ASLA LEADERS E-EXPRESS

December 2, 2015

Governance and Administration

- President Chad Danos, FASLA, is in New Orleans for the 2016 Annual Meeting & EXPO kick-off meeting with ASLA Meeting, Education, and Marketing staff and Louisiana Chapter leadership and members. All chapter members were invited to join the event. Staff presented opportunities for members to get involved with the meeting preparations, which will continue throughout the year.

- Preparations for the ASLA office move are in top gear. The office will be closed on December 14 and 15 while the move is underway. ASLA will reopen on December 16 in the temporary headquarters at 601 13th Street. Phone numbers and the mailing address will remain the same.

- EVP Nancy Somerville, Hon. ASLA, attended the executive luncheon and briefing and other VIP events at the U.S. Green Building Council’s Greenbuild last week. A half-day workshop on SITES® was sold out. Corporate Secretary Curt Millay, ASLA, CFO Michael O’Brien, and Director Ron Sears attended the Greenbuild EXPO.

- Corporate Secretary Millay and State Government Affairs Director Elizabeth Hebron are coordinating ASLA involvement in the upcoming D.C. Tree Summit organized by the District Department of the Environment.

- The COF Executive Committee will hold a nomination preparation webinar next Tuesday, December 8, at 2:00pm Eastern time, for anyone preparing a nomination or anyone who is interested in the process. Contact Secretary Millay with any questions.

- Staff met with Gensler this afternoon to review the latest graphic design treatments for the Center for Landscape Architecture entry, donor wall, and room signage. Also discussed was a possible timeline and process for the rebranding initiative. The process will provide opportunities for input from a broad range of ASLA members and other stakeholders.

- As part of the Chinatown Green Street Demonstration Project, EVP Somerville and Secretary Millay held a conference call on Monday with Design Workshop and the developer of the 600 Massachusetts Avenue project, currently under construction, to continue the investigation of opportunities for integrating green street principles into the project.

Finance, Meetings, and Publishing

- The October 2015 financial results are available and the results are favorable. The results will be presented to the Executive Committee (December 16) and the Finance and Investments Committee (December 17).

- 2015 LAM advertising contracts total 100 percent of the budget.
Resource Development

- Pledges to the campaign for the Center for Landscape Architecture are now $903,728 or 60 percent of the goal of $1.5 million. Contributions to the newly launched Annual Fund total $8,451 to date. Learn more about the campaign at Center for Landscape Architecture Campaign. Learn more about the Annual Fund at ASLA Annual Fund.

Government Affairs

- The deadline to submit comments on changes to the Federal Highway Administration (FHA) design requirements is this Monday, December 7. The FHA is proposing 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.

- Congress is still negotiating LWCF. The Land and Water Conservation Fund (LWCF) expired on September 30, 2015, and Congress is still trying to work on a deal to reauthorize the program. As one of the most important federal programs in helping landscape architects design parks and outdoor recreation spaces, it is critical that ASLA members continue to contact their legislators about reauthorizing LWCF. Use the iAdvocate Network to send a message about LWCF today!

- Six Chapters have been selected to receive 2016 Licensure and Advocacy Grant awards – California, Georgia, Michigan, Potomac, Prairie Gateway, and St. Louis. The winning grants will be used for defending and establishing licensure as well as enhancing state advocacy.

Public Relations and Communications

- EVP Somerville was interviewed about ASLA’s green roof by reporter Kate Fisher of Feature Story News, an independent broadcast news agency. Fisher produced a story about the urban environment and a preview of the upcoming climate change talks in Paris for Channel News Asia (Singapore) and Rudaw (Iraqi Kurdistan).

- News about the retiring, continuing, and new ASLA officers and their installation was distributed to their hometown media and ASLA’s press release lists and was also featured in LAND. The Advocate (Baton Rouge, Louisiana) mentioned Chad D. Danos, FASLA, becoming president of ASLA.

- Past President Jon Mueller, FASLA, was celebrated in several local news outlets, including a nice piece in The Spokesman-Review, for receiving the President’s Medal.

- Videos showcasing the 2015 professional awards were posted online this week and are being promoted via social media.

- A total of 17 firms participated in JobLink LIVE at the Annual Meeting, with openings ranging from internships to those requiring 10-plus years of experience. JobLink online postings continue to hold steady, averaging 70 to 90 per month this year.
Work has begun on the finalizing the juries for the 2016 professional and student awards; the juries and the call for entries will be announced soon. Kona Gray, ASLA, will chair the professional jury, and Laura Solano, ASLA, will chair the student jury.

Marketing Manager Lauren Martella and staff hosted an ASLA booth at Greenbuild in D.C. to promote ASLA and its initiatives, and Senior Communications Manager Jared Green and former ASLA interns covered sessions for *The Dirt*.

*The Dirt* posted its popular annual best books list, featuring a number of titles by ASLA members or featuring their work. Commissions earned by purchasing books through *The Dirt* or ASLA’s Bookstore benefit ASLA’s educational and outreach efforts.

Working with web vendor 1over0 Technologies, the web team successfully migrated ASLA.org and LA CES sites to a more secure, encrypted platform – https://www.asla.org.

**Member and Chapter Services**

The results from the CPC Meeting Evaluation Survey are now available. The overall satisfaction of the meeting was high, with 90 percent of respondents scoring the meeting at a 4 or a 5 on the one-to-five scale, achieving a 4.05 average. More than 97 percent responded that they felt that they had the opportunity to learn and take away tools relevant to chapter management. The leadership development presentation was highest rated session, followed closely by the session focusing on public awareness and press releases.

Recent chapter correspondence included the monthly chapter member renewal reports and the CPC 2016 Important Dates.

Today, an email was sent to the 330 student members with a 2015 graduation date reminding them of their Free Associate member benefit.

As of December 2, ASLA has 15,425 members, a growth of 2.48 percent in 2015 and 0.29% growth since December 2, 2014:

<table>
<thead>
<tr>
<th>Member Type</th>
<th>12/2/2015</th>
<th>12/31/2014</th>
<th>Change Since 12/31/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Member</td>
<td>10,515</td>
<td>10,238</td>
<td>2.71%</td>
</tr>
<tr>
<td>Student &amp; Student Affiliate</td>
<td>2,016</td>
<td>2,110</td>
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<tr>
<td>Associate</td>
<td>1,846</td>
<td>1,734</td>
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<tr>
<td>Affiliate</td>
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<td>661</td>
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<tr>
<td>International</td>
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</tr>
<tr>
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<td>148</td>
<td>4.73%</td>
</tr>
<tr>
<td>Corporate</td>
<td>128</td>
<td>121</td>
<td>5.79%</td>
</tr>
<tr>
<td>Total</td>
<td>15,425</td>
<td>15,214</td>
<td>2.48%</td>
</tr>
</tbody>
</table>
Education Programs

- The Landscape Architecture Continuing Education System™ (LA CES™) has 216 active providers offering 1,534 courses. There are two new provider applications pending review.

- The Landscape Architectural Accreditation Board (LAAB) conducted a conference call on Thursday, November 19, to discuss and vote on the final version of the LAAB Accreditation Standards and Procedures revisions. The Board reviewed, considered, and, in some cases, included comments from 14 individuals and/or programs from the most recent Call for Comment. The updated Standards and Procedures will be published January 2016.

Professional Practice

- On November 30, Manager Shawn Balon, ASLA attended the NEA Creative Placemaking & Parks Steering Committee Kick-Off Meeting. As part of the steering committee, ASLA will participate with the project partners, The Trust for Public Land and The City Parks Alliance, to inform the creation of the Creative Placemaking Awareness and Experience survey, build knowledge about creative placemaking in parks through a colloquium, and provide input and case studies for a field guide.

- On December 1-2, Shawn Kelly, FASLA, and Manager Balon attended the Renewable Natural Resources Foundation (RNRF) Congress on Sustaining Western Water. The congress assessed the challenges of managing scarce water resources within the economic and regulatory framework of the western states and featured discussions of methods and opportunities to sustain water resources through water transfers, land-use policy tools, and future scenario planning. Recommendations from the meeting will be shared with public policy makers and other stakeholders.

- In November, 43 Online Learning tests were submitted, bringing the total to 351 for 2015, compared to 132 at this time last year—an increase of over 265 percent. Nineteen LATIS exams were submitted in November, bringing the total to 192, up from 159 LATIS exams submitted by this time in 2014.

- The current number of PPN members is 13,212—an increase of 690 since the beginning of the year. Also, compared with November 2014, the current total is 582 higher.

Landscape Architecture Magazine

- The December issue of LAM should be arriving in the next week. The cover features a residential project in Texas by Hocker Design Group, led by David Hocker, ASLA, which won the 2015 ASLA Professional Award of Excellence in Residential Design. Also in this issue is a feature about OLIN’s Mill River redesign in Connecticut, a 2015 ASLA Professional Award winner for General Design; and a profile of Daniel Biederman, who led the rehabilitation of Bryant Park and is trying to recreate that success in Newark, New Jersey. The departments this month include an interview with Kurt Fristrup, a scientist who heads the Natural Sounds and Night Skies division of the National Park Service; a report on the new advances in virtual reality; a profile of Norman DeFraeye, the landscape architect in charge of protecting Toronto’s network of ravines; and an essay on the connections between
tree-planting campaigns and the civil rights movement, by Sonja Dumpelmann, a historian and associate professor at the Harvard Graduate School of Design. Thaisa Way, ASLA, contributes this month’s book review, on *Modernism and Landscape Architecture, 1890-1940*, by Therese O’Malley and Joachim Wolschke-Bulmahn.

- Reader engagement with The Landscape Report remains strong and steady. November 19 saw the highest number of clicks to date, with 1,237.

**Deadlines and Reminders**

- The Leadership Calendar can be accessed on the web.