Governance and Administration

- President Richard Zweifel, FASLA, President Elect Chad Danos, FASLA, and EVP Nancy Somerville, Hon. ASLA, are at the CLARB meeting (Council of Landscape Architectural Registration Boards) in New Orleans starting today. President Zweifel will be presenting on ASLA’s national programs and priorities. Danos will leave that meeting early to fly to headquarters on Friday for the 2016 Annual Meeting Education Advisory Committee (AMEAC) planning with Education Director Susan Apollonio and others, which will focus on education session planning for the 2016 annual meeting in New Orleans.

- President Zweifel addressed students and faculty at the University of Georgia in Athens recently. Zweifel’s presentation focused on ASLA’s role in furthering opportunities for the profession brought about by increased public and political demand to address today's water, health, reclamation and resiliency challenges. He also participated class critiques and visited studios.

- Yesterday, Government Affairs Director Roxanne Blackwell, Hon. ASLA, and Special Assistant to the EVP Keith Swann hosted the U.S. Department of State’s Russian delegation. The group of professionals were interested in how national parks transportation infrastructure is built and maintained using environmentally friendly construction techniques, building ties between Russian and American landscape architects, planners, and engineers, and ASLA’s advocacy efforts upon which Blackwell presented information. The group was also presented information on the benefits of the green roof and given a tour.

- The green roof was also visited recently by a landscape architect from Florida who was just returning from the Peace Corps in Asia (and will be returning), and Chris Counts, the project manager for ASLA’s green roof, and his wife. Counts was quite pleased with the roof’s progress over the years.

Finance, Publishing, and Meetings

- CFO Mike O’Brien has closed out August 2015 and will report to the Finance and Investments Committee tomorrow. The August results are in line with the budget and the same period of 2014.

- Registration for the Chicago annual meeting stands at 3,343, with revenues for registration and ticket sales at 88 percent against the annual budgeted goal. The hotel room block is at 94 percent sold. Twenty-five schools have signed up for the Alumni Tailgate (an increase of five since the last report).

- The 2015 LAM advertising contracts remains at 92 percent of the budget.

- The 2015 EXPO booth and sponsorship sales remains 102 percent of the annual budget.

Resource Development

- **Give to the ASLA Fund and become a Heritage Circle member!** ASLA announces its new Heritage Circle program, which will promote bequest gifts from members and friends to support the ASLA Fund in the years to come. Members who notify ASLA that they have included the ASLA Fund in their estate plans will be recognized as “Heritage Circle” members on the website and in future publications.

- Contributions to the ASLA Fund support educational programs and special projects such as the campaign for the ASLA Center for Landscape Architecture, ASLA’s green roof, and the ASLA Chinatown Green Street
Demonstration project. Check out the new ASLA Fund landing page and Fund program subpages. The ASLA Fund is ASLA's charitable 501(c)(3) foundation. The first request for support of the annual fund was enclosed in 500 copies of the September issue of Landscape Architecture Magazine. The next solicitation will take place with the October issue of another random 500 members.

Government Affairs

- September 11-13, the Government Affairs held its annual Advocacy Summit in Albuquerque, NM. This year’s summit, hosted by the New Mexico Chapter, brought together 39 attendees from 31 chapters across the country, and the message provided information and strategies to foster strong, proactive, and engaging advocacy programs. Participants also heard presentations from chapters that have faced recent challenges to licensure or licensing requirements, including Connecticut, Ohio, Michigan, and Indiana and brainstormed on specific techniques to apply during any upcoming challenges. There was a tour of the Rail Yards, and included an overview of the proposed master plan that envisions reinvigorating the historic property to create housing, commercial uses, open park space, community, and art space. A bike ride on a portion of the city’s 50-mile activity loop exposed everyone to local landscape architecture pedestrian and bicycle projects.

- The Land and Water Conservation Fund (LWCF), the third most accessed program by landscape architects, is set to expire in 14 days if Congress does not act to renew this important program. We need every ASLA member to send a message and/or tweet your members of Congress urging their support for America’s most important conservation program.

- The Transportation Alternatives Program (TAP) is also in jeopardy, with some members of the House Transportation and Infrastructure Committee working to eliminate the program. ASLA staff is working with coalition members and legislators to fend off this attack. However, it is critical that legislators hear from ASLA members on this critical program. Please take a moment to encourage your chapter members and colleagues to send a message to their legislators about continuing TAP so that landscape architects may continue to plan and design these community biking and walking projects.

- Step It Up! The Surgeon General’s Call to Action on Walking and Walkable Communities was issued last week. The Call to Action includes five strategic goals to promote walking and walkable communities in the United States, including: designing communities that make it safe and easy to walk for people of all ages and abilities; and promoting programs and policies to support walking where people live.

- America Walks and the Every Body Walk! Collaborative have announced a new micro grant program designed to assist local walking advocates build on the momentum of the newly released Surgeon General’s Call to Action. Funding is available for 10-15 community groups for activities designed to increase local walking programming and stimulate community demand for infrastructure improvements that provide accessible, safe, walkable places for the entire community. The deadline is October 15.

- This week, Legislative Analyst Leighton Yates is participating in the annual meeting and Advocacy Day of the Outdoors Alliance for Kids (OAK), a coalition aimed at connecting America’s youth to the outdoors. The meeting provided the opportunity to foster new relationships with partner organizations as well as to advocate for legislation important to ASLA, such as the Transportation Alternatives Program (TAP) and Land and Water Conservation Fund (LWCF).

Public Relations and Communications

- ASLA, working with the ASLA Potomac Chapter, will participate in the Adopt-a-School Program of D.C. Public Schools. ASLA has just been matched with Hart Middle School for a one-year commitment that will include three activities and a donation drive.
PR and Communications Coordinator Taylor is busily rounding up PARK(ing) Day plans among members, and a cross department team at national is planning to host a parklet in a parking space in front of headquarters on September 18. Remember to share pictures with hashtag #ASLAPD. Find out where the closest parklet is to you on our PARK(ing) Day map.  

Director of Stakeholder Relations and Resource Development Sears and the web team revamped the ASLA Fund section to make it much easier to find out about ASLA Fund initiatives and donate immediately.

Dirt coverage: ArchNewsNow included coverage of OLIN’s new project in Silicon Valley and Planetizen featured a post on Mexico City’s elevated park. Also, a new Dirt article was posted on The Huffington Post.

Member and Chapter Services

Today’s membership total is 15,392 (see details below):

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

The Member Services Committee MSC met via conference call on September 10 to discuss the chapter membership chair support. The committee is working on revising and updating the Membership Chair position description. The MSC is also working on creating a best practice plan that can assist chapter membership chairs in their recruitment and retention efforts.

The Chapter Structure and Leadership Development Survey was sent to all the Chapter Presidents. This survey was created by the CPC Leadership and Leadership Development Committee to better understand the chapter structure and leadership development needs. The results will be used to establish ASLA resources and programs to better assist chapters with leadership development. The results will be shared at the Chapter President’s Council meeting in Chicago.

Education Programs and LAAB

The Landscape Architecture Continuing Education System™ (LA CES™) has 208 active providers offering 1,734 courses. There are no new provider applications pending review.

The Committee on Education (COE) held its September committee conference call on September 10. Chair Sean Rotar, ASLA, and Manager Kristopher Pritchard led the call and focused on updates regarding STEM, recruitment, and discussed topics to be considered at the LA Program Chairs meeting during the annual meeting. Also, the incoming-VP of Education, David Cutter, ASLA, was welcomed and introduced.
The Landscape Architectural Accreditation Board (LAAB) held a conference call last Friday to discuss accreditation standards revisions and other business.

Manager Pritchard and Director Apollonio attended the Association of Specialized and Professional Accreditors (ASPA) fall conference this week in Washington, D.C. There were over 100 accreditation professionals in attendance. The presentations included updates in higher education, stakeholder engagement, and complaint issues/policies.

Professional Practice

Manager Shawn Balon, ASLA, recently attended the Smart Growth Network Partners Meeting at the National Association of Realtors (NAR). The meeting included a presentation that focused on the results of the NAR biannual Community Preference Survey. A Smart Growth Information Clearinghouse update was also presented by Kristen Mitchell, director of Smart Growth Design and Development. Balon provided updates to the group about the ASLA Center for Landscape Architecture, the 2015 ASLA Annual Meeting and EXPO, and PARK[ing] Day.

In August, 65 Online Learning tests were submitted—the most submitted in any single month since Online Learning presentations began in 2013—bringing the total to 243 for 2015, compared to 96 at this time last year. Thirteen LATIS exams were submitted in August, bringing the total to 149, up from 130 LATIS exams submitted by this time in 2014.

The current number of PPN members is 13,077—an increase of 14 members from last month and an increase of 555 since the beginning of the year. Also, compared to 2014 numbers, membership is 821 members higher.

Deadlines and Reminders

The Leadership Calendar can be accessed on the web.