August 17, 2016

Executive Offices

- **President Chad Danos, FASLA**, recently gave an update on ASLA’s priority programs at the *Florida Chapter* during the chapter’s business luncheon.

- **President-Elect Vaughn Rinner, FASLA**, attended the *South Carolina Chapter annual meeting*, "Come Hell or High Stormwater," in Greenville, August 4-6. She spoke about Seattle’s green infrastructure program, ASLA’s green infrastructure activities and advocacy, and gave an update on the Center for Landscape Architecture, Chinatown Green Street Project, and the progress of Chinatown Park improvement. The meeting included a green roof tour in downtown Greenville and a series of very interesting speakers. An evening awards ceremony included a presentation by Greenville’s mayor on the importance of urban design in creating a vital downtown.

- EVP Nancy Somerville, Hon. ASLA, and staff met for their *biweekly building update* and reported that **sunlight is now entering the building through the skylight** and demolition of the stairway has begun. Full demolition of the stair cannot be completed until structural upgrades detailed by structural engineer Silman have been completed, including upgrade of moment and shear connections and internal grouting of a CMU wall. The structural upgrades are in process. Gensler also submitted the *ASLA Center LEED scorecard to GBCI for preliminary review at the Platinum level*; GBCI review should be completed by September 19.

- The latest *BOT summer webinar* has been posted to the meeting agenda page. Trustees who were not able to participate should review the recording. Please contact **Secretary Millay** if you have any questions.

- Last week, EVP Somerville, Professional Practice Manager Linette Straus, ASLA, and Corporate Secretary Curt Millay, ASLA, met with **David Do, Director of the D.C. Mayor’s Office of Asian and Pacific Islander Liaison**, and representatives of the Mount Vernon Triangle Community Improvement District, DowntownDC BID, Mount Vernon Advisory Neighborhood Commission, and National Park Service to review the status and preliminary *design concepts for Chinatown and Milian Parks*, discuss the review and approval process, and identify next steps.

- Pledges to the campaign for the Center now total $1,052,199, 70 percent of the $1.5 million goal. To see who has given to date, please click on the *ASLA Center Honor Roll*.

- EVP Somerville recently participated with members of the ASLA Center design team in a panel discussion “*Pursuing WELL: How WELL shaped the design of ASLA HQ.*” The program, hosted by the Well-Being Committee of the AIA DC Chapter, was well-attended.

- Secretary Millay provided a *briefing on SITES®, the Chinatown Green Street Project, and the ASLA Center LEED and WELL building goals* for the faculty chair and students of the *Sustainable Real Estate Development Master’s program at Tulane University*. Federal Government Affairs Director Roxanne Blackwell also briefed the group on ASLA advocacy priorities.

Finance, Meetings, and Business Operations

- CFO Mike O’Brien has closed out *July 2016* and reports to the Finance and Investments Committee tomorrow. The July results are in line with the budget.
The 2016 LAM advertising contracts totaled 91 percent of the budget.

The 2016 EXPO booth sales continue at 88 percent of the budget.

Government Affairs

ASLA Government Affairs hosted an Olympic-themed 2016 Advocacy Summit from August 12-14 in Indianapolis, IN, that opened with an evening reception to welcome the 35-plus attendees. The summit included guest speakers Hodge Patel, State Director for U.S. Senator Joe Donnelly, and Brian Gould, Government Affairs Director of the Indiana Association of Cities and Towns. There were two interactive breakout sessions “Planning Legislative and Agency Lobby Days,” and “Conducting Meetings with Legislators.” Participants learned about the new Licensure Advocacy Toolkit which will be available on the ASLA website by September 1. On the final day a representative from the Indiana Environmental Council joined the delegation on project tours of the Indianapolis Cultural Trail and the Georgia Street Project. The tour was led by Tom Gallagher, ASLA, and Kevin Osburn, ASLA. For more information, contact State Government Affairs Director Elizabeth Hebron; phone, (202) 216-2324.

ASLA Government Affairs activated the iAdvocate network to inform members of an upcoming webinar, Community Connections: Redesigning Highways to Improve Neighborhood Access and Livability, taking place on Wednesday, August 17 from 2-3 p.m. EDT. The Federal Highway Administration, in partnership with the Project for Public Spaces and Sevatec, will discuss strategies to improve livability and neighborhood connectivity through collaborative efforts in order to reconnect communities, create economic development opportunities, and promote multimodal accessibility in areas with major highways.

ASLA is working with the Landscape Architecture Foundation to host the webinar Landscape Architects as Federal Leaders on September 15, from 2-3 p.m. EDT. The webinar will discuss the benefits of working in the federal government from representatives of three major federal agencies: U.S. Forest Service, U.S. General Services Administration, and the Smithsonian Institution.

Landscape Architecture Magazine

The September issue, which is off to press, will carry the 2016 ASLA Professional and Student Awards! Also in this issue will be expanded coverage of the Landmark Award winner and a page naming the recipients of the ASLA Honors. This issue wrapped a full week early to begin setting up the team for the annual meeting, the move back to the building, and the Thanksgiving and year-end holiday crunch. Kudos to everyone at LAM for the push, and to Honors and Awards Coordinator Carolyn Mitchell for careful checking and rechecking of award recipients’ information as they appear in the magazine.

Member and Chapter Services

On Aug. 10, chapter leaders received the bi-monthly Leadership Link, produced by the Leadership Development Committee. This issue provided tips on engaging emerging leaders.

On Aug. 11, the Emerging Professionals Committee hosted another “Ask Me Anything” Google Hangout event. This month's speaker was David Rubin, ASLA. Previous AMA events can be viewed on YouTube at ASLA Emerging Professionals Ask Me Anything.

Full and Student Membership growth remains modest and steady. However, after a large spike in Associate members (6.9 percent increase in 2015), the growth in that category is declining.
## Public Relations and Communications

- Ten firms responded to an **RFP for ASLA’s rebranding effort**. Proposals are being reviewed to narrow to three or four for follow-up interviews via webinar. Reviewers include **ASLA President Chad Danos, FASLA; President-Elect Vaughan Rinner, FASLA; EVP Nancy Somerville, Hon. ASLA; ASLA VP of Communications Mike Stanley, ASLA; ASLA Corporate Secretary Curt Millay, ASLA; Landscape Architecture Magazine Editor Brad McKee; and PR and Communications Director Terry Poltrack**.

- The **Call for Honors nominations will be released September 1**, with a closing date of January 17.

- The **professional and student award winners** will be featured in the September 6 *LAND* to coincide with the coverage in *Landscape Architecture Magazine*.

- Staff are preparing a media push for **National Hispanic Heritage Month**, September 15-October 15. They are working with Latino Diversity Summit attendees to pitch the profession to Latino youth.

- A **press release announcing the 2016 PARK(ing) Day** was distributed August 15 via several wire services.

- Summer intern Aaron King covered **National Park Service Director Jonathan Jarvis** at the National Press Club. The post was featured in *Planetizen*. Another post on a new report on using parks to store stormwater was featured in *ArchNewsNow*.

- King also covered the discussion on **ASLA pursuing WELL certification at AIA D.C.; the post was featured in ArchNewsNow**.

- Phase one of moving **ASLA.org to a responsive framework is largely complete**. Phase two begins now and all new features are expected to go live by early September.

- *The Dallas Morning News* published a **story** about James Burnett, FASLA, who will receive ASLA’s 2016 Design Medal this year.

- ASLA received confirmation from the **D.C. Environmental Education Consortium** that it will exhibit at the tenth annual D.C. Teacher Appreciation Night on September 29 at the U.S. Botanic Garden. ASLA staff will meet with District teachers who integrate environmental education into the classroom.
Education Programs and LAAB

- The Landscape Architectural Accreditation Board (LAAB) Annual Report for each accredited program was due Monday, August 1. To date, 85 programs (89 percent) submitted and locked their reports by the due date. Notices have gone out to programs that are delinquent in submitting their reports.

Professional Practice

- The Online Learning Student & Emerging Professionals SPOTLIGHT mini-series began on August 10 with the presentation Urban Voids of Los Angeles, which offered 1.0 PDH. Additional presentations in the SPOTLIGHT mini-series include: Correlating Patterns in the Urban Landscape: Biophilia and Landscape Configuration on August 15; Capturing Perceptions: Instagram, Twitter, and Professional Practice on August 18; and The Importance of Good Design: Comparing Play in the UK vs US on August 24.

- The first PPN midyear message was sent to all PPN members on August 10, with updates shared by each PPN—including Field posts written and Online Learning webinars hosted—from 2016 so far. Like the PPN Year in Review message sent in December, which drove record-breaking traffic to The Field (1,766 views for the day—the most ever), this message also resulted in an appreciable bump in traffic: more than 825 views on August 10, compared with the typical average of 300 views per day.

- The Documented Historic Landscapes section of ASLA’s Historic American Landscapes Survey (HALS) website, including the HALS map, has been updated. There are currently 720 HALS documented historic landscapes on the list, up from 700 in March 2016. This list is provided by National Park Service and updated quarterly, with links to the documentation on the Library of Congress’ website.

- Forty-two entries were received in response to the 2016 HALS Challenge, second only to the 47 entries received in 2014. Participation in the HALS Challenge was promoted via two full-page ads in LAM, on the ASLA homepage, The Field, LinkedIn, and in PPN emails. The winners will be announced during the HALS Subcommittee meeting in New Orleans on October 22.

- On August 11, the National Planning Committee for the 2017 New Partners for Smart Growth Conference met to review the call for session proposals. ASLA is an organizational member of the committee. Manager Shawn Balon, ASLA, participated in this call and the review of the Communications and Engagement, Equitable Development, and Environmental Justice categories.

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.