Governance and Administration

- The Executive Committee today, via conference call, approved the formation of the Kent State University Student Chapter (endorsed by the Ohio Chapter). Kent State offers a Master of Landscape Architecture degree. With Kent State’s addition, ASLA now has 74 student chapters.

- Recruitment for the position of State Government Affairs Director is underway. Managing Director Julia Lent, Hon. ASLA, has taken the position of Managing Director of Member and Chapter Services.

- The annual ASLA staff retreat was held at headquarters last week, and featured team-building and communications exercises as well as breakout group discussions.

- The call for nominations for the ASLA Outstanding Service Award closes on Friday. The program recognizes ASLA member volunteers who are making notable contributions to or on behalf of the Society at the national level. ASLA trustees, committee and PPN chairs and members, representatives, and other volunteers involved in the work of the Society at the national level are eligible for the award. Nominations may be made by members of the Executive Committee, committee chairs, PPN chairs, and ASLA national staff. Please forward your nominations to Corporate Secretary Curt Millay, ASLA.

- Suggestions for potential candidates for the 2016 national officer slate (2017 president-elect, and 2017–2018 vice presidents of finance, membership, and professional practice) are due to Corporate Secretary Millay by Friday, September 5. (See more in LAND.)

- Secretary Millay and Meetings Manager Kelli Bland met with Cadmium representatives to begin developing the new online submission system for the Council of Fellows nomination and jury process. The system should be in place by late September 2015 for next year’s cycle.

- Professional Practice Manager Shawn Balon, ASLA, and Secretary Millay have begun preparation for a parklet in front of ASLA headquarters to celebrate [Park]ing Day on September 18. They are working with other neighborhood organizations, the District of Columbia Mayor’s Office on Asian and Pacific Islander Affairs, and the Downtown BID to create a cluster of parklets in Chinatown for the day. ASLA’s parklet will incorporate active living in its design.

Finance, Publishing, and Meetings

- CFO Mike O’Brien reports the July close to the Finance and Investments Committee tomorrow and the results are in line with the plan.

- **Great News!** Revenue for the 2015 EXPO has reached 100 percent of the budget! The sales team is now recognizing additional opportunities to close booth and sponsorship sales.

- Advertising contracts for Landscape Architecture Magazine rose by one percentage point, representing 90 percent of the budget.

- Registration for the Chicago annual meeting stands at 2,793, with revenues for registration and ticket sales at 74 percent against the annual budgeted goal. The hotel room block is at 78 percent sold.
Resource Development

- The ASLA Fundraising Task Force and Task Force Chair Jim Burnett, FASLA, are reaching out to landscape architecture firms to ask for their support of the ASLA Center, which has raised $825,337 to date. In addition, a random sample of Landscape Architecture Magazine’s September issue will include a letter from ASLA President Dick Zweifel, FASLA asking for a contribution to the ASLA Fund, ASLA’s charitable 501(c)3 foundation. The results will be evaluated in October, and if successful, this technique will be used again at year end. For more information on donating, please contact Director of Stakeholder Relations and Resource Development Ron Sears.

Government Affairs

- Apply now for the ASLA Licensure & Advocacy Grant Program for fiscal year (FY) 2016. The grant program provides financial assistance to chapters working to promote and defend practice act licensure across the United States. The program also assists chapters that are active (or plan to be active) in any ASLA state or local advocacy efforts, including defending the right to practice from local challenges. The FY 2016 application guidelines include: eligibility requirements, matching funds requirements, grant guidelines, grant selection criteria, and application schedule. Applications are due no later than 5:00 p.m. EDT on Wednesday, September 30. For more information on this program, please email Government Affairs Legislative Analyst Leighton Yates or call 202-216-7841.

- The August District Work Period is a great time to reach out to your legislators to invite them to visit a landscape architecture project in your congressional district or state. Use ASLA’s Guide to Hosting Elected Officials to help with planning your tour. For more details or assistance, contact Government Affairs Manager Mark Cason.

- If Congress does not take action soon, the Land and Water Conservation Fund will expire on September 30. Use the iAdvocate Network to send a message to your legislators urging them to take action to reauthorize LWCF.

- The House of Representatives is expected to begin consideration of a surface transportation bill when the body returns in early fall. Now is a good time to tell your member of Congress to support active transportation in any new surface transportation bill. Learn more about ASLA’s transportation priorities HERE.

Landscape Architecture Magazine

- The September issue of LAM is headed to the printer. It features three reports on topics in education: the threats to the five-year bachelor’s degree in landscape architecture; the formation of a distance-learning degree in landscape architecture at the Academy of Art University in San Francisco; and efforts to diversify the student body in landscape architecture programs. The issue also contains a large feature on renovations to the University of British Columbia campus in Vancouver, designed by Phillips Farevaag Smallenberg. The issue also contains articles on efforts in Austin, Texas, to create a long-term plan for its city cemeteries; two stormwater handling designs in Oslo by Atelier Dreiseitl; and a review by Laura Solano, ASLA, of the new book Phyto by Kate Kennen, ASLA, and Niall Kirkwood, FASLA.
Public Relations and Communications

- PR staff worked with President Zweifel on an email interview about the landscape architecture profession for an online British publication called TheArchBiz.biz. The editor, Adam Chandler, approached ASLA for an interview timed to coincide with weeklong coverage about landscape architecture.

- A press release about PARK(ing) Day 2015 was distributed via several wire services. The *Boston Globe* has shown early interest.

- ASLA’s green roof tour has been accepted as part of WalkingTown DC 2015, an annual event sponsored by Cultural Tourism DC. Greening Washington, D.C., One Roof at a Time is scheduled to take place on September 22 at noon.

- The second and third in a series of posts covering what smartphone apps landscape architects use has been posted on The Dirt. The entire three-part series has gotten more than 4,000 views so far in just a week.

- The communications team met with representatives from the TKF Foundation, including Jack Sullivan, FASLA, and Jay Graham, FASLA, on potential ways to partner to release their research findings on the health benefits of nature in landscape architecture projects.

Member and Chapter Services

- Today’s membership total is 15,407 (see details below):

<table>
<thead>
<tr>
<th>Member Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate</td>
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<tr>
<td>Associate</td>
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<td>Student Affiliate</td>
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</tr>
<tr>
<td>Student</td>
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</tr>
</tbody>
</table>

- On August 10, a recruitment email was distributed to the 131 asla.org survey participants who requested information on membership.

- On August 11, CFO Michael O’Brien hosted the quarterly chapter treasurer webinar (eight chapters participated). Topics discussed included accounting software and reporting. The next webinar will be scheduled for October.

- Chapter correspondence included: a reminder for the August 31 deadline for 2016 chapter dues; and information about the Emerging Professional Committee hosting a webinar in place of its monthly conference call to discuss the member satisfaction survey and membership engagement.
On August 6, the Member Services Committee met via conference call to update the sample Chapter Membership Chair position description and began outlining a communication plan that could assist chapter membership chairs in their recruitment and retention efforts.

Education Programs and LAAB

- The Landscape Architecture Continuing Education System™ (LA CES™) has 212 active providers offering 1,659 courses. There are no new provider applications pending review.
- The LA CES Monitoring Committee held the first of three conference calls on Monday to discuss providers up for review.
- An Annual Meeting Education Session Preference Survey reminder was sent to all professional registrants for Chicago. The purpose of this survey is to help ASLA identify the level of interest in each education session so that session rooms may be assigned accordingly.
- The Committee on Education (COE) held its August committee conference call on Thursday, August 13. Chair Sean Rotar, ASLA, and Accreditation and Education Programs Manager Pritchard led the call and provided updates on STEM, academic membership, and recruitment.

Professional Practice

- Recently Professional Practice Manager Balon and Marketing Manager Lauren Martella began coordination with Nevada, Utah, Arizona, and California ASLA chapters for potential volunteer participation in the 2016 International Builders Show (IBS) taking place January 19-21, in Las Vegas. ASLA is coordinating volunteers for plan reviews, education in the studio, and “Ask a Landscape Architect” at the ASLA Booth. The deadline for volunteers who are interested is August 28.
- ASLA has submitted a grant application to the National Endowment of the Arts to support the Chinatown Green Street Demonstration Project for funds that would be distributed, if accepted, in summer 2016.

Deadlines and Reminders

- Suggestions for potential national officer candidates are due to Corporate Secretary Millay by Friday, September 5.
- Nominations for the ASLA Outstanding Service Award are due to Corporate Secretary Millay by August 21, 2015.
- The Leadership Calendar can be accessed on the web.