ASLA LEADERS E-EXPRESS

October 14, 2015

Governance and Administration

With less than three weeks, preparations for the Chicago governance meetings are in full swing. The agenda for the Board of Trustees meeting has posted. Corporate Secretary Curt Millay, ASLA, is your go-to person for all things governance with regard to the agenda.

The first of two pre-meeting webinars was held yesterday. The second one will be tomorrow at 2 p.m. EDT/11 a.m. PDT. Agenda items will again include Governance and Resource Development; PR and Communications; Government Affairs; LAM; Education; Professional Practice; Membership; and BOT and annual meeting prep.

President Richard Zweifel, FASLA, and Managing Director Julia Lent, Hon. ASLA, recently participated in a discussion about licensure advocacy with representatives of the Indiana, Ohio, Illinois, and Wisconsin Chapters. President Zweifel also presented a report on ASLA’s programs and priorities at the Indiana Chapter annual meeting.

President-Elect Chad Danos, FASLA, was in Detroit last week for the Michigan Chapter Annual Meeting where he presented the chapter awards.

Immediate Past President Mark Focht, FASLA, attended the Idaho/Montana Chapter Annual Meeting in Boise, ID, last Friday through Sunday. Focht presented the luncheon address on ASLA initiatives, presented the Saturday morning keynote address on landscape architecture and green infrastructure, and, finally, participated in the presentation of chapter awards on Saturday evening.

Government Affairs VP Tom Doolittle, ASLA, represented ASLA and the BSLA last week at the investiture of Boston Architectural College’s new president.

Yesterday EVP Nancy Somerville, Hon. ASLA, participated in a SmartCEO C-Level Think Tank roundtable on employee wellness. If you remember, ASLA was recently named one of the Healthiest Company’s in Washington, D.C., by SmartCEO magazine.

The Advisory Group for the ASLA Center for Landscape Architecture met today by conference call with staff and the Gensler and OvS design team for an update on the project status and budget and to provide input on design strategies. Donations to the Campaign for the ASLA Center are now $851,832, which is 57 percent of goal. See who has given to date at ASLA Center Honor Roll. Learn more about the campaign at ASLA Center Campaign.

EVP Somerville participated in a Renewable Natural Resources Foundation (RNRF) policy roundtable with the World Resources Institute. Somerville has been selected as the 2015 recipient of the RNRF Chairman’s Award for Professional Service to the Foundation. The award will be presented at the Foundation’s annual meeting later this month. Somerville and ASLA Past President Barry Starke, FASLA, ASLA’s representative to RNRF and a member of the RNRF Executive Committee, also participated in RNRF’s Finance Committee meeting held on a different day.

EVP Somerville participated in a roundtable on sustainable cities hosted by the Danish Embassy, the American Danish Business Council, and Ramboll Environ. Speakers were Morten Kabell, Mayor of Technical and Environmental Affairs of Copenhagen, and Tommy Wells, director of the District Department of the Environment.
EVP Somerville and LAAB Manager Kristopher Pritchard recently participated in the quarterly conference call of the Presidents Council executives to share organizational updates and continue planning for the January 2016 Presidents Council meeting in Ottawa.

ASLA staff met with GBCI’s SITES® team recently. The meeting focused on plans for the ASLA Annual Meeting and Greenbuild and ensuring both high visibility for SITES and opportunities for the GBCI principals to reach key ASLA audiences. Plans include the SITES presence at ASLA Central, a separate GBCI booth, a Learning Lab presentation, and reach-out to key PPNs.

Yesterday, EVP Somerville, Secretary Millay, and Manager Deborah Steinberg, ASLA, met with representatives from Gould Management Properties, Design Workshop, and Gustafson Guthrie Nichol, to discuss integrating ideas from the Green Street Project into the existing plans for their building that is currently under construction across the street from ASLA headquarters. Kingdon Gould III gave his approval for the designs to move on to the next step, which is to determine any impacts these changes may have on permits or schedule. When constructed, this will be the first implementation of the Chinatown Green Street Demonstration Project!

As preparations are underway for the annual meeting, Secretary Millay met with O’Keefe, the onsite production company, to record the voice-over for the Fellows Investiture Dinner. Also, work is taking place with the printers for the various awards and certificates that will be given during the meeting.

PR Manager Karen Grajales and Communications Coordinator J.R. Taylor hosted a class of first graders who were interested in a live green roof after studying green roofs in their class. The students were given information on how to build and grow a green roof at home by using a shoe box.

ASLA held its first Health Fair, which included biometric screenings that consisted of finger-pricks for cholesterol, HDL, and glucose levels. This was followed by blood pressure and body composition (BMI-body mass index) tests. The health fair ended with a healthy cooking demonstration and sample tastings. One employee stated: I’m glad I attended the health fair and will be eating more healthy because I was borderline elevated on some blood levels.” Another stated that her “blood pressure is down so the yoga is working!” Staff participation of 40 percent made it a big success.

Staff visited the temporary office space to assess storage capacity and to develop a seating plan. Once the seating plan is fully developed, a field trip for the entire staff will be arranged.

Finance, Meetings, Publishing, and Business Operations

The September 2015 financial results are available and the results are favorable. Following will be a call tomorrow with the Finance and Investments Committee. That will be followed up with an update to the Executive Committee on the October 21 monthly conference call.

At three weeks from the annual meeting, 4,228 have registered (over 300 registrants since the advance rate deadline ended). That’s 113 percent of the annual budgeted goal, exceeding the registration and revenue numbers for the past seven years! Seven field sessions are already sold out and tickets to the ASLA Council of Fellows Investiture Dinner are expected to sell out soon.

The six chefs participating in the Edible Landscape Celebration are Paul Fehribach, Co-Owner and Executive Chef, Big Jones, Chicago; Molly Laatsch, Owner, MK Comfort Catering, Chicago; Matthew Raiford, Program
Coordinator and Assistant Professor for Culinary Arts, College of Coastal Georgia, Owner, Gilliard Farms, Georgia; Nick Sutton, Executive Chef, Food for Thought Catering, Chicago; Ike Welivér, Owner and Executive Chef, Local Root, Chicago; and Travis Milton, Co-Owner and Executive Chef, Shovel and Pick, Richmond, VA. The event will also feature a great band with a special Blues Brothers tribute. More than 355 tickets have been sold to date.

- Revenue for the upcoming EXPO is doing quite well at 110 percent of the budget with three weeks to go until the meeting.
- Advertising contracts for Landscape Architecture Magazine now stand at 96 percent of the budget.

Government Affairs

- The Land and Water Conservation Fund (LWCF) expired on September 30 due to inaction by Congress to renew the 51-year-old program. ASLA continues to work with congressional champions and advocacy partners to ensure the program is renewed at the earliest possible opportunity. Government Affairs is thanking members for the more than 2,000 messages sent to the Hill on the issue so far this year and encourages members to send messages to their legislators expressing their disappointment in the program’s lapse and the importance of its immediate renewal.

- Last week, ASLA delivered a joint letter from ASLA, AIA, and APA to House Transportation and Infrastructure Committee leadership urging them to continue the Transportation Alternatives Program (TAP) in its current form in any surface transportation reauthorization bill. The American Society of Civil Engineers did not sign the letter, but agreed to work with ASLA on any potential TAP amendments. ASLA will continue to work with the design organizations on behalf of programs and policies that impact the professions.

- Today Government Affairs Manager Mark Cason is participating in the 2015 Recreation Issues Forum on Capitol Hill. The event, sponsored by the American Recreation Coalition, will focus on legislative strategies in support of the Land and Water Conservation Fund, Centennial Challenge, the Transportation Alternatives Program, and other federal outdoor and recreation issues.

- Federal Government Affairs Director Roxanne Blackwell participated in the 2015 Pedestrian and Bicycle Safety Initiative Roundtable at the U.S. Department of Transportation to discuss the department’s progress on the Initiative and the Mayors’ Challenge for Safer Streets. A critical take-away was the importance of the department and supporting organizations, like ASLA, highlighting the effectiveness of design guides other than the AASHTO Green Book.

- Last week, House Majority Leader Kevin McCarthy (CA) abruptly dropped out of the race to replace outgoing Speaker John A. Boehner (OH), at the GOP conference’s leadership election. McCarthy’s decision will postpone the speakership vote and could also impact the House Transportation and Infrastructure Committee consideration of a surface transportation bill, which was scheduled for the end of October.

- Manager Leighton Yates has announced his departure set for October 22 to begin a state government affairs position. Since joining ASLA in November 2013, Yates has overseen the successful launch of the iAdvocate Network and the ASLA Government Affairs Twitter account, and has been integral part of many ASLA legislative successes. We will all miss him and wish him well!
Public Relations and Communications

- While open rates for the newly redesigned *LAND* are equaling previous issues at about 33 percent, click-throughs, which indicate engagement with the content, have jumped from an average of 22 percent to more than 35 percent.

- Senior Communications Manager Jared Green and Public Relations Manager Karen Grajales participated in D.C. Teacher Night 2015, which took place at the U.S. Botanic Garden in Washington, D.C. The event is organized each year by the Botanic Garden and the D.C. Environmental Education Consortium, and it features dozens of exhibitors with hands-on activities, lesson plans, and resources for teachers to bring back to their classroom. ASLA’s exhibit focused on green roof education and included model buildings with conventional and green roofs.

- Director Terry Poltrack and Honors and Awards Coordinator Carolyn Mitchell monitored Susan Stamberg’s voiceover recording for the Honors and Awards video to be shown at the annual meeting in Chicago.

- Senior Communications Manager Green attended the South by Southwest environmental conference, otherwise known as SXSWeco, in Austin to cover sessions on landscape architecture, biomimicry, and new technologies for *The Dirt*.

- A media alert inviting reporters to attend the annual meeting was distributed via several wire services.

- Public Relations Manager Grajales and Public Relations and Communications Coordinator J.R. Taylor attended a meeting on Wednesday about ASLA’s involvement with the D.C. Public Schools’ Adopt-a-School program. The meeting took place at Charles Hart Middle School, which will partner with ASLA and the Potomac Chapter on a year-long, cross-curricular student experience with the theme of space and community representation. Potomac Chapter President-Elect Dena Kennett, ASLA, and Amanda Foran, Associate ASLA, also attended.

- Plans for the 2016 Public Awareness Summit are underway. It will be held January 8-10 in Charleston, South Carolina. At each summit, representatives from national and ideally all 49 chapters plot an agreed-upon collective outreach strategy for the next 12 months.

- [Harvard T.H. Chan School of Public Health](http://www.hsph.harvard.edu) reposted a *Dirt* guest post on the health benefits of nature, which Harvard said went “viral.”

- The [Opportunities section](http://www.asla.org) of ASLA.org now accepts conference listings. Users can also now sort by LA CES-approved events. Submit your upcoming meetings to the Opportunities page and also our [Conferences for Landscape Architects](http://www.asla.org) comprehensive list feature.

Member and Chapter Services

- Chapter Correspondence included: the October Membership Minute (topic: creating a mentor program), the monthly chapter member renewal reports, and the CPC annual meeting information email.

- The Leadership Development Committee met via conference call last week to confirm its project responsibilities, which included the 2016 Leadership Link message schedule, and to finalize the CPC annual meeting presentation.

- On October 8, a message was sent to the 639 emerging professionals and student annual meeting registrants promoting the Emerging Professionals Committee portfolio review at the upcoming annual meeting.
The 2015 third quarter new member survey was emailed to the 524 new members processed from July 1–September 30 (excluded rejoins).

Education Programs

The Landscape Architecture Continuing Education System™ (LA CES™) has 212 active providers offering 1,726 courses. There is one new provider application pending review.

The LA CES monitoring committee, with the support of Education Programs Administrator Emily O’Connor, concluded the 2015 review process this week. Eighteen providers were monitored. Overall, the process went smoothly.

The LA CES Administrative Committee held its third quarter conference call this week. LA CES monitoring committee member, Whitney Talcott, FASLA, joined the call to brief the group on the results of the monitoring process.

Education VP Kay Williams, FASLA, incoming Education VP Cutter, ASLA, and Committee on Education (COE) Chair Rotar, ASLA, participated in a conference call with Education Programs Director Susan Apollonio and Accreditation and Education Programs Manager Kristopher Pritchard to discuss the VP of Education’s role with the COE and topics to be considered at the COE and LA Program Chairs meeting during the annual meeting.

The COE held its October committee conference call yesterday, which focused on updates regarding STEM and proposed revisions to the LAAB Standards and Procedures, and discussed topics to be considered at the LA Program Chairs meeting at the ASLA Annual Meeting.

The Landscape Architectural Accreditation Board (LAAB) announced the second Call for Comment on the proposed revisions of the Standards and Procedures. The comment period is open until November 10. The proposed revisions of the Standards and Procedures can be downloaded from LAAB’s website under the LAAB NEWS section.

LAAB conducted program site visits at Cornell University (BLA) October 4-7 and University of Colorado Denver (MLA) October 11-14, and will be conducting a program site visit at Texas Tech University (MLA) October 18-21.

Manager Pritchard submitted a special report to the Council for Higher Education Accreditation (CHEA) as part of the recognition process on October 1. This report included updates regarding programs’ Public Information Policy and LAAB’s utilization of Suggestions for Improvements during accreditation site visits. This report will be reviewed by CHEA’s Board of Directors at its November meeting.

Professional Practice

Presented by Christopher J. Nolan, FASLA, the Children’s Outdoor Environments PPN hosted the Online Learning presentation Practical Considerations for Planning for Play: Designing Innovative and Artful Playgrounds in Central Park to Meet the Standards, which offered 1.0 PDH. Fifty-four attendees participated in the webinar. The recording will be added to the catalogue of recorded presentations within 5-7 business days.

Staff has reviewed 11 Landscape Architecture Technical Information Series (LATIS) abstracts and rated them on their quality and relevance to member interests. The top submissions have been selected and follow-up with the authors will take place over the next six months to ensure a steady distribution of new LATIS papers over the next one-three years.
On September 30, the Professional Practice Committee met via conference call and discussed the final draft of the revised and updated ASLA publication *Grade Easy*, planned for release in late 2015; progress on the next ASLA standard form agreement on construction documents; and planned for release as part of the 2016 ASLA Standard Contracts Package.

Recently, during a Harvard GSD studio being held in Washington, D.C., two landscape architecture students visited the ASLA green roof to learn firsthand about the project, take photographs, and report back what they observed.

In September, 25 Online Learning tests were submitted, bringing the total to 268 for 2015. Ten LATIS exams were submitted in September, bringing the total to 159, up from 140 LATIS exams submitted by this time in 2014.

The current number of PPN members is 13,125—an increase of 48 members from last month and an increase of 603 since the beginning of the year. Also, compared to 2014 numbers, membership is 612 members higher.

**Deadlines and Reminders**

- The *Leadership Calendar* can be accessed on the web.