January 20, 2016

Governance and Administration

- President Chad Danos, FASLA, presented to the Louisiana civil engineers yesterday. Danos focused his presentation on Green Infrastructure and the importance of a multi-disciplinary approach to solving storm water issues.

- Last Wednesday President Danos met with the Minnesota ASLA Chapter in Minneapolis to discuss advocacy and the role of landscape architects and ASLA in effecting change. The presentation was well received by a broad audience in attendance.

- GSA National Director of Landscape Architecture Christian Gabriel, ASLA, confirmed GSA’s commitment to pursue SITES® certification for all capital projects beginning in FY 2017. ASLA and USGBC/GBCI will coordinate communications/announcements to share this significant SITES milestone with members and stakeholders. Both EVP Nancy Somerville, Hon. ASLA, and Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA, participated in a conference call last Thursday with U.S. Green Building Council (USGBC), Green Business Certification Inc. (GBCI), and U.S. General Services Administration (GSA) staff to share the news.

- President-Elect Vaughn Rinner, FASLA, has been invited to participate on the Council of Landscape Architecture Registration Board’s (CLARB) task force to revise the CLARB model law. State Government Affairs Director Elizabeth Hebron will also represent ASLA on the task force.

- EVP Somerville and staff recently met with D.C. Department of Energy and Environment (DOEE) Director Tommy Wells and key DOEE staff to discuss the city’s sustainability initiatives and educate Director Wells on ASLA and its sustainability initiatives, including the new Center for Landscape Architecture and the Chinatown Green Street Demonstration Project. Several areas for follow-up and further collaboration were identified.

- EVP Somerville participated in a building industry CEO Summit recently, in which the agenda focused on what individual organizations are doing to promote resilience and in which areas there may be opportunities for collaboration.

- Staff met with Gensler, the project architect, to discuss and coordinate preparation of documents and other necessary steps for LEED® and WELL® certification for the Center for Landscape Architecture.

Resource Development

- Pledges to the campaign for the Center for Landscape Architecture now total $960,825 or 60 percent of the goal of $1.5 million. Learn more about both the campaign at Center for Landscape Architecture Campaign and the Fund at ASLA Annual Fund. Other giving includes ASLA Fund Heritage Circle at ASLA Heritage Circle.
**Finance, Meetings, and Business Operations**

- *We are in the black!* ASLA has reached profitability through November 2015. The November results are above the budget and prior year.

- ASLA is hosting the external auditors this week as they perform planning and risk assessments as a part of the 2015 financial audit.

- The 2016 LAM advertising contracts totaled 70 percent of the budget.

- The 2016 EXPO booth sales continue with 60 percent of the floor sold. This week the sales team is traveling to Las Vegas for the National Association of Home Builders show.

- Once again in 2015, the ASLA Headquarters building earned the Energy Star certification. Buildings that earn the EPA’s Energy Star certification use 35 percent less energy and generate 35 percent fewer greenhouse gas emissions than similar buildings across the nation.

**Government Affairs**

- Last week, ASLA participated in the [2016 Annual Transportation Research Board (TRB) Annual Meeting](https://www.transportation.org/conferences/annual-meeting), which included education sessions and workshops on issues covering all modes of transportation. EVP Nancy Somerville, Hon. ASLA presented on the Chinatown Green Street Demonstration Program as one of the panelists on an education session entitled “Complete, Green, and Exceptional: Creating Streets of the Future.” Director Blackwell was a guest of the Landscape and Environmental Design Committee, which includes landscape architects working at state Departments of Transportation and other transportation outlets. The Committee is chaired by Keith Richardson, ASLA, of CALTRANS.

- Last week, the National Complete Streets Coalition hosted the Sixth Annual Complete Streets Dinner in Washington, D.C. The evening assembled advocates, supporters, partners, and friends to celebrate 10 years as a coalition, over 845 Complete Streets policies passed at the state, regional, and local level, and the passage of a federal Complete Streets policy. Gregory Ballard, former mayor of Indianapolis was the guest speaker. ASLA, along with the National Association of Realtors, and MIG, a planning and design firm, sponsored this year’s dinner.

- Also last week, Director Hebron participated in the Midwest Joint Licensure Caucus quarterly call where discussions centered around updates on licensure advocacy in Ohio, Michigan, and Indiana as well as sharing guidance and experience working with state lobbyists. Director Hebron also provided comments on proposed licensure legislation in West Virginia and Michigan.

- Recently, Corporate Secretary Curt Millay, ASLA, Director Hebron and Professional Practice Manager Linette Strauss attended the first of three Canopy 3,000 workgroup meetings. Canopy 3,000 is a District Department of Energy and Environment-led initiative of a small group of organizations
committed to increasing trees on private property in the District in 2016. The group looked at the current resources, short and long-term opportunities for planting, and expanding the partnership.

- Submissions for all ASLA Advocacy Awards nominations are due no later than February 29. For questions regarding the advocacy award program, please e-mail Mark Cason; phone (202) 216-2370.

- ASLA activated the iAdvocate Network to send an informational alert to members about a webinar hosted by the City Parks Alliance (CPA). The webinar will take place on February 10 and will include a panelist discussion of Park Pride’s model of facilitated dialogue and public engagement. Park Pride is a CPA program that seeks input from members of the community in the design and outline of parks, playgrounds, and community gardens. Interested? Register Now!

- Save the Date! The annual ASLA Advocacy Day will be held on May 19. ASLA will be hosting a series of webinars prior to the event, which will prepare attendees for what to expect when meeting with federal legislators. Check out the iAdvocate video from last year’s Advocacy Day and share with others to get a jumpstart on your advocacy efforts!

Member and Chapter Services

- The 2015 fourth quarter New Member Survey was emailed on January 11 to all new members processed from October 1-December 31, 2015 (excluded rejoins). Approximately 500 new members received the survey.

- The Leadership Development and Member Services Committees met last week via conference call to review their 2015 accomplishments and brainstormed ideas for 2016 projects.

- As of today, ASLA has 15,455 members, a growth of .6 percent since January 20, 2015.

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Public Relations and Communications

- The 2016 Public Awareness Summit was a big success, with participation by all 49 chapters and commitments to repeat World Landscape Architecture Month and PARK(ing) day activities as well as some other ideas. Under discussion: Instead of “Designed by a Landscape Architect,” this year’s card for the social media campaign could read “This Is Landscape Architecture.”

- In late December, 10 new case studies were added to Designing Our Future: Sustainable Landscapes, which was also redesigned to be mobile friendly. These case studies were promoted to the media and have already resulted in coverage by the Associated Press and The Desert Sun. Since the relaunch of Designing Our Future in late December, traffic is also up more than 40 percent over the same time last year.

  The Dirt pick-ups: Mark Hough, ASLA, a blogger at Planetizen featured the recent ASLA interview with Christine Ten Eyck, FASLA in his most recent post. The interview with Ten Eyck has been read approximately 2,200 times so far.

- ASLA has a booth at The International Builder’s Show (Booth #S1710) in Las Vegas. Local ASLA volunteers are participating in the ASLA booth for “Ask a Landscape Architect.” They also took part in the Site Design Plan Review Workshop yesterday and Landscape Plan Fixes today.

Education and LAAB

- The ASLA 2016 Annual Meeting and EXPO Call for Presentations deadline is January 28. An email was sent to all current, former, and prospective members as well as allied organizations and professionals, reminding them of the deadline. In order to successfully submit a presentation for consideration, all presenters must sign the speaker terms and agreement prior to the January 28 submission deadline. Additionally, the following items are needed for each presentation: speaker names with a biography, a session title, marketing statement, learning objectives, outline, and sources. Submissions should also speak to panel diversity and audience engagement. For detailed information and to submit a proposal, please click on the above link.

- The Landscape Architecture Continuing Education System™ (LA CES™) has 219 active providers offering 1,484 courses. There are three new provider applications pending review.

- Accreditation and Education Programs Manager Kristopher Pritchard held a conference call yesterday with Landscape Architectural Accreditation Board (LAAB) 2016 Chair Gary Kesler, FASLA, to plan for the upcoming year, and in particular, the 2016 LAAB Winter Board Meeting taking place in February. Kesler is an Associate Dean Undergraduate Studies, College of Arts and Architecture, and Associate Professor in Landscape Architecture at Pennsylvania State University.

- Manager Pritchard met with Association of Specialized and Professional Accreditors (ASPA) Chair Laura Rasar King (Executive Director of Council of Education for Public Health) at CEPH’s office in Maryland on January 14. The meeting provided an opportunity to discuss and understand another accrediting agency’s operations and best practices. This will allow the Landscape Architectural Accreditation Board (LAAB) to continue implementing improvements to its accreditation process.
Professional Practice

- This week the IBS (International Builders Show) 2016 is being held in Las Vegas, NV. Vicki Estrada FASLA and Shavawn Coleman, ASLA were on the team of presenters that led the Architecture, Interiors & Site Design Plan Review Workshop. Professional Practice Manager Shawn Balon, ASLA worked on the coordination of the workshop and is attending the conference. ASLA has been instrumental in the planning and participation by ASLA members in this event for several years. PR Manager Lauren Martella and ASLA sales team staff are managing the ASLA booth in the EXPO.

- Yesterday, the 2016 Archives and Collections Committee Orientation conference call was held to discuss the goals for 2016. Committee Chair Skip Mezger, ASLA, and Managing Director Susan Cahill led the review.

- Manager Linette Straus submitted two educational sessions to the Greenbuild conference taking place in Los Angeles, October 5-7. The first session proposal examines the SITES® v2 Reference Guide, Section 5, Site Design and Materials Selection. The second includes focuses on green and complete streets.

- On January 14, the 2016 PPN Council Orientation webinar conference call was held. Vice President of Professional Practice Hunter Beckham, FASLA, and PPN Council Chair Keven Graham, FASLA, led the orientation, during which ASLA’s strategic objectives, governance, corporate policies, PPN roles and responsibilities, and goals and action items for 2016 were reviewed. Eighteen PPN chairs and officers participated. Managing Director Cahill, Manager Balon, and Coordinator Hay facilitated.

- On January 11, EPA held an orientation call for the Campus RainWorks Challenge. This is a competition that invites student teams to design an innovative green infrastructure project for their campus that shows how managing stormwater at its source can benefit the campus community and the environment. A new category was added this year—to focus on resilience and how the proposed projects deal with the impact of climate change. Coordinator Hay participated on the call. Hay, along with Chris Loftus, ASLA, Hope Hui Rising, ASLA, and Brett Wallace, ASLA, will be part of a larger panel of jurors over the next month to judge the fourth annual challenge.

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.