ASLA LEADERS E-EXPRESS

March 16, 2016

Governance and Administration

- ASLA’s beloved Board of Trustees Parliamentarian and Past President Donald Leslie, FASLA, passed away earlier today after a lengthy illness. Leslie served as ASLA president in 1996-1997, was the recipient of the ASLA President’s Medal in 1994, and was currently Emeritus Assistant Vice President of Undergraduate Education and Emeritus Associate Profession of Landscape Architecture at Pennsylvania State University. During his career, Leslie taught well over 1,000 students in landscape architecture. More information about funeral/memorial arrangements will be shared once received. Expressions of sympathy may be sent to: Linda Leslie, Apartment 840, 3221 Sheller Bend, State College, PA 16801.

- President Chad Danos, FASLA, recently attended the Kentucky Chapter Annual Meeting in Lexington and was the keynote presenter at their awards banquet. He also participated in student portfolio reviews at the University of Kentucky.

- In a conference call held this morning, the Executive Committee: approved a dues increase recommendation developed by the Finance and Members Services Committees for Board action at midyear; reviewed and discussed the results of the Board survey and recommendations on the scope of the rebranding initiative; and received financial and program and operations status reports.

- The walls are falling! Watch the latest rough video account of the creation of the ASLA Center for Landscape Architecture. The demolition is expected to continue through March 25 and status meetings will be held every two weeks through the course of the project.

- Pledges to the campaign for the ASLA Center for Landscape Architecture are now $994,323 or 67 percent of the goal. Solicitations of prominent landscape architecture firms continue by members of the fundraising taskforce, trustees, and Stakeholder Relations and Resource Development Director Ron Sears. Click the link for the list of donors to date. To suggest prospects who have yet to pledge, please contact Director Sears; phone, 202-216-2369.

- Director Sears is also pursuing grant support for the Chinatown Green Street Demonstration Project Sourcebook and charitable contributions to support programming for the new ASLA Center.

- On the staff training front, a full-day One Note training session was held for staff, while a similar session on Excel training was held previously. EVP Nancy Somerville, Hon. ASLA, CFO Mike O’Brien and the Executive Office team are testing Productive Day, a time management training program. As part of ASLA’s wellness initiatives, several guided relaxation sessions are also being held.
Finance and Meetings

- CFO O’Brien and staff (Manager Angela Salazar, Technician Thida Nguon, and Technician Cecilia Leftwich) are still working on open items from the audit. As stated, work will continue for about four to five more weeks until finalized.

- Advertising contracts for *Landscape Architecture Magazine* increased to 80 percent of the budget.

- The 2016 Alumni Tailgate information will go out this week inviting schools to participate in this year’s Mardi Gras themed event on the EXPO floor in New Orleans. This tailgate-style reception is scheduled for Saturday, October 22, from 4:30-6:00 p.m. Support your alma mater and encourage your school to participate in this fun event.

Government Affairs

- Today, State Government Affairs Director Elizabeth Hebron held the first quarterly 2016 Advocacy Websummit, which featured guest speaker Eric Hammesfahr from *CQ Roll Call* who discussed national trends in licensure and state transportation project funding. Additionally, participants heard from Arizona Chapter Southern Section Chair Ellen Alster, ASLA, on Arizona’s recent licensure deregulation threat and the chapter’s advocacy response. Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA, also provided an update and action item recommendations for the upcoming Federal Advocacy Day.

- ASLA’s Advocacy Day is Thursday, May 19, so don’t forget to register! Chapters are encouraged to sponsor students and those students attending will have their registration and resource fees covered by ASLA. Registration fees cover the costs of advocacy training and materials, scheduling meetings, Advocacy Day meals and transportation. Chapters who want to sponsor a student member(s) are responsible for covering the costs of travel, lodging, and any other agreed-upon expenses. Please remember to select “student” under chapter position and enter the name of the chapter sponsoring the student (please note that only Student ASLA members may participate in Advocacy Day). For questions and additional information, please contact Roxanne Blackwell, Hon. ASLA.

- The deadline to submit nominations for the ASLA Advocacy Awards has been extended to March 31. For questions regarding the advocacy award program, please email Mark Cason; phone, 202-216-2370.

*Landscape Architecture Magazine*

- The April issue of *LAM* is off to the printer this week, weighing in at 220 pages. The features include stories about Surfacedsen’s IBM Plaza design in Honolulu, which won a 2015 ASLA Professional Award for General Design; Michael Van Valkenburgh Associates’ Brooklyn Oasis, winner of a 2015 ASLA Professional Award for Residential Design; the Phipps Conservancy landscape in Pittsburgh, by Andropogon; and new open spaces by several landscape architecture firms along the Menomonee Valley in Milwaukee. The departments include pieces on ASLA’s early involvement in the formation
of the National Park Service a century ago; a look at how firm principals determine the best sizes of their firms; new trends in dog parks; an exhibition of drawings by Lawrence Halprin; a portfolio from new book, *Dark City*, by the photographer Lynn Saville, and a review of R. Bruce Stephenson’s recent book, *John Nolen, Landscape Architect and City Planner*.

**Public Relations and Communications**

- Public Relations Manager Karen Grajales accompanied the ASLA Potomac Chapter on a field trip March 15 for seventh-grade students as part of ASLA’s participation in the D.C. Public Schools’ Adopt-a-School Program. The chapter members who conducted the tour for Charles Hart Middle School students included Dena Kennett, ASLA, chapter president; Elizabeth Clausing, Associate ASLA; Glenn LaRue Smith, ASLA; and Adrienne McCray, ASLA. Students explored Canal and Yards parks in Washington, D.C., guided by the Capitol Riverfront Business Improvement District’s Michael Stevens, president, and Otis Williams, director of parks.

- Countdown has begun to World Landscape Architecture Month next month. Download your own “This Is Landscape Architecture” card [here](#), and remember to share pictures of your favorite landscape-architect-designed spaces on social media with #WLAM2016. Staff was contacted by ASLA’s counterpart in Singapore, which plans to participate in our campaign. Korea also contacted staff, and staff has approached England.

- Friday, March 18, is the deadline for professional awards submissions. Promotion of the [professional awards](#) program continues with email messaging, LAND stories, and social-media marketing.

- Friday, March 25, is the deadline for nominations for ASLA honors. Several nominations have already been received, and more are in the works. If you are interested in making or participating in a nomination, please contact Honors and Awards Coordinator Carolyn Mitchell; phone, 202-216-2331.

- As of this morning, [JobLink](#) has 93 postings, continuing an upbeat trend that saw JobLink reaching a seven-year high of 636 postings in 2015. During March and April, ASLA members may post one free intern position per firm, agency, or organization.


- ASLA and USGBC are working together to promote early adopter discount pricing and the Sustainable Sites Initiative™ (SITES®) to ASLA members. Items ran in the March 8 issue of LAND, *The Dirt*, and were distributed via social media. Staff participated in the first of a series of monthly phone calls with the U.S. Green Building Council to draft a common marketing plan.

- Director Terry Poltrack and Marketing Manager Lauren Martella sat in on the first conference call by the Legacy Project Committee of ASLA Louisiana to map needs, a schedule, and assignments for a joint effort with the local ACE Mentorship Program in New Orleans in time for the annual meeting.
Member and Chapter Services

- The 2016 Membership Satisfaction Survey closed on March 11 and resulted in 770 responses, matching the 2015 respondent rate. Results are currently being analyzed and highlights will be published in LAND.

- As of March 15, ASLA membership has a growth of 1.3 percent, a steady increase. Growth in full and associate membership has been strong, showing a 2.5 percent and 5.9 percent increase, respectively.

<table>
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- Yesterday, Membership Vice President Keith Wilson, ASLA, hosted the 2016 first quarter Membership Chair Webinar, which focused on the Roles of a Membership Chair and highlighted new features of the Chapter Operations Workbook. Twenty-eight chapter leaders participated.

- On March 7, chapter leaders received the monthly Membership Minute, which provided tips on how chapters can build their prospects list and recruit new members. Chapter leaders also received their monthly chapter renewal reports.

- The Emerging Professionals, Member Services, and Leadership Development Committees met via conference call last week to begin working on their respective 2016 projects. Some of which include student chapter engagement best practices and chapter tools for engaging emerging professionals.

Education Programs

- The Landscape Architecture Continuing Education System™ (LA CES™) has 225 active providers offering 1,553 courses. There are no new provider applications pending review. Last week, the Oregon ASLA Chapter was approved as an LA CES provider, bringing the total number of ASLA chapters that are approved providers to 31.
The Landscape Architectural Accreditation Board (LAAB) held a conference call which focused on follow-up items since its Winter 2016 LAAB meeting. LAAB Chair Gary Kesler, FASLA, and Accreditation and Education Programs Manager Kristopher Pritchard led the call.

Professional Practice

ASLA's Online Learning webpage has been redesigned to emphasize the different opportunities available: live presentations hosted by the Professional Practice Networks (PPNs) that take place throughout the year; recordings of past PPN presentations, Annual Meeting education sessions, and LARE Prep; and a form for those interested in being an Online Learning speaker to submit presentation proposals. All members of ASLA with expertise to share are welcome to submit ideas.

Deadlines and Reminders

Friday, March 18, is the deadline for professional awards submissions. Promotion of the professional awards program continues with email messaging, LAND stories, and social-media marketing.

Nominations for ASLA 2016 Honors are due March 25. See Public Relations and Communications for more awards deadlines.

During March and April, ASLA members may post one free intern position per firm, agency, or organization.

The Leadership Calendar can be accessed on the web.