Executive Offices

- A Board of Trustees winter webinar was held yesterday to review 2018 year-end results and outcomes across program areas. Over 60 individuals participated. The presentation and recording has been posted in Board Effect. A new trustee orientation webinar conducted by members of the Board Performance Task Force, EVP Nancy Somerville, Hon. ASLA, and Corporate Secretary Curt Millay, ASLA, was held last week.

- Secretary Millay held a conference call with the Ethics Committee and ethics counsel to begin a full review, including consideration of language on sexual harassment, of the Code of Professional Ethics.

- A senior staff retreat was recently held to discuss business continuity, membership trends/drivers, best practices in communications, and cross-department focuses and priorities. Discussion included potential program/service enhancements as well as identification of programs/products with low return on investment for further review or discontinuation.

- EVP Somerville completed education session proposals for the ASLA Conference on Landscape Architecture and for the annual conference of the Soil and Water Conservation Society. Both are related to the Smart Policies report.

- Congratulations to Julia Lent, Hon. ASLA, who has earned the Certified Association Executive title. Requirements for the CAE, a program of the American Society of Association Executives, include higher education, qualifying nonprofit professional experience, association management continuing education, and passage of an examination based on a job task analysis of association executives.

Government Affairs

- Chapter leaders, it’s time to start planning for students to participate in “Landscape Architects Advocate on Capitol Hill,” formally known as Advocacy Day. As you know, each year, ASLA allows up to 16 Student ASLA members to participate in this exciting advocacy event, which will take place on May 2 during the ASLA spring meeting. Please click here for more information about submissions; the student signup link will go live on February 8 at 3:00 p.m. EST. Please email Kaitlin Errickson for any questions.

- Nominations for the ASLA Advocacy Awards are open! You’re encouraged you to submit a nomination to recognize the extraordinary advocacy efforts of individuals and chapters. ASLA presents three awards: the ASLA Chapter of the Year Advocacy Award, ASLA Rising Star Advocacy Award, and the ASLA Advocacy Leadership Award. Please click here for more details about each award category, including eligibility and evaluation criteria. All nominations must be submitted by the chapter president using Survey Monkey no later than February 28. For questions regarding the Advocacy Awards, please email Government Affairs.

- The Senate will begin considering legislation permanently authorizing the Land and Water Conservation Fund (LWCF) this week. First votes are expected Tuesday afternoon and could wrap up as early as Wednesday evening. Staff are working with coalition partners to ensure passage and has activated the iAdvocate Network. Please take a minute to write your legislators and urge them to support the permanent authorization of LWCF. You can take action here.
As of yesterday, State Government Affairs is tracking 88 occupational licensing bills in 35 states. Occupational licensing legislation is associated with deregulation trends, such as: Right To Earn A Living Act model legislation, occupational licensing reviews/studies, and Consumer Choice Act model legislation. Additionally, ASLA has seen occupational licensing legislation trends focused on licensure reciprocity of military members and their spouses, and bills restricting the use of prior criminal history in the granting of licenses. Of particular note, New Mexico Senate Bill 356 was introduced extending the operations of the Board of Landscape Architects until July 1, 2024.

The next ASLA-CLARB Web Licensure Summit is coming soon! Register here to join the event on February 28 at 3 p.m. EST. The web summit will feature an update on the current state legislative session, ideas for using resolutions as advocacy tools and more, and updated resources to continue licensure education and defense efforts.

In January, ASLA joined coalition partners in signing on to two letters on issues important to landscape architects. The first letter senators to support the Every Kid Outdoors Act, which is included as a part of an omnibus public lands package (S. 47). The second letter was sent to Speaker of the House Nancy Pelosi encouraging her to continue to prioritize climate change policies.

If you missed the Dangerous by Design webinar on January 24, you can watch the recording of the webinar and download the report. The National Complete Streets Coalition, of which ASLA is a founding member, published its report Dangerous by Design 2019, ranking 100 of the most populous metro areas and how deadly they are for pedestrians.

Finance, Meeting, and Business Operations

CFO Mike O'Brien, Hon. ASLA, and the Accounting staff are working on the January close and preparing for the financial audit that begins on February 18.

The 2019 LAM advertising contracts total 69 percent of the budget.

The 2019 EXPO booth sales are currently at 78 percent of the budget.

Public Relations and Communications

REMINDER! The entry fee deadline for the 2019 Professional Awards is next Friday, February 15. Only entrants that have completed registration will have their submissions considered. The submission deadline is March 1. For more information, visit asla.org.

Submissions for the 2019 ASLA Honors closed on February 1. Thank you to those who organized nominations, championed this year’s nominees and wrote letters of support! Nominees in each category will be forwarded to the Executive Committee of the Board of Trustees for the first round of voting on February 25.

Website update: Now that the structure of asla.org reflects the new brand, work has continued on updating all the pages to reflect the brand as well. The web team, with the help of professional practice manager Ali Hay, has updated an estimated 75 webpages to conform with the new brand styles. Another estimated 25 pages are still in transition.

Landscape Architecture Magazine

The March issue of LAM is off to the printer this week. It is a special issue on trees. In features are a story on the redesign of Mariposa Grove at Yosemite National Park by Mithun; a report on
Ashland, Oregon’s efforts to reduce wildfire risk in its environs; and the story of memorial trees planted along the World War I Western Front in Belgium. The departments include a look at tree removal and replanting along a mature allée at the Storm King Art Center in New York by Reed Hilderbrand, and an article on the creation of a “food forest” in Atlanta. In the back, an illustrated essay presents The Architecture of Trees, a beloved book coming back in reprint, and a review of Seeing Trees, by Sonja Dümpelmann.

Member and Chapter Services

- As of February 5, ASLA has 14,472 members a 2.8 percent decline from the same date in 2018 and a 4.5 percent drop since 2015. The primary source of decline is emerging professionals, with associate membership dropping by 20 percent and student membership by 14.9 percent. On a positive note, full membership, which makes up two-thirds of the entire membership, remained steady. The Member Services Committee, Emerging Professionals Committee, Student Advisory Committee, and the Associate Advisory Committee are working to support chapter recruitment and retention efforts and directly engage students and emerging professionals.

- This week, the LARE Prep Committee is presenting LARE Prep Week, a series of five webinars covering all four sections of the licensing exam, plus an introductory webinar to review study strategies and other overall concepts. The first offering, Demystifying the LARE, hosted nearly 100 live participants. Based upon current registration numbers, similar participation is expected throughout the week. The webinar recordings will continue to be available for purchase in ASLA’s Online Learning catalog.

- The CPC Winter Webinar will be held on February 14 at 3:00 p.m. EST. Topics include a debriefing from the Public Awareness Summit and preliminary results from chapter annual reports. The webinar will include 30 minutes of questions/sharing/discussion. A calendar invitation has been provided to all chapter presidents and presidents-elect. For more information, email Chapter Services Manager Melissa Gobrecht.
The Emerging Professionals Committee presents the next installment of the *Ask Me Anything* series on February 20 at 3:00 p.m. EST featuring Rebecca Bradley, ASLA. This series takes place on the [ASLA Facebook Page](https://www.facebook.com/ASLA) via Facebook Live.

### Education and Marketing

- **The Annual Meeting Education Advisory Committee (AMEAC)** began reviewing proposals on January 28 for the 2019 Conference on Landscape Architecture education program. Session notifications will be shared in March.

- The [Landscape Architecture Continuing Education System™ (LA CES™)](https://www.la-ces.org) has 249 active providers offering 1,434 courses. There are two new provider applications pending review.

- **Landscape Architectural Accreditation Board (LAAB)** members held a conference call with Michela Perrone, Ph.D., President of MMP Associates, who will facilitate a one-day strategic planning meeting with LAAB later this month in conjunction with its regularly scheduled winter board meeting. Accreditation and Education Programs Manager Kristopher Pritchard and Education and Marketing Director Susan Apollonio also participated on the call.

- The ASLA **Committee on Education** (COE) held its conference call on January 24, which focused on goals for the upcoming year and revisions to the Landscape Architecture and STEM white paper. Additionally, LAAB and CELA provided updates to the committee. COE Chair Maria Bellalta, ASLA, Education VP Lake Douglas, FASLA, and Manager Kris Pritchard conducted the call.

### Information and Professional Practice

- On January 30, the [Children’s Outdoor Environments PPN](https://www.asla.org/PPN/ChildrensOutdoorEnvironments) hosted a live webinar: *An Instrumental Guide to Blending Music and Community*, available for 1.0 PDH (LA CES/HSW). The recording is available for on-demand viewing through the ASLA Online Learning library.

- The 2019 Regional and Urban Design Committee (RUDC) Symposium was held on January 25 at the American Institute of Architects in Washington, D.C. The event, titled “Mind the Gap,” focused on the future of urban design education and practice, and the role of both the academy and the design professions in providing peer, community-based, and applied learning opportunities in the field of urban design. The symposium brought together educators and urban design practitioners, including: **Claire Bedat**, ASLA, AECOM; **John Hoal**, Affil. ASLA, Washington University in St. Louis; **Sean O’Malley**, ASLA, SWA Group; and **Dennis Pieprz**, Hon. ASLA, Sasaki. Professional Practice Manager Ali Hay attended.

### Deadlines and Reminders

- The [Leadership Calendar](https://www.asla.org/LeadershipCalendar) can be accessed on the web.