Governance and Administration

- President Richard Zweifel, FASLA, and Managing Director Julia Lent, Hon. ASLA, participated in the New York Upstate Chapter’s Healthy Waters Advocacy Day recently, which featured education sessions, advocacy training, and site visits to local examples of green infrastructure in the Syracuse area.

- President-Elect Chad Danos, FASLA, was in St. Louis for the Chapter’s ArchVision event last week for a behind-the-scenes tour and informative discussion of the CityArchRiver project being led by Michael Van Valkenburgh & Associates. With nearly 100 local leaders along with federal and state officials, the event highlighted the role of landscape architecture in the transformation of community public spaces. Walter Metcalfe, Jr. was recognized as an Honorary ASLA member for his efforts as the fundamental champion of the project and its significance to the landscape architecture profession.

- Immediate Past-President Mark Focht, FASLA, visited Ball State University in Muncie, IN, recently as part of the leadership visits to universities. Focht was accompanied by Daniel Martin, Affiliate ASLA, Sales Director for Permaloc, which partially funds the leadership visits. Focht presented a public lecture on landscape architecture and green infrastructure to about 60 students, faculty, university officials and invited guests. Focht and Martin visited four classes to discuss ASLA and met with leaders of the ASLA student chapter.

- Elizabeth Hebron, the new Director of State Government Affairs will start on October 12. Hebron will be taking the position vacated by Managing Director Lent who is now leading Member and Chapter Services.

- Legislative Analyst Leighton Yates has been promoted to Grassroots Advocacy Manager. Since joining ASLA in 2013, Leighton has overseen the rebranding of the Advocacy Network to the iAdvocate Network, worked to increase its usage, including surpassing all industry standards. He has also launched the ASLA advocacy Twitter account, which is gaining followers including members of Congress, congressional committees, and allied organizations. Leighton’s promotion takes effect on October 1.

- The call for Council of Fellow nominations opens today! Secretary Curt Millay, ASLA, reached out to all chapter fellows committees last week to provide them with lists of eligible members for 2016 nominations and to inform them of the new online submission process for this year. The call closes on January 15, 2016.

- The green roof was used as a background for a photoshoot by the Nature Conservancy last week. The group is promoting Robert McDonald’s new book “Conservation for Cities: How to Plan and Build Natural Infrastructure.”

- ASLA hosted participants of the WalkingTownDC tour last week that was promoted by the D.C. Cultural Tourism Board. ASLA was one of the green roofs on the list.

- The green roof was visited today by a couple from Rochester, NY, who are interested in putting a green roof on their new container home. Due to the structural integrity of the container home, they are considering trays for their roof.

- Development of the design for the ASLA Center for Landscape Architecture is continuing on schedule. Staff held budget strategy sessions with Gensler, Oehme, van Sweden, and Akridge (project manager/owners representative) last week to discuss the project scope and identify add/alternates and delete/alternates for the construction document bidding package. Bids will be solicited from three general contractors in early November. Planning also continues for the mid-December staff/office move to transitional space.
Secretary Millay is contacting all individuals who were suggested as potential national officer candidates and asking if they are willing to run. Interested members will fill out a new online interest and statement form which will be used by the Nominating Committee at the Chicago meeting.

Yesterday, EVP Somerville and staff met with National Association of Olmsted Parks Executive Director Piera Weiss to discuss ASLA assistance with promoting the National Park Service’s Good Neighbors program. Good Neighbors is a hands-on program that introduces third graders to landscape architecture at the Frederick Law Olmsted National Historic Site in Brookline, MA. The Park Service and NAOP are seeking to expand the program to other communities with Olmsted parks.

**Finance, Meetings, and Publishing**

- CFO Mike O’Brien begins the September close today. The results will be presented to the Executive Committee and the Finance and Investments Committees in October.

- The 2015 LAM advertising contracts total 96 percent of the budget and the 2015 EXPO sales total 102 percent of the budget.

- This Friday is the Advance Rate Deadline for the annual meeting and registration. Ticket revenue has already exceeded 2014 by $30,000. Registration for Chicago now stands at 3,661, and 97 percent against the annual budgeted goal. Additional rooms have been added to the hotel room blocks weekly, however, the block will be cut-off when there are no more rooms to sell. Twenty-seven schools have signed up for the Alumni Tailgate (an increase of two since the last report). A great band has been hired for the Edible Landscape Celebration that will feature a Blues Brothers Tribute, the only tribute band sanctioned by John Belushi. Purchase your tickets to Edible Landscapes by Friday before the ticket price goes up.

**Resource Development**

- Pledges and donations to the Campaign for the ASLA Center are holding at 56 percent of the goal. Solicitations for the ASLA Center and the ASLA Annual Fund will accelerate from October through the end of the year. Click the following links to learn more about the [ASLA Center Campaign](#), [ASLA Annual Fund](#) and [ASLA Heritage Circle](#).

**Government Affairs**

- 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. The application deadline has been extended to Wednesday, October 7, no later than 5:00 p.m. EDT. For more information, email Analyst [Leighton Yates](mailto:); phone, 202-216-7841.

- This week, ASLA participated in the [American Planning Association’s Policy and Advocacy Conference](#) in Washington, D.C., where Federal Government Affairs Director Roxanne Blackwell presented on the panel “Local Ideas for Effective Advocacy.” Director Blackwell highlighted some of ASLA’s chapters’ local advocacy programs, including the St. Louis Chapter’s site tour of CityGarden and their Arch/River Tour and luncheon, the Sierra Chapter’s Drought Resources Workshop with Congressman Ami Berra (CA), the Illinois Chapter’s firm visit with Senator Dick Durbin (IL), and the New Mexico Chapter’s Innovative Stormwater Infrastructure
Forum, the Multimodal Experience, and their site tour of the Rails Yard. The presentation was well-received with many questions from the audience about how to put together similar events.

- On October 21 at 2:00 pm EDT, the ASLA LARE Prep Subcommittee will host its third webinar titled LARE Prep Strategies. The webinar will help candidates better understand the logistics of studying for the LARE, and how examinees can develop content management strategies to approach the study process. The presenters, Gail Ferry, ASLA, and Stacilyn Feldman, ASLA, both volunteers on the LARE Prep Subcommittee, will provide insight from recent examinees’ perspectives on the logistics for studying for the LARE and best practices for managing an array of content used to prepare for the exam. The cost of the one-hour session is $80, and ASLA members receive a 50 percent discount. To register for the session, log into the ASLA Online Learning System using your member number as your username and your last name (all lowercase) or member number as your password. If you have any questions regarding the upcoming webinar or issues with the registration process, please contact Government Affairs Manager Mark Cason.

Public Relations and Communications

- Thanks to chapters, students, firms, and individual members, ASLA’s PARK(ing) Day efforts on September 18 were a big success. To date, some 385 users have made 928 posts with the #ASLAPD hashtag that reached more than 475,000 people. To see all of the posts with #ASLAPD and PARK(ing) Day parklets from around the world, visit ASLA’s Tagboard. With literally seconds to spare between the airport and the Annual Meeting Education Advisory Committee meeting, President-Elect Danos was able to stop by headquarters for a photo op in the ASLA parklet. Accompanying him were 2016 Host Chapter Co-Chairs Haley Blakeman, ASLA, and Shannon Blakeman, ASLA.

- A dramatically new LAND debuted September 29, offering story summaries, an easy-to-use archive, and a fully responsive design to accommodate desktops, tablets, and smart phones.

- Winners of the ASLA 2015 Professional and Student Awards were announced September 29 via Landscape Architecture Magazine, LAND, The Dirt, press releases in English and Spanish, and through all ASLA social media channels. The Professional and Student awards sites were also launched.

- A statement endorsing the U.N. sustainable development goals was distributed via several wire services to coincide with the passing of goals in the U.N. General Assembly.

- Public Relations Manager Karen Grajales and Potomac Chapter President-Elect Dena Kennett, ASLA, attended a kickoff meeting of the D.C. Public Schools’ adopt-a-school program. ASLA, working with the Potomac Chapter, has been paired with the Charles Hart Middle School in southeast D.C. for a year-long commitment of educational activities and a donation drive.

- Coordinator JR Taylor hosted a table at the annual Big Build event at the National Building Museum recently. The event showcases design and construction with displays and activities aimed at younger children.

- Streetsblog picked up a Dirt post on the new design competition for Pershing Square Park in Los Angeles; Planetizen featured a post on James Corner’s new Underline project; and ArchNewsNow picked up a post on James Corner’s new Underline in Miami.
Member and Chapter Services

- Today’s membership total is 15,281 (see details below):

<table>
<thead>
<tr>
<th>Member Category</th>
<th>Year-End 2014</th>
<th>9/30/15 Total</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate</td>
<td>661</td>
<td>615</td>
<td>-6.96%</td>
</tr>
<tr>
<td>Associate</td>
<td>1,734</td>
<td>1,926</td>
<td>+11.1%</td>
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<tr>
<td>Corporate</td>
<td>121</td>
<td>126</td>
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<tr>
<td>Full Members &amp; Fellows</td>
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<td>10,459</td>
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<tr>
<td>Honorary</td>
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<td>155</td>
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<tr>
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<td>-5.4%</td>
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<tr>
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<td>-17.6%</td>
</tr>
<tr>
<td>Student</td>
<td>1,809</td>
<td>1,561</td>
<td>-13.7%</td>
</tr>
</tbody>
</table>

- In preparation for the Chicago CPC meeting, ASLA has unveiled the new CPC Central on the Chapter Operations Workbook. CPC Central will feature meeting information for all CPC meetings, including presentations, agendas, and expense forms.

Education Programs

- On September 18, Education Director Susan Apollonio and staff met with Chair of the Annual Meeting Education Advisory Committee President-Elect Danos to kick off the planning for the 2016 meeting in New Orleans.

- The Landscape Architecture Continuing Education System™ (LA CES™) has 213 active providers offering 1,779 courses. There are no new provider applications pending review.

- The LA CES Monitoring Committee submitted its final reviews of monitored providers today. Nineteen providers were monitored. ASLA staff will collate and send final comments to providers next week.

- ASLA 2015 annual meeting speakers were reminded of upcoming milestones in the planning process for the Chicago meeting.

Professional Practice

- DesignDC 2015 was held last week at the Walter E. Washington Convention Center, September 23-25. Laurie Olin, FASLA, presented the opening keynote address. There was a greater emphasis on landscape architecture in the education sessions this year. Manager Shawn Balon, ASLA, represented ASLA and worked as a volunteer. The Potomac Chapter was among the groups that organized conference, along with the Washington, D.C., Potomac Valley, Northern Virginia, and Baltimore Chapters of AIA, and the APA National Capital Area Chapter.

- The Children’s Outdoor Environments PPN will host the next Online Learning presentation on October 6 at 1:00-2:00 PM EDT. Presented by Christopher J. Nolan, FASLA, Vice President for Planning, Design, and Construction, Central Park Conservancy, Planning for Play: Designing Innovative and Artful Playgrounds in Central Park to Meet the Standards will offer 1.0 PDH.
On September 22, a post was published in *The Field* with a roundup of photos from 15 of the [Park]ing Day parklets organized in Washington, D.C., on September 18.

Recently, Manager Debbie Steinberg, ASLA, Manager Balon, and Coordinator Ali Hay attended the U.S. EPA 2015 National Award for Smart Growth Achievement Award Ceremony held at the U.S. Environmental Protection Agency. The three projects awarded included Jackson Walk, Jackson, Tennessee for Corridor or Neighborhood Revitalization; City of Hamilton, Ohio for Built Projects; and Riverfront Park, Newark, New Jersey for Plazas, Parks, and Public Spaces.

On September 15, the Archives and Collections Committee met via conference call and learned about recent discussions and efforts to begin archiving materials of selected landscape architects at UC Davis.

On September 16, the Public Practice Advisory Committee met via conference call and discussed the increasing importance of landscape architects working with the regulatory agencies in public/private collaborative projects.

**Deadlines and Reminders**

- The Leadership Calendar can be accessed on the web.