May 3, 2017

Executive Offices

- The 2017 annual election for president-elect opened yesterday and will close June 2. All Full, Associate, and International members in good professional standing are eligible to vote and will receive a paper and/or email ballot to participate. The ballot includes selection for the office of 2018-2019 president-elect as well as approval of amendments to the Constitution. You can find video of the candidates’ speeches in LAND.

- It’s a wrap for the 2017 ASLA Midyear Meeting and Advocacy Day events. On April 28-29, the Board of Trustees (BOT) approved revisions to the Code of Environmental Ethics to bring the code into alignment with current public policies; approved revisions to the student chapter model constitution and bylaws; accepted the annual audit; and elected three vice presidents. Congratulations to Education VP-elect Lake Douglas, FASLA; Government Affairs VP-elect Eugenia Martin, FASLA; and Communications VP-elect Haley Blakeman, ASLA. The new elects will take their positions after the annual meeting in Los Angeles.

- The Board also participated in a SWOT (strengths, weaknesses, opportunities, and threats) analysis; discussed possible revisions to ASLA strategic objectives, and heard reports from the National Student and Associate Representatives, Joni Emmons, Student ASLA, and Carlos Flores, Assoc. ASLA. Additional Board agenda items included the Programs and Operations Report; 2016 year-end financial report; and the 2017 first quarter financial report.

- The Board of Trustees/Chapter Presidents Council (CPC) luncheon panel discussion focused on infrastructure, with EVP Nancy Somerville, Hon. ASLA, moderating. Panelists included: ASLA Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA; Patrick Phillips, Global CEO of the Urban Land Institute; Tom Smith, CEO of the American Society of Civil Engineers; David Rouse, ASLA, Director of Research for the American Planning Association, and Rachel Minnery, Senior Director of Sustainable Development Policy at the American Institute of Architects. The panelists provided specific perspectives on what infrastructure investments are needed and recommendations on how to finance projects. They also highlighted the need to design and build projects for resilience and community equity.

- An update on ASLA’s rebranding initiative was presented and discussed at the BOT and CPC. Lead designer Richard Poulin of Poulin + Morris, the agency contracted for the campaign, gave the presentation. Input from both groups will inform the next steps, and the Board discussion is continuing online.

- Wellness activities during the meeting included sunrise yoga, sunrise run/walk, and a kickball challenge between the BOT and CPC. The schedule for the Board of Trustees was adjusted to allow Board members to attend the People’s Climate March. (Alert viewers may spot BOT members against the backdrop of the U.S. Capitol in one of the USA Today photos.)

- On April 24, EVP Somerville served as a judge for the 2017 Construction Industry Round Table/ACE Mentor Program National Design and Construction Student Competition. One of the three project challenges this year’s program featured re-use of open/unused space.

- EVP Somerville and CFO Mike O’Brien, Hon. ASLA, attended the State of Downtown DC Forum. A few takeaways from the report: In 2016, the DowntownDC BID continued to be the city’s largest employment center and reached new records in the hotel, restaurant, and retail sectors.
EVP Somerville attended a breakfast with Senator Chris Van Hollen (D-MD) before the March for Science on April 22.

Government Affairs

- **Act Now!** The Environmental Protection Agency (EPA) has requested comments on Presidential Actions Related to Regulatory Reform. ASLA has prepared a sign-on letter opposing the administration’s actions that roll back U.S. climate policies, undermine the collection and dissemination of climate science and data, and withdraw the United States from the United Nations Framework Convention on Climate Change Paris Agreement. Join ASLA in opposing these actions that threaten the planet by signing onto the letter today. The deadline to sign the letter is May 14.

- ASLA hosted its annual Advocacy Day on April 27, when 178 chapter leaders met with their federal legislators to discuss how “Landscape Architects are Leading Community Infrastructure Design and Development.” Advocates urged legislators to support the Transportation Investments Generating Economic Recovery (TIGER) grants program, the Land and Water Conservation Fund, and the Drinking and Clean Water State Revolving Funds.

- During the Advocacy Day Wrap-Up Reception, ASLA announced the winners of the 2016 Advocacy Awards. A tie for the 2016 Advocate of the Year resulted in awards being presented to both Marsha Lea, FASLA, of the Potomac Chapter for advocacy efforts in achieving licensure for landscape architects in the District of Columbia and David Sprunt, ASLA, of the Colorado Chapter for efforts supporting licensure sunset legislation. The Chapter of the Year went to the Arizona Chapter for its advocacy efforts in beating back legislation to delicense the profession in that state. Finally, ASLA awarded the Rising Star Award to Leslie Johnson, a student member of the Minnesota Chapter for organizing and executing a site tour with Congressman Keith Ellison (MN). ASLA congratulates all its award winners and nominees for an outstanding year of advocacy efforts.

- As part of the midyear meeting, the Government Affairs department presented ASLA’s parameters for public positions to the BOT and CPC. During the presentation, Director Blackwell reviewed the federal priorities process, discussed ASLA’s federal agenda, and highlighted the organization’s responses to threats posed by the current administration to programs important to landscape architects. Additionally, Director of State Government Affairs Elizabeth Hebron reviewed the newly released Chapter Checklist, a resource guide for chapters taking positions on legislation or policy. Director Hebron’s presentation to the CPC also included a discussion of the plethora of 2017 licensure bills.

- On April 28, the Colorado House of Representatives passed SB 17-218, legislation extending landscape architecture licensure and the State Board of Landscape Architects until 2028. The legislation previously passed the Senate and is now awaiting signature from the Governor. The multi-year effort was championed by ASLA Colorado and supported by the ASLA Government Affairs department.

- Congress is working to prepare its fiscal year 2018 budget and spending bills and ASLA is urging the body to provide adequate funding for programs important to landscape architects. ASLA has joined with coalition members and allied organizations to send letters to congressional budget and appropriations leaders urging them to fund the TIGER program, the Community Development Block Grant program, LWCF, and array of environmental and natural resources programs within the EPA, Department of Interior, U.S. Forest Service, and the National Oceanic and Atmospheric Administration.
Finance, Meetings, and Business Operations

- CFO Mike O’Brien, Hon. ASLA, is closing out April 2017 and will be reporting to the Executive Committee May 17 and the Finance and Investments Committees May 18.

- The 2017 EXPO booth sales total 86 percent of the budget.

- The 2017 LAM advertising contracts totaled 85 percent of the budget.

Public Relations and Communications

- During April, World Landscape Architecture Month, 1,718 people posted 6,812 times with the #WLAM2017 hashtag, which attracted 2.9 million viewers. The WLAM festivities continue into May, with a different chapter taking over our Instagram account until May 19.

- The Dirt has hit a new milestone – 4.5 million pageviews, since relaunch in 2009.

- Since the beginning of the year and the responsive redesign of ASLA.org, mobile traffic is up nearly 50 percent, helping to offset continued declines in desktop traffic.

- Initial review of professional awards submissions this year shows a slight increase over 2016, with 465 submissions versus 2016’s 459. Submissions are being reviewed for accuracy, eligibility, etc.

- A press release was distributed announcing the results of the first quarter 2017 Business Quarterly survey. Billing and hiring plans dropped during the first quarter, while inquiries for new work rose. Fully 178 key firm contacts participated in the survey.

- On Tuesday, PR Manager Karen Grajales and PR and Communications Coordinator JR Taylor attended a workshop on staging events for public relations campaigns. The workshop was hosted by the Public Relations Society of America’s National Capital Chapter in Washington, D.C.

- The Dirt editor Jared Green attended the Biophilic Leadership Summit at the agricultural community Serenbe, near Atlanta. Some 40 attendees, including five landscape architects, as well as policy makers from Washington, D.C., and Atlanta, discussed the biophilic design movement. Coverage of the summit is on The Dirt.

- Green attended the Smithsonian Earth Optimism Summit from April 21-22 in Washington, D.C. The focus of the conference was on global conservation success stories.

- Green attended the D.C. Department of Energy and the Environment’s (DOEE) “2.0” update to the Sustainable DC plan, some four years after the launch of the original plan. 2.0 outlines successes since 2013 and new goals moving forward. DOEE Director Tommy Wells gave a shout-out to ASLA for support of the sustainability plan.

Member and Chapter Services

- The inaugural Emerging Professionals Leadership Retreat was held on April 26, hosting the members of the Student Advisory Committee and Associate Advisory Committee. The retreat explored the paths to ASLA leadership, firm leadership, and community leadership with Keith Wilson, ASLA, Joy Kuebler, ASLA, and Jonathan Mueller, FASLA.
The Chapter Presidents Council (CPC) Midyear Meeting was held in conjunction with the Board of Trustees meeting. Nearly 90 chapter leaders from 47 chapters attended. The meeting focused on effective chapter communication. A meeting follow-up message will be posted in this week’s CPC News, which will include the expense reimbursement information and the post meeting survey.

Customized chapter member satisfaction survey reports were provided to Boston, California Southern, Illinois, New York, North Carolina, Potomac and Rhode Island.

The Emerging Professionals Committee will host an “Ask Me Anything” event on May 9 at 3 p.m. EDT featuring Mark Focht, FASLA. Chapters are urged to encourage your emerging professionals to participate in the event, which will be broadcast live on the ASLA Facebook Page.

Chapter leaders received the bi-monthly Membership Minute on Monday, which provided tips on using the chapter operations workbook.

Education and LAAB

The Landscape Architecture Continuing Education System™ (LA CES™) has 238 active providers offering 1,213 courses. There are three new provider applications pending review.

On April 28, Career Discovery and Diversity Manager Shawn Balon, ASLA presented at the CPC midyear meeting on ASLA’s initiatives for Career Discovery and Diversity. Balon highlighted the strategic priorities that assisted in creating the new position, ASLA’s work plan for the role, Diversity Summit action items, and YOUR LAND orders.

Last week, Manager Shawn Balon attended X-STEM Extreme STEM Symposium in Washington, DC. Presented by the U.S. Department of Defense, the symposium included interactive presentations by leading STEM innovators who aim to empower and inspire kids about careers in science, technology, engineering, and mathematics.

On April 25, President Vaughn Rinner, FASLA, Education Programs Director Susan Apollonio, and Manager Balon met via conference call with CELA President Katya Crawford, ASLA, and Executive Director Pat Taylor, ASLA, to discuss opportunities for collaboration and reviewed the agenda for the upcoming CELA Annual Conference being held May 26-29 in Beijing, China; Rinner and Apollonio will attend.

Today, Director Apollonio, PR & Communications Director Terry Poltrack, and Manager Balon met with Diana Eidenshink, ACE Mentor Program Interim Executive Director, Patrick Caughey, FASLA, ASLA representative on the national board of directors of ACE Mentor Program, and William Kuhl, FASLA, via conference call to review the ACE Mentor Program and better understand the executive director’s mission and goals moving forward.

Today, Manager Balon met with Nicole Plunkett, ASLA, to discuss curriculum and initiatives planned for Future Landscape Architects of America (FLAA) and potential collaboration.

Requests for bulk copies of YOUR LAND has reached over 2,300 copies. The publication itself is free and can be ordered in quantities of 10, 25, 50, 75, or 90 magazines. To request bulk copies, complete the online order forms and email to discover@asla.org. ASLA will keep record of requests and activities for future engagement, to help efforts towards career discovery and diversity.
Professional Practice

- The Professional Practice Network (PPN) Council second quarter conference call took place on April 20. The call focused on the Online Learning Student & Emerging Professionals SPOTLIGHT mini-series (the Call for Proposals for Student and Associate ASLA members to submit their presentation ideas is open through May 25) and a new initiative for each PPN to come up with their top 5 PPN highlights. The goal is to emphasize the diversity of focuses within landscape architecture and showcase the different specialties within the field. This information may be shared with members via The Field, a short video, and/or the annual midyear PPN email update this summer.

- The Children’s Outdoor Environments and Healthcare & Therapeutic Design PPNs co-hosted an ASLA Online Learning presentation on April 27 entitled Park Rx America: Doctors Prescribing Parks to Prevent and Treat Chronic Disease (1.0 PDH), presented by Robert Zarr, MD, MPH. There were 22 attendees. The recording has been added to the catalogue of recorded presentations and can be purchased and viewed at any time.

- On May 10, the Children’s Outdoor Environments PPN will host the next Online Learning presentation, Children’s Heat and Radiation Exposures in Playgrounds and the Role of Bioclimatic Design, led by Jennifer Vanos. Attendees may earn 1.0 PDH through LA CES. Registration is also open for a May 17 presentation hosted by the Environmental Justice PPN on Equity by Design: Connecting with Underserved Communities in Your Design Process (1.5 PDH), presented by Alisa Hefner, ASLA, and Vernice Miller-Travis.

- The first class of SITES® AP (accredited professionals) was recently announced by the Green Business Certification Inc. The group includes ASLA President Rinner, Education VP David Cutter, ASLA, EVP Somerville, and Professional Practice Manager Linette Straus.

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.