Governance and Administration

- EVP Nancy Somerville, Hon. ASLA, is being interviewed and filmed today for ASLA’s win as one of the Healthiest Company’s in Washington, D.C., by SmartCEO magazine. In 2009, Somerville was a finalist for the Eco CEO Award, which recognized environmental excellence in business.

- Staff directors met to discuss the results of the staff Gallup Q12 Engagement survey and the Are We Making Progress (AWMP) surveys completed by staff and the Executive Committee. Results will be discussed at the July ExCom meeting. The July meeting will also focus on an update of the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and strategic planning for 2016.

- EVP Somerville and CFO O’Brien wrapped up midyear progress review and 2016 planning meetings with the directors this week.

- EVP Somerville and Professional Practice Manager Deborah Steinberg met with David Do, Director of the Mayor’s Office on Asian and Pacific Islander Affairs, on June 26 to provide updates on the Chinatown Green Street Project and discuss additional opportunities for collaboration. Last week, staff from the District (D.C.) Office of Planning (DCOP), including new DCOP Director Eric Shaw, and a representative of the District Department of Transportation (DDOT), met with ASLA representatives and Steven Spears of Design Workshop to discuss the Chinatown Project. Also, Manager Deborah Steinberg and Director Ron Sears recently met with representatives from The Nature Conservancy to introduce the Chinatown Green Street Demonstration Project and to discuss working together to accomplish their green infrastructure goals and tree canopy expansion in the urban corridors of DC.

- Recent meetings with Gensler and consultants for the ASLA Center for Landscape Architecture focused on exterior stair finishes and materials, the front canopy, lighting, IT and AV needs/plans. Employee placement was also discussed. Another meeting will be held tomorrow to continue the planning process.

- EVP Somerville and Government Affairs Director Blackwell participated in a Renewable Natural Resources Foundation roundtable on arctic energy and environmental policy at the U.S. Department of State. ASLA will also host RNRF tomorrow for a briefing on communications and use of social media.

- This week EVP Somerville and staff met with Arnaldo Cardona, ASLA, who is interested in starting a chapter in Puerto Rico. Cardona also met with Landscape Architecture Magazine editor Brad McKee to discuss story ideas, and Special Assistant to the EVP Keith Swann about ASLA’s green roof and The Roof is Growing! education web page for middle school students.

- The green roof was recently visited by an environmental planner and by professionals from Canada, Florida, and Maryland. ASLA also hosted board members of a D.C. condo association who are interested in putting a 26,000 sq. ft. green roof on their building.

Finance, Publishing, and Meetings

- CFO Mike O’Brien is closing out June 2015 and reporting to the Finance and Investments Committee next week.

- Revenue for the 2015 EXPO held steady this week, representing 96 percent of the budget.
Advertising contracts for Landscape Architecture Magazine mirrored the previous week, representing 88 percent of the budget.

Registration and housing for the annual meeting stands at more than 2,600 and 72 percent of the annual budget goal. The hotel room block is at 62 percent sold overall with the Sheraton (headquarters hotel) selling out fast.

The meetings team will be moving to a new registration software for smaller meetings. Starting this fall, attendees will be able to register and reserve their hotel rooms online for all ASLA smaller meetings. The software will also be used for seating for the annual meeting dinners this year.

Resource Development

The Campaign for the ASLA Center for Landscape Architects has raised $816,323, which is roughly 54 percent of the new goal of $1.5 million. In the weeks and months ahead, ASLA will reach out to additional leaders in the field to ask for their support. To see who is supporting, 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

The August Recess is a great time for your chapter to do an in-district meeting or site visit with your federal legislators. ASLA has a Guide to Hosting a Tours With Elected Officials and other Advocacy Tools to help with these types of events. If your chapter needs assistance with planning your in-district advocacy event, please don’t hesitate to contact Government Affairs Manager Mark Cason.

iAdvocate! Now, it’s your turn. Check out the iAdvocate video to hear firsthand how ASLA’s advocacy efforts are impacting the profession and yielding landscape architecture projects on the ground. Share the video with chapter members, colleagues, and others.

Government Affairs co-hosted 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. This highly attended reception provided stakeholders engrossed in pollinator health issues an opportunity to network and connect, and to celebrate the progress made towards the issue over the last year.

Public Relations and Communications

Final preparations are underway for the third ASLA Diversity Summit July 11-12 in Washington, D.C. Look for a full report soon.

A survey to discover what apps landscape architects use is open until July 10.
- Three posts covering the Environmental Design Research Association (EDRA) conference – on how people with autism experience the world, the blind navigate cities, and another on the “nature pill” were posted on The Huffington Post. The post on autism was shared 1,300 times.

- The totally revamped Residential Design webpages were launched this week, offering a valuable new education resource for landscape architects to use with their clients.

Member and Chapter Services

- Today’s membership total is 15,422 (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>
<td>2,059</td>
</tr>
<tr>
<td>Corporate</td>
<td>126</td>
</tr>
<tr>
<td>Full Member</td>
<td>9,669</td>
</tr>
<tr>
<td>Full-Fellow</td>
<td>743</td>
</tr>
<tr>
<td>Honorary</td>
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<tr>
<td>International</td>
<td>186</td>
</tr>
<tr>
<td>Student Affiliate</td>
<td>309</td>
</tr>
<tr>
<td>Student</td>
<td>1,520</td>
</tr>
</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>1/31/2015</td>
<td>15,100</td>
<td>-0.75%</td>
</tr>
<tr>
<td>2/28/2015</td>
<td>15,112</td>
<td>-0.67%</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>
<tr>
<td>5/31/2015</td>
<td>15,326</td>
<td>0.74%</td>
</tr>
<tr>
<td>6/30/2015</td>
<td>15,383</td>
<td>1.11%</td>
</tr>
</tbody>
</table>

- Email reminders to “Renew Your Membership” were sent to the following open renewal periods with valid emails:
  - 326 “Sorry to See you Go” members with an April 30 expiration date (90-day grace period concludes on July 29)
  - 549 “Renew Online” members with a July 31 expiration date
  - 329 “Due to Renew Yesterday” email to June 30 non-renewals
  - 149 “Staying Connected” email to March 31 non-renewals (lapsed on June 29).

- The academic recruitment campaign follow-up calls continued this week. As of today, eight faculty have rejoined from Harvard, North Carolina A&T, Rutgers, University of Massachusetts, Ohio State University, University of New Mexico, University of Oregon and, West Virginia University.

- Billing reports were completed and invoices were mailed to:
  - Membership first renewal (9/30/15) – 1,253 members
o Membership second renewal (8/31/15) – 992 members
o Membership final renewal (6/30/15) – 437 members
o Firm Finder first renewal (9/30/15) – 1 firm
o Firm Finder second renewal (8/31/15) – 0 firms
o Firm Finder final renewal (6/30/15) – 0 firms
o LAM subscription first renewal (9/30/15) – 155 subscribers
o LAM subscription second renewal (8/31/15) – 109 subscribers
o LAM subscription final renewal (6/30/15) – 95 subscribers.

- Membership VP Keith Wilson, ASLA, facilitated the second quarter Membership Chair Webinar; the topic was targeted communications in recruitment initiatives. In addition, the Member and Chapter Services Committee’s (MSC) chapter liaison program was launched (each member of the MSC will connect with a chapter membership chair to provide support and encouragement).

Education Programs

- The Landscape Architecture Continuing Education System™ (LA CES™) has 208 active providers offering 1,369 courses. There are no new provider applications pending review.

- The second annual meeting speakers orientation webinar was held on June 30. The webinar provided speakers with an overview of important dates and deadlines as well as tips for successful presentation delivery. Over 100 speakers participated.

Professional Practice

- In June, 30 Online Learning tests were submitted, bringing the total to 149 for 2015, compared to 55 at this time last year. Twenty LATIS exams were submitted in June, bringing the total to 126, up from 104 LATIS exams submitted by this time in 2014.

- The current number of PPN members is 13,145, an increase of 128 members from last month and an increase of 623 since the beginning of the year. Also, compared to 2014 numbers, membership is 796 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 2,191 members.

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.