Executive Offices

- Close to 6,200 attended the ASLA 2018 Annual Meeting and EXPO in Philadelphia. Revenues reached a record-breaking 127 percent of the registration and ticket goals. In addition, over 350 exhibitors participated in this year's EXPO.

- During the annual meeting, Shawn T. Kelly, FASLA, was installed as ASLA President at the President’s Dinner on Monday evening. In addition to becoming the newly minted president, Kelly was honored with the President’s Medal. Certainly a first in ASLA history.

- Wendy Miller, FASLA, will serve as President-Elect. Miller has served on the Executive Committee the last two years as the VP of Professional Practice. Immediate Past President (IPP) Greg Miller, FASLA, will serve an addition year on the Executive Committee. Also installed were incoming VPs Dennis Nola, ASLA, Membership; SuLin Kotowicz, ASLA, Finance; and Kona Gray, FASLA, Professional Practice. Vice Presidents Eugenia Martin, FASLA (Government Affairs), Haley Blakeman, ASLA (Communications), and Lake Douglas, FASLA (Education) will continue their service for another year. A special thanks to Tom Mroz, ASLA (Finance), Vanessa Warren, ASLA (Membership), and Vaughn Rinner, FASLA (Past President) for their service on the Executive Committee.

- During the meeting, the Board of Trustees reviewed and approved the FY 2019 Annual Operating Plan and FY 2019-20 Operating and Capital Expense Budgets; participated in breakout groups to discuss the legislative priorities; convened the ASLA Fund; approved revisions to the Mission, Vision, Values, and Culture; approved revised licensure policies, including those on definition of landscape architectural practice, prerequisites, reciprocity, and enforcement, and policies on invasive species and memorials; and approved a new ASLA-LAF Memorandum of Understanding.

- The Council of Fellows inducted 31 members at an investiture ceremony on Sunday night in Philadelphia and held the annual business meeting the following morning. Almost $20,000 was raised at the two events for the COF Scholarship Fund.

- The National Leadership Luncheon for the Board of Trustees and Chapter Presidents Council, sponsored by Victor Stanley, focused on Smart Policies for a Changing Climate. The panel, moderated by IPP Greg Miller, included representatives of all of the Presidents Council organizations: EVP Nancy Somerville, Hon. ASLA; Council of Educators in Landscape Architecture President Charlene LeBleu, FASLA; Council of Landscape Architectural Registration Boards President Phil Meyer, ASLA; Canadian Society of Landscape Architects President Nastaran Moradinejad; Landscape Architectural Accreditation Board Chair Ken Brooks, FASLA; and Landscape Architecture Foundation President Adam Greenspan, ASLA.

- Earlier this month, then-President Greg Miller attended the Michigan Chapter conference where he spoke about ASLA’s national programs and priorities and presented the chapter awards, and then-President-Elect Kelly was the keynote speaker at the Arkansas Chapter annual meeting.

- Also in early October, EVP Somerville provided background information for a CBS reporter for a story on parks and green stormwater infrastructure, and participated in a Renewable Natural Resources Foundation Washington Round Table on Public Policy at the U.S. State Department focused on climate change.
EVP Somerville, Corporate Secretary Curt Millay, ASLA, and PR and Communications Director Kevin Fry met with Thread Strategies to discuss fundraising for the Chinatown Green Street project.

The first monthly staff meeting on climate change was held on October 9. The purpose of these meetings is to coordinate climate change-related work across departments, promote the recommendations of the Blue Ribbon Panel on Climate Change and Resilience, and identify additional opportunities to position ASLA and the profession as leaders on the subject.

Finance, Meetings, and Business Operations

- CFO Mike O’Brien, Hon. ASLA, is closing out September 2018 while the accounting staff perform internal audit procedures of the balances.
- The 2018 LAM advertising contracts totaled 87 percent of the budget.
- The 2019 EXPO booth sales reached 65 percent of the budget with 179 exhibiting companies signing up.

Government Affairs

- Last week, the Virginia Joint Legislative Audit and Review Commission issued a report and corresponding set of recommendations on licensing boards’ operations and performance that included advising the Board for Professional Occupational Regulation (BPOR) to review the need for continued regulation of landscape architects, along with several other occupations. The Virginia Chapter is meeting with its lobbyist to devise a response strategy.
- During the annual meeting, Government Affairs sponsored a session “Accelerating Multimodal Projects through Collaborative Design: Insights into Working with Transportation Agencies,” which featured Federal Highway Administration Director Shari Schaftlein, Pennsylvania Department of Transportation Secretary Leslie Richards, and Jennifer Toole, ASLA, of Toole Design. After receiving audience feedback about the need to have more landscape architects working on public transportation projects, Secretary Richards announced that she is willing to meet with ASLA and local landscape architects to discuss opportunities at her state agency. Government Affairs staff will follow up with the Secretary on this matter.
- Also during the meeting, Government Affairs hosted a booth at ASLA Central on the expo floor to encourage meeting participants to use the iAdvocate Network to send messages to their legislators about issues important to the profession. Over the course of the meeting, nearly 1,000 messages were sent to Capitol Hill, with 784 on the Land and Water Conservation Fund (LWCF); 100 on reopening the National Scenic Byways program; 84 on the Environmental Justice Act, and 12 on the Living Shorelines Act.

Landscape Architecture Magazine

- Traffic was steady and enthusiastic at LAM’s desk in ASLA Central, where Managing Editor Maggie Zackowitz, Copy Chief Lisa Schultz, and Editorial/Design Assistant Emily Cox represented all through the EXPO days. About 20 readers made appointments for Meet the Editors (which included editors of other outlets; see Public Relations) and brought intriguing projects and ideas to pitch. The staff gave away many copies of the magazine at the desk. Kudos to Marketing Manager Lauren Martella for the
great space and look; and kudos to Public Relations Manager Karen Grajales and the web team for coordinating the sign-up process.

- Everyone was raving about the Friday field session “Snap Into It: Photographing Urban Parks and Gardens in Philadelphia,” led by LAM Art Director Chris McGee, the photographers Marion Brenner, Affiliate ASLA, and Sahar Coston-Hardy, Affiliate ASLA, and Laurie D. Olin, FASLA. The walk went down the Benjamin Franklin Parkway (master planned by Olin) from Center City to the Philadelphia Art Museum. A sampling of images taken by the 35-plus attendees were shown on the EXPO floor as a looping presentation in ASLA Central. Session attendees expressed hope that a similar Field Session will be offered in San Diego in 2019.

- The 10th Annual LAMMYs, the Landscape Architecture Magazine Advertising Awards, were a big success Friday evening in the PPN Lounge of the EXPO hall. About 75 people attended. The 2018 winners are Kornegay/Landscape Forms for Best Graphic Quality; Tectura Designs for Best Message; and Permaloc for Most Persuasive Ad. A big thanks to our jury, Finance Vice President SuLin Kotowicz, ASLA; Robert Golde, FASLA, and landscape designer Andrew Sargeant of OLIN. And hearty kudos to Honors and Awards Manager Makeeya Hazelton, Senior Production Manager Sarah Strelzik, and Marketing Manager Lauren Martella, along with the Meetings team, for the very polished assembling of the event.

- About 150 people attended “BIM for the Small Landscape Architecture Office,” with Meghen Quinn, ASLA, of Hargreaves Associates, and LAM Editor Brad McKee on Friday afternoon. The session followed articles in LAM both pro and skeptical about the use of building information modeling systems for landscape architecture applications. Attendees had many practical questions. Kudos to Education and Marketing Director Susan Apollonio and Education Programs Manager Whitney Mitchell for flawless session organization and for the introduction of the Sync audience-response technology, which worked wonderfully (not least given the on-site training by the contractor).

- On Thursday evening, Senior Editor Jennifer Reut hosted a gathering of about a dozen LAM contributing writers and photographers at the restaurant Vedge.

- Reut also coordinated the annual gathering of the LAM Editorial Advisory Committee at the Marriott, with about a dozen current, incoming, and outgoing members in attendance.

Member and Chapter Services

- The Chapter Presidents Council met October 18-19 in Philadelphia, with nearly 100 chapter leaders participating from 48 chapters. The meeting focused on key chapter operations issues, including administrative policies, engaging and leveraging student chapters, strategic planning, use of social media, and preparing for state and federal advocacy efforts. The slideshow from the presentation will soon be available on the Chapter Operation Workbook’s CPC Central.

- ASLA hosted the Emerging Professionals Reception, sponsored by Anova, to kick off the annual meeting. At least 400 student and associate members attended the inaugural meet-and-greet event.

- The LARE Prep Committee hosted two workshops: “What to Expect” provided an overview of sections 1, 2, and 3 of the exam and featured a panel of recent exam candidates, who took questions from the participants about their experience in preparing for and taking the LARE. In the afternoon, Thomas Nieman, FASLA, (and winner of the Outstanding Service Award) led the second workshop, which focused exclusively on Section 4, Grading, Drainage, and Construction Documentation.
The Emerging Professionals Portfolio Review, held in the expo, was fully booked, with walk-ins hopeful for a chance to get the opportunity to meet with seasoned professionals. Thank you to all chapter leaders who helped make the Portfolio Review such a success. JobLink Live sold out its 12 slots, with firms offering the chance for an on-the-spot interview. Also in the expo, the Membership team assisted at ASLA Central with changes to their member record, processed renewals, highlighted member benefits, and sold 140 newly rebranded membership pins.

Public Relations and Communications

Press for the annual meeting totaled 20 journalists from WHYY-FM, The Philadelphia Inquirer, Philadelphia magazine, Topos, Luxury Pools + Outdoor Living magazine, The Landscape Architecture Podcast, and others. Click here to see an op-ed written by Timothy Linehan, ASLA, for PlanPhilly that celebrates both Philadelphia’s green infrastructure and the annual meeting.

The third quarter Business Quarterly Survey closed with 121 primary firm contacts responding. The results will be reported in next week’s issue of LAND.

Education and Marketing

The ASLA Annual Meeting and EXPO featured 119 education sessions, 16 field sessions, 6 workshops, and 2 general sessions with 432 speakers contributing to the program.

Attendees received instructions on how to access their professional development attendance certificates along with a request to complete education session evaluations. Additionally, post annual meeting attendee, speaker, and exhibitor surveys were deployed to 3,897 attendees, 432 speakers, and 1,253 exhibitors. The results will be the basis for staff debrief meetings and inform future planning. Speakers will also receive session evaluation feedback.

As of Monday afternoon, the mobile app was downloaded to 4,244 devices. Attendee views of education sessions totaled 236,815 up from 137,607 in 2017.

Messaging was deployed to attendees with onsite details for the meeting including the mobile app, SCAN™ Trivia, special events, ASLA Central at EXPO, and new membership pins. The open rate was 53 percent and the click through rate was 19.96 percent.

Career Discovery and Diversity Manager Lisa Jennings presented program updates at the CPC and Council of Fellows Meetings, and also met with members at ASLA Central. Jennings also hosted the Building the Business Case for Diversity and Inclusion workshop during the meeting.

The Landscape Architectural Accreditation Board (LAAB) held an Accreditation Workshop during the meeting. Board chair-elect Rodney Swink, FASLA, former board chair Stephanie Rolley, FASLA, and Accreditation and Education Programs Manager Kristopher Pritchard presented. Eleven participants represented both accredited programs and programs seeking LAAB accreditation.

The ASLA Landscape Architecture Academic Program Administrators meeting was held in Philadelphia last Saturday. ASLA President Shawn Kelly, FASLA, and Manager Pritchard led the meeting with presentations on landscape architecture as a STEM discipline, ASLA Committee on Education updates, and updates on the LAAB Annual Report. Additionally, Manager Jennings presented on career discovery and diversity initiatives and LAAB Chair Ken Brooks, FASLA, presented LAAB updates. The presentation will be sent to all program chairs.
The Landscape Architecture Continuing Education System™ (LA CES™) has 242 active providers offering 1,339 courses. There are three new provider applications pending review.

Information and Professional Practice

The annual Professional Practice Network (PPN) meetings, held in PPN Live on the EXPO floor, were a huge success with outstanding attendance. Over 660 attendees participated across all PPN meetings, well surpassing the 2017 meeting attendance of 460. The Women in Landscape Architecture PPN panel discussion and combined Campus Planning & Design / Landscape-Land Use Planning PPN presentations both had 90+ attendees. Four PPN meetings offered 1.0 PDH (LA CES / HSW). PPN highlights from the annual meeting will be shared on The Field next week.

Over 30 exhibitors participated in the PPN EXPO tours, hosting short educational presentations on eight 60-minute tours of the EXPO floor focusing on PPN topic areas. The tours offered the opportunity to learn how new services and industry trends can assist in creating successful design projects. The 230 attendees participating in these tours earned 1.0 PDH (LA CES / HSW) for each.

PPN Council Chair Lisa Horne, ASLA, won the ASLA Outstanding Service Award for her 2016-2018 term. Horne's extraordinary commitment to recruiting and coaching PPN chair leadership has been invaluable.

The PPN Council Meeting was well attended on Friday evening, with 24 attendees and 14 of the 20 PPNs represented. The ASLA Professional Practice team presented highlights from collective 2018 PPN activities, followed by highlights from each PPN chair, sharing ideas for collaboration and communication best practices for their membership. Council Chair Lisa Horne, ASLA, and Chair-Designate, Chad Kennedy, ASLA, presented updates on 2019 PPN Council program goals.

On October 19, the SITES workshop was co-led by Lisa Cowan, ASLA, Adam Supplee, ASLA, Liam Cleary, Associate ASLA, and GBCI with 13 people in attendance. The workshop featured SITES AP exam prep as well as project highlights and documentation of a local SITES certified project, West Laurel Hill's Nature Sanctuary.

The Sustainable Design & Development PPN meeting, held on October 20, focused on sustainability on the ground at different scales, including SITES certified projects, Enota Park and West Laurel Hill's Nature Sanctuary. Meeting participants discussed barriers or challenges to SITES.

The Historic American Landscapes Survey (HALS) Subcommittee of the Historic Preservation PPN, led by Chris Stevens, ASLA, met on October 20 in Philadelphia. In addition to reviewing the annual reports of the ASLA HALS Chapter Liaisons, subcommittee members discussed the progress on Heritage Documentation Programs’ Digital Photography Guidelines. Winners of the 2018 HALS Challenge were announced, including: James O’Day, ASLA, who won second place for his documentation of the Thrasher-Ward Memorial at the American Academy in Rome; Laura Knott, ASLA, who won third place for her documentation of Monument Terrace in Lynchburg, Virginia; and P. Jeffrey Knopp, ASLA, awarded honorable mention for Liberty Row in Cuyahoga County, Ohio. The theme for the 2019 HALS Challenge will be Historic Streetscapes. More detailed information on the 2018 winners and 2019 theme will be shared on The Field in the next few weeks. Subcommittee members also discussed ongoing efforts to include landscape architecture in the Department of Interior’s Archeology and Historic Preservation Professional Qualifications Standards. The National Parks Service has approved the draft version of professional qualifications and is awaiting review by the Department of Interior.
On October 22, the Women in Landscape Architecture Walk, organized by Karen Skafte, ASLA, and Julie Bush, ASLA, of the Pennsylvania-Delaware Host Chapter, had 85 participants based on headcounts. The morning walk highlighted the recent transformation of urban parks and plazas along the Benjamin Franklin Parkway.

The Archives and Collections, Professional Practice and Public Practice Advisory Committees each met informally in Philadelphia to review and recognize the accomplishments of 2018 and to begin to discuss goals for 2019.

On October 9, Sr. Manager Riddle visited LandDesign in Alexandria, VA, to speak about ASLA’s national programs, opportunities for ASLA leadership involvement, and the annual meeting and EXPO activities in Philadelphia.

**Deadlines and Reminders**

- The [Leadership Calendar](#) can be accessed on the web.