October 2, 2019

Highlights!

 ASLA was an active participant in Climate Week from September 23-27, devoting many of its communications vehicles to that issue with unified messaging. ASLA started the week by designing a climate change-themed parklet for PARK(ing) Day on September 20. During the week, ASLA announced support for the U.N. Climate Action Summit and focused on the ASLA-backed Living Shorelines Act, which cleared another hurdle in Congress. We also highlighted our Smart Policies for a Changing Climate exhibition and website, climate change-focused general sessions at the 2019 Conference in San Diego, and other resources on social media and the website. In addition, President Shawn Kelly’s statement on Climate Week highlighting ASLA’s long-standing commitment to the issue was sent via email to all members.

 As a part of climate week, ASLA advocates sent over 1,200 messages to Congress urging support for the Living Shorelines legislation. After hearing from advocates, the House Committee on Natural Resources reported H.R. 3115, the Living Shorelines Act, out of committee by a 22-13 vote. The measure would help coastal and shoreline communities develop and construct green infrastructure projects that mitigate the effects of climate-related flooding, sea-level rise, and increased storm surge. It’s now ready for consideration by the full House of Representatives. ASLA will continue its advocacy efforts to move the bill through the process and to urge senators to take action on a companion measure.

 The first diversity summit webinar, Latin American Landscapes, will be held tomorrow at 2 p.m. EDT. Diversity summit participant Gabriel Díaz Montemayor, ASLA, and Assistant Professor of Landscape Architecture Fay Jones from the University of Arkansas School of Architecture and Design will discuss the shaping of contemporary Latin American landscapes, including an examination of social, cultural, and environmental conditions as reflected on the built realm. Registration is required. This webinar will offer 1.00 PDH, LA CES/HSW.

 The annual awards issue of LAM is now available, featuring the 2019 ASLA Student Awards, Professional Awards, and the Landmark Award, as well as the ASLA Honors. The issue, at 228 pages, is available free to everyone here—please share liberally. This month, LAM will be releasing online features about several of the honored projects previously covered by the magazine. A total of 64 awards were given across both programs and a special awards website also launched yesterday to promote the winners. Enjoy!

 Last week, ASLA and the National Capital Planning Commission (NCPC) cohosted the symposium “Open to the Public—Rethinking Security and Access in Public Space” at NCPC’s headquarters in Washington, D.C. The event was intended to engage federal and local security experts and private design communities on changing the threat environment, security expectations and other approaches in the public realm. Acting Co-Executive Vice President/CEO Roxanne Blackwell, Hon. ASLA, opened the public forum with remarks on the importance of landscape architecture and design in creating safe public spaces. Invited guests included intelligence/security personnel, first responders, security experts, and design professionals. Representing ASLA on the panels were Gary Hilderbrand, FASLA, Past President Leonard Hopper, FASLA, and Robert Peck, Hon. ASLA.

 Time is running out to save! The October 16 advance rate deadline for registration and rooms is quickly approaching! Register today for the Conference on Landscape Architecture! This is the last opportunity to receive a $75 discount on registration when you book a hotel room in the block in addition to the discounted rate. Six of the field sessions have already sold out. Also, get your
tickets to the Council of Fellows Investiture Dinner and The President’s Dinner with the presentation of the ASLA Honors and installation of officers. All are discounted until Oct. 16.

Leadership Visits

- **President Shawn Kelly, FASLA**, State Government Affairs Director Elizabeth Hebron, and Manager Bradley Rawls participated in the Council of Landscape Architectural Registration Boards (CLARB) annual meeting in St. Louis. During the event, President Kelly provided attendees with an update on the FrameWorks Initiative and Director Hebron presented a legislative update on 2019 licensure activities. Throughout the conference, CLARB members were challenged to question the orthodoxy of their current processes and to rethink the future of regulation.

- **Immediate Past President Greg Miller, FASLA**, spoke at Louisiana State University on Monday. Miller met with students in classrooms and studios where he spoke about the profession and the value of ASLA membership. Miller also met with student chapter leaders the next day over breakfast to discuss their successes and anything else they wanted to discuss with leadership.

- **Vice President of Membership Dennis Nola, ASLA**, presented the opening keynote address at the Indiana Conference on Landscape Architecture on September 27, focusing on the power of landscape architects and ASLA.

Government Affairs

- The **2020 Licensure & Advocacy Grant Program** is now accepting chapter applications. For FY 2020, the redesigned ASLA Licensure & State Advocacy Grant Program will support and promote core state-level chapter advocacy activities, achieve greater fiscal accountability and transparency, and meet the current licensure budgetary constraints. As a result, a significant change for chapters to note is grant money can only be claimed through a reimbursement process. ASLA National believes this redesign better supports proactive state-level advocacy efforts and initiatives. The application deadline is 11:59 p.m. (PDT) on October 31.

- The **Reviving America’s Scenic Byways Act** was signed into law by the president on September 22, as Public Law 116-57. The U.S. Secretary of Transportation is directed to request nominations and provide designations for roads that meet the National Scenic Byways Program’s criteria. The last Scenic Byways designation occurred in 2009, and now a decade later, this critical program can once again recognize, preserve, and enhance selected roads throughout the country.

- Federal Government Affairs Manager Daniel Hart attended a Transportation Stakeholders Meeting convened by Representative Earl Blumenauer (OR). The main topic of discussion was S. 2032, America’s Transportation Infrastructure Act. This legislation was passed unanimously out of the Senate Committee on Environment and Public Work (EPW) in late July. Senator Tom Carper (DE), the Ranking Member of EPW, spoke to the group about this legislation.

- ASLA signed onto two stakeholder letters to support transportation and national parks. The first letter, sent to Representative Troy Balderson (OH), was signed by the Ohio Chapter and other Ohioan organizations asking the representative to lead the House sponsorship of S. 1098, the Transportation Alternatives Enhancements Act. The second letter, addressed to Senate Subcommittee on Interior, Environment, and Related Agencies Chairwoman Lisa Murkowski (AK) and Ranking Member Tom Udall (NM), was sent on behalf of the National Parks Second Century Action Coalition asking the senators to increase funding for national parks.
A year has passed since the Land and Water Conservation Fund’s (LWCF) expiration, and thanks to your advocacy, Congress reauthorized the program earlier this year. However, LWCF is authorized to be funded at $900 million annually, but the program has only received full funding twice in its more than 50-year history. Take action on the iAdvocate Network and tell Congress they must fully fund this critical program!

Finance, Meetings, and Business Operations

Which schools will be represented in Miami at the 2020 Conference on Landscape Architecture? Registration for the Alumni Tailgate is underway with 30 schools signed up to participate. Sixty complimentary student registrations will be available for best in school spirit or best design/decorated space. Cost to participate is $350.

The 2019 EXPO in San Diego has 343 exhibitors signed up with revenue totaling 99 percent of the budget and pacing in line with the prior year.

The 2019 LAM advertising contracts represent 99 percent of the budget.

Landscape Architecture Magazine

On September 23, LAM Editor Brad McKee introduced Gerdo Aquino, FASLA, the firmwide CEO of SWA Group, to open a presentation Aquino gave as part of the National Building Museum’s Spotlight on Design series.

Public Relations and Communications

On September 20, ASLA and its chapters participated in PARK(ing) Day. ASLA National partnered with our neighbors Lee & Associates to design a climate change-themed parklet with activities to encourage passersby to visit Smart Policies for a Changing Climate Exhibition. ASLA chapters also participated in the event using #ASLAParkingDay approximately 300 times. You can see some of the chapters’ parklets here.

Public Relations developed a new outreach toolkit for professional award winners to help recipients in the program generate positive media coverage, provide marketing ideas, and ultimately support the work of the winning firm and the profession of landscape architecture. The toolkit is part of a comprehensive suite of assets being developed to enhance the ability of ASLA and the winners themselves to employ the awards as more effective tools for public awareness.

Member and Chapter Services

The student back-to-school campaign wrapped up its promotional dues rate offer, promoting $49 membership for new student members in September. In September, ASLA gained 93 new student members, compared with 64 new members in 2018. Chapters are encouraged to continue to work with their local student chapters to promote ASLA membership, welcome students and faculty back to school, and share their experiences on the CPC basecamp page.

ASLA hosted its monthly Ask Me Anything webcast for emerging professionals on September 26, featuring Signe Nielsen, FASLA. This edition has garnered 633 viewers at press time, the most views thus far in 2019. One question asked was what ASLA means to the profession? In reply, she stated, “At the national level, what National does for us is advocacy. I don’t think it’s that obvious the importance of what National does, but I went down this June to help National advocate for the climate
change agenda in Congress and they are very effective.” She also spoke of the importance of getting involved at the chapter level and the value of the “phenomenal” Landscape Architecture Magazine.

**Education and Practice**

- ASLA’s diversity summit community released the [2019 Diversity Summit Report](#), which examines issues that African American, Latinx, Native American, and other underrepresented groups face in the landscape architecture profession, as well as recommendations for ASLA’s diversity, equity and inclusion work.

- Professional Practice hosted the [Annual Conference Education Advisory Committee](#) in Washington, D.C., September 20-21. President-Elect Wendy Miller, FASLA, chaired the two-day meeting, during which committee members discussed emerging trends in professional development and possible session topics to champion through the Call for Presentations. Incoming President-Elect Tom Mroz, FASLA, also participated in the meeting.

- The [Ecology & Restoration PPN](#) leadership team invites you to a discussion on novel ecosystems on Friday, October 4 at 12:30 p.m. EDT. This webinar brings together landscape architects and ecologists to unravel the nuances of novel ecosystems as a conceptual framework, and the implications for work in restoration, conservation, and design. [Register here](#).

**Marketing and Development**

- ASLA staff participated in the [National Recreation and Parks Association (NRPA)](#) Conference where the team was able to make contact and establish relationships with potential exhibitors and potential members.

- Marketing entered into a new media partnership with the [Architecture’s Newspaper](#), which will promote ASLA’s conference on their Facebook page, Instagram, Twitter and website.

**Deadlines and Reminders**

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