live on Twitter using Periscope, a video-streaming app.

PR Manager Grajales attended a June 17 media workshop hosted by the National Capital Chapter of the Public Relations Society of America. Grajales later discussed ongoing ASLA activities with one of the panelists, John Gilroy, host of the Federal Tech Talk radio show and a broadcaster with WAMU public radio in Washington, D.C.
• PR Manager Grajales met on June 16 with Danny Schreiber, a producer with Crain Communications, to discuss potential advertising opportunities in *NewsPro*, a trade magazine for journalists with a special issue being planned for the upcoming Society of Environmental Journalists’ annual conference.

• Director Terry Poltrack and Senior Communications Manager Green had a conference call with web host 1 Over 0 to discuss shortfalls in their performance. A new system was instituted with weekly phone calls to keep everyone on task and on schedule.

**Member and Chapter Services**

• Today’s membership total is 15,529 (see details below):

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<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
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<tr>
<td>Affiliate</td>
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• Billing reports were completed and invoices were mailed to:
  o Membership first renewal (8/31/15) – 1,158 members
  o Membership second renewal (7/31/15) – 818 members
  o Membership final renewal (5/31/15) – 467 members
  o Firm Finder first renewal (8/31/15) – 0 firms
  o Firm Finder second renewal (7/31/15) – 6 firms
  o Firm Finder final renewal (5/31/15) – 0 firms
  o *LAM* subscription first renewal (8/31/15) – 119 subscribers
  o *LAM* subscription second renewal (7/31/15) – 124 subscribers
  o *LAM* subscription final renewal (5/31/15) – 68 subscribers.

• Emerging professional correspondence included: a targeted call for committee volunteers email was sent to all ASLA Student and Associate members with a valid address (3,580 members); and a third Free Associate was sent to all student members with a 2015 graduation date (646 valid emails) reminding them of the benefit (a total of 144 students have responded to the email campaign).

• The Member Services Committee met via conference call on June 11. Discussed was mentoring chapter membership chairs and student chapter engagement.
On June 18, the Emerging Professionals Committee also met via conference call. Each EPC working group provided project updates and the committee briefly discussed extending Associate membership to five years.

Education Programs

- The Landscape Architecture Continuing Education System™ (LA CES™) has 210 active providers offering 1,349 courses. There are no new provider applications pending review.

- The first of two annual meeting speakers’ orientation webinars was held on June 23. The webinar provided speakers with an overview of important dates and deadlines as well as tips for successful presentation delivery. The webinar will be repeated on June 30.

Professional Practice

- Yesterday, the Call for Abstracts was issued for Landscape Architecture Technical Information Series (LATIS) papers. ASLA members who are pioneering a new practice area or are successfully using an innovative technique are encouraged to consider publicizing their work to increase fluency in new and developing topics within the landscape architecture profession. Additional information can be found in the LATIS Call for Abstracts announcement.

- On June 10, the District of Columbia water and sewer authority held a public meeting on its updated Green Infrastructure Plan. The presentation outlined the plan to replace some of the gray infrastructure with green infrastructure in the DC Clean Rivers Project. Manager Debbie Steinberg, ASLA, and Corporate Secretary Curt Millay, ASLA attended.

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.