October 23, 2019

Highlights!

- President Shawn Kelly, FASLA, will be taking questions on the upcoming ASLA Ask Me Anything webcast on ASLA’s Facebook page, October 31 at 3 p.m. EDT.

- On October 30, the National Building Museum in Washington, D.C., will present the 2019 Vincent Scully Prize to Elizabeth Meyer, FASLA, Merrill D. Peterson co-director and professor of landscape architecture at the University of Virginia School of Architecture. The prize was established in 1999 to recognize exemplary practice, scholarship, or criticism in architecture, historic preservation, and urban design. A public program celebrating the award will include a conversation with Thaisa Way, FASLA, program director of garden and landscape studies, Dumbarton Oaks Research Library and Collections.

- ASLA is hosting a Student Climate Crisis Forum at this year’s conference on November 15. The Student Advisory Committee and Associate Advisory Committee are taking the lead to develop the framework for this discussion. Students are encouraged to share their thoughts and priorities with national leaders and the ASLA Climate Change Subcommittee. A virtual opportunity to participate in this outreach will be launched following the in-person forum.

- The annual conference app was officially released yesterday to registered attendees via email. The app offers attendees and exhibitors technology to connect and experience the show from the convenience of their mobile devices. You may download the app here.

- This week, Federal Government Affairs released the Federal Active Transportation Resources Guide. ASLA worked with the Federal Highway Administration’s Office of Human Environment to create this extensive resource with its cutting edge active transportation guides, tools, and performance measures. Landscape architects are urged to use these resources to help keep the profession in the lead on active transportation projects.

Leadership Visits

- President Shawn Kelly, FASLA, will be the keynote speaker at the Michigan Chapter on Friday. Kelly will be discussing the state of the profession, high performance landscapes, and the value of membership in the Society. In addition to his keynote, Kelly will participate in the chapter awards ceremony.

- President-Elect Wendy Miller, FASLA, was the keynote speaker at the Arkansas Chapter’s conference on October 12. Miller presented on ASLA’s national priorities, advocacy and licensure, climate change, the value of membership, and the upcoming annual conference in San Diego. Miller also spoke to the University of Arkansas student chapter about professional practice and her public sector work in transportation.

- Immediate Past President Greg Miller, FASLA, spoke at Cal Poly Pomona on Monday and Tuesday. 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 over breakfast to discuss their successes and other topics.
Government Affairs

- The deadline to apply for the 2020 Licensure & Advocacy Grant Program is October 31 at 11:59 p.m. (PDT). The redesigned grant program will support and promote proactive state-level chapter advocacy activities, achieve greater fiscal accountability, 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. Chapters can apply now!

- Last week, ASLA and CLARB held a fourth-quarter web summit, which included an overview of the 2019 ASLA/CLARB Chapter/Board Relationship Survey results and a discussion of the 2020 Licensure and Advocacy Grant Program. Several participants also shared their recent chapter/board engagements, site tours, and state advocacy day efforts and successes. A recording of the web summit will be available for on-demand viewing.

- ASLA participated in the American Society of Civil Engineers Annual Convention, where Federal Government Affairs Manager Daniel Hart was part of a panel highlighting landscape architecture and the benefits of interdisciplinary collaboration. The panel, Rethinking the Shoreline in Urban Waterfronts, highlighted the National Aquarium's ASLA award-winning floating wetlands project in Baltimore’s Inner Harbor.

- Last week, the Future of Transportation Caucus was formed in the House by Representatives Ayanna Pressley (MA), Mark Takano (CA), and Jesus Garcia (IL). They were joined by 16 of their colleagues to launch the caucus, which is dedicated to creating a vision for the future of transportation with a focus on equity, access, and sustainability. The caucus’ priorities closely align with the values of landscape architects, so take action by asking your Representative to join the caucus!

- ASLA signed onto two stakeholder letters to support transportation and national parks. The first letter, sent to House Committee on Transportation and Infrastructure Chairman Peter DeFazio (OR) and Ranking Member Sam Graves (MO), asks the legislators to strengthen provisions from S. 2302, America’s Transportation and Infrastructure Act, to increase access and safety when drafting the House version of the bill. The second letter, sent on behalf of the National Parks Second Century Action Coalition, was addressed to the Senate Appropriations Subcommittee on the Interior, Environment, and Related Agencies, requesting increased appropriations for the National Park Service.

Education and Practice

- Tomorrow, Career Discovery and Diversity will host the webinar Designing for Inclusion: Forming a Diversity, Equity & Inclusion Committee in Your Local ASLA Chapter, when Alisha Kwon Hammett, ASLA, and Carl Runge, ASLA, co-chairs of the ASLA Colorado Diversity, Equity & Inclusion (DEI) Committee, will share their experience establishing the committee and show how their DEI initiative can inspire positive change in the profession and other ASLA chapters.

- At this year’s conference, a record number of members from ASLA’s diversity summit community are presenting education sessions. Announcements have been made throughout ASLA and the professional landscape architecture community. In addition, a special career discovery and diversity event, Achieving Diversity, Inclusion and Equity, a Panel Discussion, has been added to the conference agenda. This panel is the result of a yearlong engagement with the Black Landscape Architects Network (BlackLAN) and will be led by BlackLAN organizer Glenn LaRue Smith, ASLA.
The Landscape Architectural Accreditation Board (LAAB) fall semester accreditation visits continue with an initial accreditation visit taking place at South Dakota State University (BLA) October 6, a renewal of accreditation visit at Polytechnic University of Puerto Rico (MLA) October 13, and a renewal of accreditation visit at West Virginia University (MLA) this week.

Today, the Urban Design PPN will host the webinar, Healthy Communities: Integrating Urban Design and Public Health, with Maren McBride, ASLA, Berger Partnership, and Michelle Eichinger, Clemson University, offering 1.0 PDH (LA CES/HSW). On October 29, the Digital Technology PPN will host the webinar, OLIN LABS: Research and Design Technology in Practice. Yadan Luo, ASLA, Nate Wooten, Associate ASLA, and Rebecca Popowsky, OLIN, will share how OLIN’s Tech Lab is responsible for the development and stewardship of custom design technology and workflows for landscape architecture, from parametric design and visualization workflows to mapping, analysis, and communication.

The Digital Technology PPN leadership released the PPN survey results, providing a detailed picture of the current state of software use in the profession, and an analysis of how software usage varies across the discipline. The Digital Technology and Education & Practice PPN leadership will collaborate to present the results in the PPN Live session, PPN-014 - Digital Technology and Impacts to Education: The Emerging Workforce, during the conference.

On October 15, Kurt Culbertson, FASLA, and James Stickley, ASLA, hosted a rebroadcast of the 2018 annual meeting education session, “The Lungs of the City: Landscape Design for Air Quality,” followed by live Q&A for almost 300 participants. This free member-only webinar offered 1.0 PDH (LA CES/HSW). Culbertson will be presenting part two of this presentation, SAT-A03 - I Can See Clearly Now – Landscape Design for Air Quality, at this year’s conference.

The recorded presentation of “QuickBooks for Small Business Owners in Landscape Architecture” with SuLin Kotowicz, ASLA, is now available in the Business Management section of the ASLA Business Toolkit website. Additional resources, including responses to questions asked during the Q&A portion, are also available.

Finance, Meetings, and Business Operations

The Conference on Landscape Architecture is reporting 98 percent of the budget. Registration and ticket revenues reached 93 percent of goal at the conclusion of the advance rate deadline last week while exhibit and sponsorship sales are 101 percent of goal. Please note that registration and ticket sales will continue through the conclusion of the conference. Four hotels and seven field sessions are sold out.

The alumni tailgate now has 31 schools participating. There’s still time to join us! Register your school by November 8. Sixty student registrations to the 2020 annual conference in Miami will be awarded during the event.

Landscape Architecture Magazine

Senior Editor Jennifer Reut attended the Society of Environmental Journalists annual conference October 9-12 in Fort Collins, Colorado. On October 16, Reut also attended an Apple News seminar sponsored by the American Society of Magazine Editors on ways smaller publishers can push their content through to the platform’s 90 million readers.
Marketing and Development

- Resource Development is following up on outstanding pledges for the Center for Landscape Architecture. If you have any questions about your pledge, please contact Judy Mehlman.

Deadlines and Reminders

- The next ASLA Ask Me Anything webcast will be held October 31, at 3 p.m. EDT.

- The deadline to apply for the 2020 Licensure & Advocacy Grant Program is October 31, at 11:59 p.m. (PDT).

- The Leadership Calendar can be accessed on the web.