September 4, 2019

Executive Office

- ASLA is supporting our global sister organizations, led by Iniciativa Latinoamericana del Paisaje (Latin American Landscape Initiative, LALI) and the International Federation of Landscape Architects (IFLA), as they work to quell the flames, prevent further deforestation, and protect the Amazon Rainforest.

- The Executive Committee held its August conference call last week. The committee took action on a revised visual resources policy that will be forwarded to the Board of Trustees at its fall meeting. Other items discussed included a membership campaign update and a website redevelopment plan.

- The call for potential national officer candidates for 2021-22 is open until this Friday, September 6. Please help identify potential candidates for the office of president-elect and vice president for finance, membership, and professional practice. Forward your suggestions to Corporate Secretary Curt Millay, ASLA.

- Notifications to volunteers for 2020 committee service will begin in the next few weeks. President-Elect Miller made final selections in early August. The new term for committee service will begin following the annual meeting in November. Contact Corporate Secretary Curt Millay, ASLA, with any questions.

Meetings, Finance, and Business Operations

- The Alumni Tailgate registration will be available Monday, September 9. Schools are encouraged to sign up for this lively, networking event that takes place on the EXPO floor on Saturday, November 16, from 4:30 to 6:00 pm. The winning schools will receive 60 complimentary student registrations to the 2020 conference in Miami. There will be first, second and third place winners for those groups with the best school spirit/decorated space and the best overall designed space.

- New this year, ASLA has added a way to offset the carbon footprint when traveling to the conference. When registering you can donate to offsetting CO2 emissions generated by your travel to San Diego. All offset contributions received will go to support a certified carbon offset project in the San Diego area.

Education and Practice

- The Education and PR/Communications teams launched ASLA’s Back to School Toolkit for members and educators alike to explore ASLA resources, set outreach goals, broaden their networks, and share success stories over the next 10-12 months! The toolkit includes a growing collection of downloadable PDFs packed with blogs, videos, exciting topics, and other free ASLA resources to help introduce landscape architecture as a fun and engaging profession. This is one component of a multifaceted membership campaign effort that will ramp up this fall.

- SuLin Kotowicz, ASLA, will present a webinar on QuickBooks for Small Business Owners in Landscape Architecture on September 17 at 2:00 p.m. EDT. Topics will include basic QuickBooks Online know-how, project billing, payroll and time tracking, apps, and more. Tips throughout the webinar will offer landscape architects ideas on how to streamline through the use of this well-known accounting software.
The ASLA Committee on Education and Education and Practice PPN conducted a joint webinar focused on how ASLA members can get involved in the upcoming Landscape Architectural Accreditation Board (LAAB) accreditation standards revision process. Accreditation and Education Director Kristopher Pritchard presented an overview of the process and timeline for when comments can be submitted. More information about how to participate in the open call for comments on LAAB accreditation standards revisions can be found [here](#).

Career Discovery and Diversity Manager Lisa J. Jennings participated in the Diversity & Inclusion Dialogue Map Session: Building an Inclusive Workplace Culture hosted by the HR Source. The train-the-trainer workshop provided tools and insight to help accelerate the diversity & inclusion learning process within organizations while creating a readiness to implement diversity and inclusion practice.

The Landscape Architecture Continuing Education System™ (LA CES™) has 272 active providers offering 1,413 courses. There is one new application pending review.

The Transportation, Campus Planning & Design, Education & Practice, Ecology & Restoration, Sustainable Design & Development, and Women in Landscape Architecture PPNs held their monthly leadership team meetings. Most PPNs focused on confirming plans for their PPN meetings at the ASLA Conference on Landscape Architecture, four of which will offer LA CES PDHs.

**Government Affairs**

The Site Tour Month initiative will wrap up this weekend at the annual Advocacy Summit in Salt Lake City, UT! Follow ASLA on [twitter](#) to stay up to date on the advocacy and site tour activities. Also, please visit the National Site Tour Month [webpage](#) where you can learn how your fellow chapters’ site tours went.

ASLA signed onto a stakeholder letter that was sent to House and Senate committees with jurisdiction over autonomous vehicles. The letter called for Congress to create a regulatory structure for autonomous vehicles that promotes safety and efficiency.

Although Congress is not working in Washington, D.C., this month, August can be a great time to send your legislators messages about issues important to the profession. Check out the ASLA [iAdvocate Network](#) to participate in a number of live campaigns on issues and legislation the profession is supporting.

**Landscape Architecture Magazine**

The October issue of LAM, featuring the 2019 ASLA Professional and Student Awards, plus the year’s ASLA Honors, is wrapping this week with 228 pages.

From September 15-23, LAM will join more than 180 news outlets and individual journalists worldwide in an effort called Covering Climate Now. The purpose is for each participating outlet to bring out its strongest climate coverage in the run-up to the United Nations Climate Summit in New York. More information and a preliminary list of participants can be found [here](#). Submit your story ideas for LAM’s coverage [here](#).

**Public Relations and Communications**

Since its launch on August 20, the ASLA guide to universal design has received more than 10,000 pageviews and been covered by a number of high-profile design media, including [Fast Company](#).
Curbed (and again in a longer piece about the streets section), ArchDaily, Archinect, World Landscape Architect, World Architecture. The guide was also tweeted out by AARP, Smart Growth America, and numerous others.

Member and Chapter Services

- ASLA hosted the CPC Summer Webinar on August 22, which featured an overview of Basecamp 3. ASLA national is making this project/knowledge management tool available to all chapters at no cost. The webinar was recorded and is available for viewing on demand.

- The August edition of Ask Me Anything featured the ACE Mentor program, with Patrick Caughey, FASLA, Shawn Balon, ASLA, and Anjelyque Easley, Student ASLA, and was hosted by Daniel Martin, Hon. ASLA. This Facebook Live event has been viewed more than 500 times since its airing on August 21.

Deadlines and Reminders

- The call for potential national officer candidates for 2021-22 closes this Friday, September 6.

- The Leadership Calendar can be accessed on the web.