Executive Offices

- The **2019 ASLA Spring Meeting** is underway. Today the Executive Committee met, tomorrow is Advocacy Day on Capitol Hill, which will be followed by two days of Board meetings. A full report of the meeting will appear in the next issue of the *Leaders Express*.

- **President Shawn Kelly, FASLA**, was at the Texas Chapter to give a brief overview of the national priorities and programs, reiterating members’ ownership of the organization, and reminding them that their dues and leadership have contributed to the two most recent bills passed into law that provide work for the profession and also help save the planet. He spoke with the members and several of the Texas alumni groups during their receptions, discussed the STEM work being done, the excellent work by Manager Lisa Jennings and Director Kris Pritchard regarding Career Discovery and Diversity, and tomorrow’s Advocacy Day led by Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA, and State Government Affairs Director Elizabeth Hebron.

- **Wisconsin Chapter Trustee** (and president-elect candidate) Gary Brown, FASLA, and Chapter President Jonathan Bronk, ASLA, represented ASLA at the 4th Annual National Adaptation Forum in Madison, April 23-25, where they provided the over 1,000 attendees with a poster session on the Blue Ribbon Panel’s report “Smart Policies for a Changing Climate.” The forum, founded in 2013, brings together public and private sector adaptation professionals from around the country to enhance resiliency in communities, natural systems, and the economy in the face of a changing climate. This year’s theme was “Action Today for a Better Tomorrow.”

- **Immediate Past-President Greg Miller, FASLA**, was at the University of California, Davis, touring the studio and campus as well as doing student portfolio reviews. During the dinner with area professionals, Miller spoke to the audience about ASLA’s programs and connections with students. He will also participate in a breakfast with student chapter leaders.

- EVP Nancy Somerville, Hon. ASLA, hosted a meeting of the Council of Tree and Landscape Appraisers (CTLA) at the Center to discuss publication of the 10th edition of the CTLA Guide for Plant Appraisal and potential improvements in the process for development of the 11th edition. ASLA is one of seven organizations that make up the Council.

Government Affairs

- The **Nevada Chapter** worked closely with the governor to sign a proclamation declaring April as Landscape Architecture Month. The chapter is working with ASLA National to promote and use the proclamation in its education and advocacy efforts. Government Affairs and Public Relations also collaborated on a news release featuring states that made proclamations or resolutions in April to commemorate Landscape Architecture Month.

- This week, Government Affairs developed a chapter pledge campaign for ASLA’s National Site Tour Month initiative. Government Affairs is encouraging all chapters to host a site tour in August for public officials and is asking chapters to submit a pledge of commitment. By hosting a site tour, chapters can educate local, state, and federal public officials on landscape architecture and its importance in our communities nationwide.

- **ASLA will host a Virtual Advocacy Day on May 2 through the iAdvocate Network for those who cannot be on Capitol Hill.** Advocates from across the country will be able to participate in the Advocacy Day efforts by writing to their elected officials about the three infrastructure bills. Please
inform your chapter and fellow members about their opportunity to participate in the virtual advocacy day.

- This week, Government Affairs created a campaign to urge Congress to support legislation that would increase funding and support for the Transportation Alternatives (TA) program. The Transportation Alternatives Enhancement Act (S. 1098) would increase funding for the TA program to approximately $1.2 billion, while also increasing local access to the program. You can write to your members of Congress and take action here.

- They also created a campaign to urge Congress to support legislation that would reauthorize the Clean Water State Revolving Fund (CWSRF). The Water Quality Protection and Job Creation Act (H.R. 1497) would authorize CWSRF for five years while increasing the available funds to $4 billion each year. Additionally, it would update the program by creating pilot programs promoting the use of green infrastructure and resilient and sustainable designs. You can write to your members of Congress and take action here.

- In April, ASLA joined the Outdoors Alliance for Kids in signing on to a letter on issues important to landscape architects. The letter, sent to Chairwoman Lisa Murkowski (AK) and Ranking Member Tom Udall (AZ) of the Committee on Appropriations Subcommittee on Interior, Environment, and Related Agencies, urges the senators to support funding levels for the agencies under the subcommittee’s jurisdiction at levels that ensure all kids have access to the outdoors and protects the environment.

Public Relations and Communications

- The public outreach campaign for World Landscape Architecture Month has concluded. It generated over 200 press hits in various media, from large outlets like the Associated Press, The Boston Herald, and Forbes, to trade publications like the Oil & Gas Journal, to small local outlets such as The Galveston Country Daily News. Thousands of people and each chapter all across the country participated in the social media component, #WLAM2019. Almost 1,100 people posted 5,800 times, helping to introduce the profession to more than 2.8 million people worldwide.

- ASLA issued a press release expressing support for H.R. 9, the Climate Action Now Act, which essentially blocks the president from withdrawing the United States from the Paris Climate Agreement. The legislation is set to be voted on later this week in the House of Representatives.

- Dirt editor Jared Green attended the American Planning Association conference in San Francisco, covering ASLA’s session on the Smart Policies for a Changing Climate report and recommendations, and a session on incorporating neighborhood parks into the healthcare system. More posts will be released over the coming weeks.

- The Smart Policies for a Changing Climate exhibition at the ASLA Center for Landscape Architecture is nearly complete. Herter Design Group visited ASLA to finalize the exhibition layout. Some 20 case studies were written by Jared Green, senior communications manager, Jacquelyn Bianchini, public awareness and media relations manager, and Ian Bucacink, librarian and archivist. A companion website created by web designer Paul Azzolini is in final development and will be released later this week.

- A survey asking for feedback on ASLA.org received 200 responses. Responses are now being analyzed to determine key messages from the feedback and to highlight actionable items that can inform the development of a new ASLA.org.
Dirt editor Jared Green participated in the City Nature Challenge over the weekend, which was organized by Capital Nature (Biophilic DC). The goal is to identify the many plant and animal species in Washington, D.C. Last year, Washington, D.C. placed 5th in the national competition that included more than 30 cities. This year, 68 cities are participating.

Marketing and Development

- With the EXPO consultant, the Marketing team edited the annual conference EXPO email and introduced new sponsorship opportunities, as well as a logistical support webinar; introduced a raffle to encourage exhibitor conference promotion on their own social platforms.
- Correspondence was crafted to accompany registration brochures to five San Diego area schools to invite students to the annual conference. A direct mailer was drafted for the sales team to send personalized letters to former exhibitors to try to win them back.
- As part of the fund-development, a one logo-ed “DipJar,” was purchased. DipJar is a soft fund-raising technique that is green (paperless), requires no personnel and no ask for donations, can travel and provides analytics on donors.
- The Meetings and Marketing team collaborated to revitalize uniform branding and messaging to attendees and exhibitors, ensuring ASLA branding requirements are adhered to.
- Publication bins from partner organizations will be introduced for the first time at the annual conference with in-kind agreements at their conferences.

Member and Chapter Services

- On April 23, Member and Chapter Services Managing Director Julia Lent, Hon. ASLA, attended the Global Growth Strategies Workshop, which identified legal, administrative, and strategic issues related to the work of associations beyond North America.

Education and Practice

- The 2019 ASLA Diversity Summit is approaching fast! Seventeen landscape architects from across the country, representing a diverse array of sectors, were chosen to help address challenges in diversifying the profession and to build upon recommendations for a path forward. Check out the press release with the list of participants who will be participating next month.
- The Landscape Architectural Accreditation Board (LAAB) held a conference call last week to discuss funding for the Frameworks Institute Phase II, an initiative LAAB is working on collaboratively with the other members of the President’s Council.
- The District of Columbia Office of the Deputy Mayor for Education held its mentoring business meeting at the ASLA Center. The office is a new Career Discovery and Diversity partner, and has facilitated ASLA participation in its teacher training programming.
- Career Discovery and Diversity Manager Lisa Jennings held a partner meeting with the president of MobilizeGreen, an annual conference that brings together the next generation of diverse green leaders to help communities solve equity and environmental challenges, and is sponsored by organizations seeking to diversify the environmental movement.
Last week, Diane Jones Allen, ASLA, participated in the NOAA Cooperative Science Center in Atmospheric Sciences and Meteorology (NCAS-M) 2019 Monthly Webinar Series. Jones Allen discussed research and practice pertaining to climate change and landscape architecture, as well as career opportunities in the landscape architecture profession. The NOAA Cooperative Science Center in Atmospheric Sciences and Meteorology (NCAS-M) is a new Career Discovery and Diversity partner. NCAS-M is funded by NOAA Educational Partnership Program with Minority Serving Institutions (NOAA/EPP) Cooperative Agreement.

Also last week, the ASLA Committee on Education (COE) held its April conference call, which focused on revisions to the Landscape Architecture and STEM white paper. Additionally, LAAB and CELA provided updates to the committee. COE Chair Maria Bellalta, ASLA, and Accreditation and Education Director Kristopher Pritchard conducted the call.

Manager Whitney Mitchell hosted the first of a monthly training series for Landscape Architecture Continuing Education System™ (LA CES™) providers on April 25. The training provided an overview of the new dashboard and how to add LA CES courses. Forty-eight providers registered for the training.

The Landscape Architecture Continuing Education System™ (LA CES™) has 261 active providers offering 1,504 courses. There are four new provider applications pending review.

The second quarter Professional Practice Network (PPN) Council call took place on April 18, with all PPN chairs and officers invited to take part in discussing 2019 conference planning efforts and first-quarter PPN highlights. The call was led by PPN Council Chair Chad Kennedy, ASLA, and Professional Practice staff.

Yesterday, Adam Supplee, ASLA, and Liam Cleary, Associate ASLA, with Alta Planning + Design and their project client presented the webinar, West Laurel Hill's Nature's Sanctuary: A Green Path to Perpetual Care, available for 1.0 PDH (LA CES/HSW) / 1.0 SITES-specific GBCI CE hour. The recording will be available for on-demand viewing through the ASLA Online Learning library.

The Parks & Recreation, Historic Preservation, Transportation PPNs held their monthly leadership calls, focusing on the Historic Preservation PPN Education Session and Transportation PPN Meeting at the ASLA Conference on Landscape Architecture, upcoming posts for The Field, and planned PPN member communications. The Healthcare and Therapeutic Design PPN held a planning call for its May 30 ASLA Online Learning webinar to be presented by Naomi Sachs, ASLA, Shan Jiang, PhD, and Kirsten Staloch. Professional Practice staff hosted a call with the Design-Build PPN Chair Jay Gehler, ASLA, and Annette Wilkus, FASLA, to initiate planning for a webinar focused on project management and construction administration aimed towards design-build practitioners.

Director Katie Riddle, ASLA, participated in an interview with the strategic planning consultant for the Joint Call to Action to Promote Healthy Communities. The purpose of the interview was to provide insight into the field of landscape architecture related to public health and give direction for the upcoming strategic planning session with eight national allied organizations.

The Historic American Landscapes Survey (HALS) Subcommittee held its second quarterly conference call to discuss proposed rule changes for the National Register of Historic Places, promotion of the 2019 HALS Challenge competition, and succession planning for the HALS Subcommittee membership and leadership. Subcommittee Chair Chris Stevens, ASLA, led the call.
Staff hosted the second quarter call with USGBC staff to review 2019 SITES education, ASLA conference education, member communications, and advocacy plans.

The April PPN Highlights newsletter was released to all PPN members, showcasing this month’s member contributions to The Field and the ASLA Online Learning library.

Deadlines and Reminders

The Leadership Calendar can be accessed on the web.