Governance and Administration

- Congratulations and thanks to all the staff and volunteers who contributed to the success of the 2015 Annual Meeting. Registration for the meeting topped 6,200 and over 130 percent of the registration/sponsorship goal. See Finance, Meetings, and Publishing for additional details.

- Chad Danos, FASLA, was installed as ASLA President at the President’s Dinner on Monday evening at the Annual Meeting. Also installed were incoming Vice Presidents David Cutter, ASLA (Education), and Michael Stanley, ASLA (Communications).

- At its Chicago meeting, the Board of Trustees reviewed and approved the FY 2016 Annual Operating Plan and FY 2016 Operating and Capital Budgets, clarifications to the procedures for the Code of Professional Ethics, and revisions to the administration policy on Document Retention. The Board also reviewed the design and status of the Center for Landscape Architecture, discussed results of the Board assessment survey, and gave conceptual approval to Bylaws changes to add an associate director to the Board and to establish Associate and Student Advisory Councils.

- EVP Somerville met with the CEO Roundtable at the annual meeting in Chicago. Topics of interest to the Roundtable included advocacy, professional awards, membership, diversity, economic indicators, and the Center for Landscape Architecture.

- The Constitution and Bylaws Committee met at the annual meeting to discuss strategy for beginning its year-long review based on stakeholder comments including Board direction on student and associate members.

- The Council of Fellows (COF) inducted 37 members on Sunday night in Chicago. The Council held its annual business meeting on Monday morning where the three COF scholarship students for 2015 received their certificates. The Council also voted to increase the amount of each scholarship from $4,000 to $5,000.

- Orientation calls were held yesterday and today for 2016 committee chairs and representatives. Returning VPs Hunter Beckham, FASLA, Jeff Townsend, FASLA, and Keith Wilson, ASLA, led the sessions. Committee chairs will provide the orientation to their respective committees in the next few weeks.

- A field trip to the new temporary office space for all staff was held on Monday morning.

Finance, Meetings, and Publishing

- CFO Mike O’Brien is closing out October 2015 and will report the results to the Executive Committee and the Finance and Investments Committee next week.
The 2015 Annual Meeting and EXPO registration closed with 6,274 attendees and 133 percent of the annual budget, exceeding the registration and revenue numbers for the past seven years! Ticketed events did just as well with eleven field sessions sold out, the ASLA Council of Fellows Investiture Dinner at capacity, and another successful Edible Landscape Celebration paying tribute to the farm-to-table movement. School spirit abounded in the exhibit hall with the first Alumni Tailgate on the EXPO floor.

2015 EXPO booth and sponsorship sales finished at 110 percent of the annual budget goal.

Planning for the 2016 annual meeting begins in two weeks as staff head to the Big Easy to meet with ASLA President Danos and the Louisiana Chapter for the 2016 ASLA Annual Meeting Host Chapter Kick-Off on December 2.

2015 LAM advertising contracts totaled 98 percent of the budget.

**Resource Development**

Pledges to campaign now total $901,338 or 60 percent of the goal of $1.5 million. Members of the Fundraising Task Force are following up with firms contacted in September and October and reaching out to a new group of firms. Learn more about the campaign at [Center for Landscape Architecture Campaign](#).

Stakeholder Relations and Resource Development Director Sears distributed promotional brochures and talked with meeting attendees about the [Center for Landscape Architecture Campaign](#) at ASLA Central at the annual meeting.

**Government Affairs**

Earlier this month, ASLA advocates swung into action to help defeat a critical amendment introduced by Representative Vicky Hartzler (MO) during the House of Representatives’ floor consideration of the transportation reauthorization bill. The Hartzler amendment would have eliminated federal funding for all vegetation management projects for federal highways and other rights-of-way. ASLA led efforts on a coalition letter that included more than 60 national, state, and local transportation planning and design, agricultural, water resources, and pollinator groups to oppose the amendment. Due to ASLA’s efforts working with key congressional offices, strong grassroots outreach, and coalition engagement, the Hartzler amendment was defeated by a vote of 177 to 255. Learn how your member of Congress voted [HERE](#).

On November 5, the U.S. House of Representatives passed a bipartisan, multiyear surface transportation bill that reauthorizes and reforms federal highway, transit, and highway safety programs by a vote of 363 to 64. Several ASLA federal priorities were adopted in the bill, including the Transportation Alternatives Program, a national Complete Streets policy, and a provision to promote pollinator-friendly habitats on federal transportation rights-of-way. Currently, the House and Senate conferees are in negotiations to reconcile both chambers’ transportation bills. ASLA is weighing in with key conferees to maintain the Society’s priorities in the final measure that will be sent to the President for signature.
Government Affairs staff presented at the Chapter Presidents Council meeting held during the ASLA Annual Meeting and EXPO. The presentation provided updates on ASLA federal advocacy efforts, licensure threats across the country, and showcased advocacy tools and resources chapters can use throughout the year.

Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA, moderated an education session titled: Safer Streets, Stronger Economies: Measuring Complete Streets Performance. During the session, panelists provided case studies, tools, resources, and reports to help landscape architects measure the performance of Complete Streets projects. Director Blackwell also highlighted ASLA’s advocacy efforts to pass a national Complete Streets policy.

Earlier this fall, the Federal Highway Administration proposed a major policy change: Instead of requiring roads that receive federal funding to be designed like highways, the agency would change its standards to allow greater flexibility. The purpose of the revisions is to ease some of the federally-mandated design standards to make it easier for communities of all sizes to design and build streets that are safer for everyone. ASLA urges its members to review the Federal Register notice and be prepared to submit comments about the proposal.

Recently, West Virginia’s Legislative Auditor issued a report that reaffirmed that regulation of landscape architecture protects the public interest, but also recommended changing its regulation from licensing to registration and placing the registration function under the Board of Registration for Professional Engineers (BRPE). On Monday, ASLA Trustee, Roger Kennedy, ASLA, appeared before a meeting of the West Virginia Joint Committee on Government Operations and the Joint Committee on Government Organization where he discussed the report and defended licensure and the need for an independent board. The President of the BRPE also testified, praising landscape architecture, speaking against a board merger, and offering to help the landscape architecture board make changes to improve its performance. The joint committees will reconvene again before the end of the year to reevaluate any changes and vote on the recommendations.

Public Relations and Communications

Some 28 journalists attended the Annual Meeting and EXPO in Chicago. They include Blair Kamin, architectural critic for the Chicago Tribune; Sally Benson, editor-in-chief of American Nurseryman; Xie Chenguang, line producer for China Central Television America; Whet Moser, associate editor of Chicago Magazine; Megan Mazzocco, senior editor for Architectural Products; Steven Vance, editor of Streetsblog Chicago; Thad Orr, editor-in-chief of Garden Design, Mike Nowak, host of the Mike Nowak Show (a gardening and environmental radio show in Chicago); Alexander Russ, editor-in-chief of Topos; Daniel Schell, writer for the Chicago Architecture Blog; Ryan Smith, writer for the Landscape Architecture Examiner; and Matt Baker, editor of Sustainable Chicago Magazine.

A press release on officer installation is currently being distributed, including to relevant local media.

PR staff held meetings with members of the Garden Writers Association as well as another architectural magazine, both of which expressed interest in becoming media partners next year. The
Garden Writers Association will consider submitting an education session proposal.

- *The Dirt* Editor Jared Green covered sessions and conducted interviews during the week. Coverage can be seen at [http://dirt.asla.org](http://dirt.asla.org).
- Director Terry Poltrack, outgoing Vice President of Communications Pam Linn, and incoming Vice President of Communications Mike Stanley presented department results to date and future plans to the Chapter Presidents Council.
- Director Poltrack also presented to the College of Fellows business meeting; helped organize a CE session on diversity; and worked with Juanita Shearer-Swink, FASLA, to present to the Committee on Education.
- PR and Communications Coordinator JR Taylor managed social media outreach during the event and served as photography manager during the event. Overall event earned 1,820 posts, 1.6 million reach, and 5.1 million impressions.
- Honors and Awards Coordinator Carolyn Mitchell and staff supporters shepherded the Professional and Student Awards event while also hosting the JobLink live meetings in ASLA Central.
- Graphic Designer Gretchen Ward volunteered to act as a student volunteer guide through the events.

**Member and Chapter Services**

- The Member and Chapter Services Department provided on-site services at ASLA Central in the ASLA Expo. More than $3,000 was collected for membership renewals, SITES® Reference Guides, and Fellow pins. In addition, staff responded to nearly 30 member requests for record changes, such as PPN enrollment, address, and chapter membership.
- ASLA hosted a focus group of corporate members in Chicago. The session produced substantial dialogue regarding benefits and motivations for corporate members, including dedicated EXPO time, more advanced data regarding our membership, and the value of the relationship with ASLA and its members.
- Nearly 100 chapter leaders attended the Chapter Presidents Council meeting on November 5-6. Topics included student and faculty engagement, how to run a chapter meeting, and advocacy and awareness information. The Leadership Development Committee presented a session to the CPC that explored the optimal qualities and motivations of leaders.
- The LARE Prep Subcommittee hosted its annual workshops at the ASLA Annual Meeting and Expo. In addition to the traditional Section 4 session that focused on grading and drainage skills, the subcommittee unveiled a new format for the afternoon session. The new session provided core study strategy information that featured newly licensed practitioners sharing their experiences. About 50 individuals received information and resources at the LARE Prep booth in ASLA Central.
Thirty-two individuals took part in the emerging professionals’ portfolio review, which filled every slot available. Thank you to the seasoned professionals who offered their time and expertise for these review sessions.

As of November 18, ASLA has 15,581 members, a growth of 2.41 percent since January 1:

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<th>Member Type</th>
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<th>11/18/2015</th>
<th>Change</th>
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<tr>
<td>Corporate</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>15,581</strong></td>
<td><strong>2.41%</strong></td>
<td></td>
</tr>
</tbody>
</table>

Education Programs

- The ASLA 2015 Annual Meeting featured 117 education sessions, 16 field sessions, 3 workshops, and 2 general sessions, which included over 400 speakers. Early feedback about the annual meeting education program is overwhelmingly positive. Education staff are working to report all of the continuing education records to the various credentialing systems by month’s end.

- The Committee on Education (COE) held its COE and Academic Administrators Meeting on November 6, in Chicago. Roughly 55 attendees were provided updates regarding: COE by outgoing VP of Education Kay Williams, FASLA, Chair Sean Rotar, ASLA, and Accreditation Manager Kris Pritchard; LAAB by Chair Stephanie Rolley, FASLA; CELA by President Ming-Han Li, ASLA; ASLA’s Diversity Summit efforts by Juanita Shearer-Swink, FASLA; STEM by Director of Government Affairs Blackwell; and SITES by USGBC staff Jamie Statter.

- LAAB Chair Rolley participated in the BOT/CPC Lunch discussion panel on November 5 in Chicago, where the subject focused on diversity within the profession and retaining emerging professionals. Chair Rolley provided insight into the diversity of landscape architecture students based on data provided by programs through the LAAB Annual Report, with 100 percent of the programs reporting on the 2014-2015 academic year. Longtime LAAB ROVE Member Lorraine Davis was inducted into ASLA as an Honorary Member for her outstanding contributions to landscape architecture education and the LAAB accreditation process, where she has served on roughly 25 LAAB accreditation visits throughout her tenure. LAAB Chair Rolley received the ASLA Outstanding Service Award at Sunday’s General Session of the Annual Meeting in Chicago for her efforts in landscape architecture education and her six years of service and leadership on the LAAB Board.
The Landscape Architecture Continuing Education System™ (LA CES™) has 217 active providers offering 1,461 courses. There is one new provider application pending review.

Manager Pritchard met with LA program chairs, educators, and LAAB ROVE members throughout the Annual Meeting at ASLA Central in the EXPO on November 7-8 providing an opportunity to hear from the landscape architecture education community about successes, ongoing issues, and areas for improvement.

LAAB conducted program site visits at University of Michigan (MLA) November 1-4 and Rhode Island School of Design (RISD) (MLA) November 15-18. Manager Pritchard attended the RISD visit and observed the overall accreditation review as part of his ongoing professional development.

**Professional Practice**

A total of 117 members attended the PPN Networking Reception, slightly down from last year’s attendance. All PPNs were represented at the networking reception. Several staff members of the reception sponsor, Playworld Systems, also attended and expressed how pleased they were with the event and opportunity to meet and talk with landscape architects and other PPN members. The Campus Planning and Design and Children's Outdoor Environments PPNs had the largest individual meetings, at 49 (an all-time PPN record) and 44 respectively.

After three years plus as a member of the ASLA staff, Professional Practice Manager Deborah Steinberg, ASLA, has accepted the position of director of sustainability initiatives at Knox College in Galesburg, Illinois. Debbie’s last day with ASLA was Wednesday, November 11. We wish her well in her new role.

Good news! Linette Straus will join the ASLA staff as professional practice manager on December 16. Linette has an MLA from City College of New York and has worked for a private practice firm in New York on projects focusing on a variety of practice areas including urban design, parks and recreational facilities, sports facilities, college campuses, housing, and commercial developments. She brings experience with sustainability and green infrastructure as well as educational training, marketing, promotion, strategic planning, project management, and community outreach.

**Landscape Architecture Magazine**

The magazine staff worked a variety of roles at the annual meeting. Editor Brad McKee and Associate Editor Jennifer Reut held Meet the Editors sessions in ASLA Central and attended a dozen education sessions in search of ideas for coverage in the magazine. Art Director Chris McGee staffed the booth as well and met with numerous students to talk about their student publication strategies, among other topics. In addition to scouting for stories at sessions, Writer/Editor Kat Katsma, ASLA, met with EXPO vendors on behalf of the magazine and scouted for new products to include in the Goods section of the magazine, standing in for Managing Editor Speckhardt, who was unable to attend. Associate Editor Lisa Schultz also volunteered at multiple events.

The LAM Editorial Advisory Committee met on Sunday evening to welcome new members and thank departing ones at the Sheraton lounge.
Editor McKee took part in three education sessions. On Friday morning, he moderated the Hybrid Practices session, which included panelists Kate Orff, ASLA; Marcel Wilson, ASLA; Claire Fellman, ASLA; and Chris Reed, FASLA. On Saturday, McKee moderated an Inside the LA Studio session with Edmund Hollander Landscape Architects. On Saturday, he took part in a media panel titled From the Editor’s Desk, moderated by Mark Hough, FASLA, with panelists Nancy Levinson of Places Journal and Chris Bentley, a design writer who is former Midwest Editor of the Architect’s Newspaper.

The Lammy Awards, which recognize excellence among advertisers in the magazine, were a hit on Friday evening. Our winners this year in the various categories are: Paloform and Maglin Site Furniture for Best Graphic Quality; Equiparc, Roman Fountains, and Spring Meadow Nursery (Proven Winners) for Best Message; Sunbrella/Glen Raven and Landscape Structures for Most Persuasive; Campania International for Advertisement of the Year (the ad judged to perform best across the categories). Landscape Structures was named to the Lammy Hall of Fame for its consistently high performance among advertisers. A big thanks goes to our Lammy jury: President-Elect Vaughn Rinner, FASLA; James Wolterman, FASLA; Susannah Ross, ASLA; and VP of Finance Jeffrey Townsend, FASLA. Kudos as well to Honors and Awards Coordinator Mitchell; CFO O’Brien; and Production Manager Sarah Berger for their help in organizing the awards process.

On October 31, LAM Editor McKee served on a Stage II design jury for the Peace Corps Commemorative site, which lies at the base of Capitol Hill in Washington, D.C., near the Robert A. Taft Memorial and Carillon. A Stage I jury winnowed about 180 entries responding to a public call for proposals to three finalists. The Stage II jury listened to presentations by the three finalist teams to advise the Peace Corps Commemorative Foundation on ways to proceed. Also on the jury were Lisa Delplace, ASLA; the architects Harry Robinson and Garth Rockcastle; and Thomas Fisher of the University of Minnesota College of Design. An announcement will be made soon about the next stage of the competition process.

**Deadlines and Reminders**

- The Leadership Calendar can be accessed on the web.