Governance and Administration

- Suggestions for potential national officer candidates are due to Corporate Secretary Millay by Friday, September 5.

- ASLA was presented with the 2015 SmartCEO Healthiest Company Award yesterday. ASLA was also the recipient of the Washington Business Journal’s Healthiest Employer Award in 2014.

- President-Elect Chad Danos, FASLA, EVP Nancy Somerville, Hon. ASLA, and Corporate Secretary Curt Millay, ASLA, recently spent the day with senior staff filling the volunteer committee openings. This year, for the first time, an emphasis was put on adding emerging professionals to committees. Committee liaisons will be reaching out to new and returning members over the next few weeks.

- Immediate Past President Mark Focht, FASLA, visited the West Virginia University LA program in Morgantown earlier last week. Activities included meetings with faculty, staff, and students, as well as studio critiques, and a public lecture on landscape architecture which included ASLA’s national priorities and programs, and green infrastructure overall. Focht also attended a reception and dinner with members of the West Virginia Chapter. He is accompanied by Daniel Martin, sales director for Permaloc. Permaloc is financially supporting university visits to connect ASLA leadership and students.

- EVP Somerville was in San Francisco presenting on the Chinatown Green Street project at the One Water Leadership Summit with Government Affairs Manager Mark Cason. Also part of the plenary session were Mami Hara, ASLA, Deputy Commissioner of Philadelphia’s Water Department and Kevin Roberts Perry, ASLA, principal of Urban Rain/Design.

- The ASLA green roof is featured on the website EcoBuilding Pulse, an online publication that’s part of Hanley Wood publications. Titled “Four Stunning Green Roof Designs in the Nation’s Capital,” the videographers did a great job capturing the roof’s beauty and included still photos below the videos. Note the trumpet vine now in full bloom, after about, oh, 10 years in the making.

- ASLA staff held another planning session for [Park]ing Day. Later in the day, Secretary Millay and Manager Debbie Steinberg, ASLA, met with representatives from the (D.C.) Mayor’s Office of Asian and Pacific Islander Affairs (OAPIA) who are creating a parklet one block east of ASLA in front of the Chinese Community Church. ASLA and OAPIA will collaborate to promote the cluster of parklets.

- The final boxes from Iron Mountain (ASLA’s storage facility), with the exception of the climate controlled library items, have been removed, inspected, and recycled when necessary. Focus will now be put on storage needs for items in the building in anticipation of the move in December.

- A conference call was organized by Esri staff with potential partners to collaborate on ASLA’s commitment for the Clinton Global Initiative. Everyone was very interested in the project ideas ASLA shared with the group. Participants were from the Trust for Public Land and Penn State, along with EVP Somerville, Corporate Secretary Millay, and Manager Steinberg.

- Corporate Secretary Millay and Manager Kelli Bland continue to work with CadmiumCD to develop an online submission system for the next Council of Fellows nomination cycle, which will be ready when the call for 2016 nominations opens in late September 2015. Lists of eligible members for each chapter will be sent to chapter leaders.
presidents and chapter fellows committee chairs in mid-September. Please contact Millay with names of chapter fellow chairs if you have not done so. More information to come soon on the new online system.

Finance, Publishing, and Meetings

- CFO Mike O’Brien is closing out August 2015 and will report the results to the Executive Committee and the Finance and Investments Committee later this month.
- LAM advertising contracts now total 92 percent of the budget.
- 2015 EXPO booth and sponsorship sales increased to 102 percent of the annual budget goal.
- Registration for the Chicago annual meeting stands at 3,162, with revenues for registration and ticket sales at 84 percent against the annual budgeted goal. The hotel room block is at 82 percent sold.
- Ball State University, the Illinois Institute of Technology, the University of Illinois, and the University of Wisconsin are all recruiting students to volunteer during the Chicago meeting. The Student Volunteer Program started in 2008 and is open to schools with accredited landscape architecture programs and/or ASLA student chapters in or around the annual meeting host city.
- To date, 20 schools have signed up to participate in the Alumni Tailgate. Scheduled for Saturday, November 7 from 4:30-6:00 pm, this year’s event will take place on the EXPO floor and will feature food, drink, and fun tailgate games, plus prizes for the best school spirit, best decorated space, and the best “throw-back” jersey. Participating schools to date include: Arizona State University; The University of Arizona; Auburn University; Ball State University; College of Environmental Design, Berkeley; California State Polytechnic University, Pomona; California Polytechnic State University, San Luis Obispo; Clemson University; University of Colorado, Denver; University of Georgia; University of Idaho; University of Illinois; Iowa State University; Kansas State University; University of Kentucky; State University of New York; Pennsylvania State University; Purdue University; Virginia Tech; and the University of Wisconsin. Contact Meetings and Special Programs Manager Kelli Bland to sign up.

Resource Development

- Donations for the Center stand at $829,135. ASLA met again this week with a representative of the Nature Conservancy working on their urban conservation program to explore how the two organizations can work together on the Chinatown Green Street Demonstration Project. The ASLA website is being updated to highlight opportunities for donating to the ASLA Fund and the charitable programs it supports including the new ASLA Annual Fund, the campaign for the ASLA Center for Landscape Architecture, the Chinatown Green Street Demonstration Project and the new ASLA Fund Heritage Circle, which encourages friends of ASLA to include the Fund in their estate plans.

Government Affairs

- Manager Cason and Analyst Leighton Yates met with the American Society of Civil Engineers’ government relations team, which provided an opportunity to learn about ASCE’s legislative agenda, discuss future advocacy engagement and collaboration on transportation, green infrastructure, pollinators, and conservation issues.
- Manager Cason and Analyst Yates also met with the staff of Representatives Jeff Denham (CA) and Alcee Hastings (FL) to lay out a legislative strategy for the Highway BEE Act during the House surface transportation deliberations this fall.
Director Roxanne Blackwell met with congressional staff from Congressman Earl Blumenauer’s (OR) office to discuss legislative proposals that would address the planning and designing of resilient communities. She also met with the staff of Congresswoman Vicky Hartzler (MO) to discuss ASLA’s concerns for her Roads Not Roses legislation, which would eliminate the vegetation management category of the Transportation Alternatives Program. Blackwell is working with the staff to secure an in-district meeting with the congresswoman and ASLA members of the Prairie Gateway and St. Louis Chapters to further discuss the importance of the program to the profession and provide local project examples.

The Indiana Chapter presented its case for licensure at a hearing of the Jobs Creation Committee. Earlier this year the committee recommended deregulation of landscape architecture and engineering but voted 4-1 to rescind the recommendation and maintain the licensure following the presentation! A similar vote was held for engineers earlier that day. The one “no” vote indicated he thought that there should be one license category that applies to landscape architects, engineers, and architects.

The ASLA Licensure & Advocacy Grant Program is currently accepting applications 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, September 30. For more information on this program, please email Analyst Leighton Yates or call 202-216-7841.

Public Relations and Communications

PARK(ing) Day is coming up fast on September 18! Let us know where your parklet is and share it with #ASLAPD.

A series of Dirt posts on what apps landscape architects use has been read more than 8,000 times in two weeks. Visit the blog and use “apps” in the search to view them.

The Dirt Editor Jared Green worked with Duane Border, ASLA, Southern California Chapter president-elect, to craft a response to the news that architect Frank Gehry would be creating a new master plan for the Los Angeles River. PR Manager Karen Grajales has promoted the response widely among media, with the first pick-ups from architectural news sites ArchNewsNow and Dezeen.

ArchNewsNow featured a Dirt review of the new book Beauty Redeemed.

Staff sent chapter presidents and presidents-elect, along with the current roster of volunteers, a thank you for their work with national on public outreach as part of the ongoing Public Awareness campaign. The note also reminded them each to assign a representative to attend the fifth annual summit this January.

Member and Chapter Services

Today’s membership total is 15,169 (see details below):

<table>
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<th>Member Category</th>
<th>Total</th>
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<tbody>
<tr>
<td>Affiliate</td>
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</tr>
<tr>
<td>Associate</td>
<td>1,963</td>
</tr>
<tr>
<td>Corporate</td>
<td>124</td>
</tr>
</tbody>
</table>
The Leadership Development Committee met via conference call to discuss ongoing projects, including the Leadership Link message schedule and initiating a survey of chapter leadership development needs.

The Chapter Presidents Council leadership hosted a planning session for the CPC annual meeting to identify potential speakers and topics for the agenda. Meeting topics include faculty and student chapter engagement, licensure advocacy, and leadership development.

Chapter correspondence included: the September Membership Minute (topic: new member engagement) and the monthly chapter member renewal reports.

Email reminders to “Renew Your Membership” were sent to the following individuals with open renewal periods and valid emails:
  o 261 “Sorry to See you Go” members with an June 30 expiration date (90-day grace period concludes on September 29)
  o 854 “Renew Online” members with a September 30 expiration date
  o 421 “Due to Renew Yesterday” email to August 31 non-renewals
  o 141 “Staying Connected” email to April 30 non-renewals (lapsed on August 29).

Education Programs and LAAB

The Landscape Architecture Continuing Education System ™ (LA CES™) has 212 active providers offering 1,711 courses. There are no new provider applications pending review.

Professional Practice

On August 27, the Children’s Outdoor Environments PPN hosted the Online Learning presentation Practical Considerations for Play Activities and Risk Management in Design of Natural Play & Learning Environments, which offered 1.0 PDH and was presented by Susan Jacobson, FASLA, Teresa Hendy, and Michelle Mathis, ASLA. Fifty-three attendees participated in the webinar. The recording is available through the catalogue of recorded presentations.

ASLA has released and published a new LATIS paper, "Suburban Street Stormwater Retrofitting: An introduction to Improving Residential Rights-of-Way." This technical manual, written by Andrew Fox, ASLA, and Jim Cooper, ASLA, introduces readers to design and implementation strategies for stormwater retrofitting within suburban street rights-of-way. As a benefit of membership, ASLA members receive complimentary access and may purchase and take the self-study exam to earn 1.5 PDH (LA CES). Click the link for additional information and a list of available LATIS papers.

Deadlines and Reminders

The Leadership Calendar can be accessed on the web.