**December 12, 2019**

**Highlights!**

- **Thanks To Your Help!** ASLA drafted and sent a letter to members of the 2019 United Nations Climate Change Conference, or COP 25, as they met in Madrid, December 1-14. The letter, addressed to Patricia Espinosa, Executive Secretary of the United Nations Framework Convention on Climate Change, encourages COP 25 participants to keep working on green climate solutions for all and to apply the findings of multiple reports stating that green infrastructure is one of the best tools we have to fight the ravages of climate change. Over 2081 landscape architects and others from across the nation signed onto the letter – exceeding ASLA’s goal of 1899 signatures.

- **Great News!** Yesterday, the House of Representatives passed the ASLA-supported H.R. 3115, the Living Shorelines Act, as part of the Tribal Coastal Resiliency Act - Coastal and Great Lakes Communities Enhancement Act. This legislation creates the Living Shorelines Grant Program to assist localities, states, and nongovernmental organizations with developing, implementing, and monitoring green and nature-based infrastructure that mitigates the effects of climate change along our shorelines. The measure passed by a vote of 262-151. ASLA Government Affairs worked with Congress to author this legislation, and with help from member advocacy this legislation is one step closer to becoming law.

The Marketing team launched the ASLA Fund’s “End-of-Year Campaign.” It’s not too late to donate, and donations are tax deductible! The team is now laying out the schedule and ideas for its spring campaign to start in March.

- One of ASLA’s highest honors for a non-landscape architect, the Olmsted Medal, was presented to Sen. Sheldon Whitehouse (R.I.) in his Capitol Hill office on Dec. 4. The ceremony was attended by Ron Henderson, FASLA, Tanya Kelley, and Thaisa Way, FASLA, as well as Roxanne Blackwell, Hon. ASLA, and Curt Millay, ASLA, the Society’s Acting Co-Executive Vice President/CEOs. During the presentation, Sen. Whitehouse praised the work landscape architects do to combat climate change and reiterated his commitment to advancing the issue in the Senate. He also issued a statement that said, “It’s an honor to accept the Olmsted Medal from the American Society of Landscape Architects. Landscape architects see the effects of climate change up close every day. I’m working to protect the environment and the businesses that rely on our natural resources from the worst effects of climate change.”

- As part of the WELL program, ASLA hosted the testing team from the Green Business Certification Inc. to collect data for the WELL Building Standard Performance Verification. Data collection covered each of the WELL concepts: air, water, nourishment, light, fitness, comfort, and mind. ASLA is seeking a WELL Silver certification for the Center.

**2019 Conference on Landscape Architecture**

- During the annual conference, Wendy Miller, FASLA, was installed as ASLA president at the President’s Dinner on Monday evening; Tom Mroz, FASLA, will serve as President-Elect. Mroz also served on the Executive Committee for two years as the VP of Finance. Immediate Past President Shawn T. Kelly, FASLA, will serve an additional year on the Executive Committee. Also installed were incoming VPs Jeanne Lukenda, ASLA, Communications; Keven Graham, FASLA, Government Affairs; and Marq Truscott, FASLA, Education.
A special thanks to Past President Greg Miller, FASLA; Vice Presidents Eugenia Martin, FASLA, Government Affairs; Lake Douglas, FASLA, Education, and Haley Blakeman, ASLA, Communications; for their service on the Executive Committee. Vice Presidents Kona Gray, FASLA, Professional Practice; Dennis Nola, ASLA, Membership; and SuLin Kotowicz, ASLA, Finance, will continue their service for another year.

Preliminary financial results from the 2019 ASLA Conference on Landscape Architecture in San Diego shows that more than 6,000 people attended the conference, exceeding the revenue budget three percent. The conference featured 106 education sessions, 12 field sessions, 6 deep dive sessions, 3 workshops, and 2 general sessions, and included over 350 speakers contributing to the program’s success. More than $6,000 was donated by attendees to offset carbon attributed to travel to San Diego. The donations will go to The Cuyamaca Rancho State Park Reforestation Project.

On November 15, students and emerging professionals took part in the Student Climate Crisis Forum in San Diego. Moderators Kene Okigbo, ASLA, Robynne Heymans, Associate ASLA, and Past President Vaughn Rinner, FASLA, invited comments from students on ways to work with ASLA on the climate crisis. Members from the Climate Change Subcommittee were in attendance, and will work with ASLA staff to continue student engagement.

The annual Professional Practice Network (PPN) meetings, held in PPN Live on the EXPO floor, once again hit record attendance with over 700 participants. The Campus Planning & Design PPN and Sustainable Design & Developments PPN presentations both had over 100 attendees. Four PPN meetings offered 1.0 PDH (LA CES / HSW). PPN highlights from the conference can be found in The Field.

Nearly 30 exhibitors participated in the PPN “Explore the Floor” sessions, hosting short educational presentations on 10 60-minute guided walks of the EXPO floor focusing on PPN topic areas. The tours offered the opportunity to learn how new services and industry trends can assist in creating successful design projects. Almost 280 participants earned 1.0 PDH (LA CES / HSW) for each.

The LAM editorial team had productive “Meet the Editor” sessions at the conference. Along with colleagues from The Dirt, Topos, the Landscape Architecture Podcast, and Ocean Home, the appointment slots were fully booked for all EXPO hours.

LAM Editor Brad McKee moderated a Friday session, “Solving for Resilience: A Multi-Faceted Approach,” with Prentiss Darden, ASLA, of Sherwood Design Engineers, Raghveer Vinokollu of Munich Re, and Guy Nordenson of Guy Nordenson and Associates on the impact bond ratings and other public finance instruments are having on efforts to plan and develop cities in the context of climate breakdown.

Five exhibitors each led one-hour Learning Labs on the EXPO floor, tapping into the knowledge of companies that are transforming the future of our industry. Over 440 attendees took advantage of these sessions, earning 1.0 PDH (LA CES/HSW) for each.

On November 18, the Women in Landscape Architecture Walk, organized by Kathleen Brand, ASLA, of the San Diego host chapter, had more than 100 participants. The morning walk highlighted projects in downtown San Diego, including the Martin Luther King, Jr. Promenade, Pantoja Park, Horton Plaza Park, and others.
During the meeting, the Board of Trustees reviewed and approved the FY 2020 Annual Operating Plan and FY 2020-21 Operating and Capital Expense Budgets; participated in two breakout groups to discuss the value of membership and the website redevelopment; convened the ASLA Fund; and approved revisions to the ASLA Policy on Discrimination.

Government Affairs

The House Select Committee on the Climate Crisis is charged with preparing a report of policy recommendations to address the climate crisis. Recently, ASLA sent a letter urging the committee to: include the policy recommendations contained in ASLA’s Smart Policies for Changing Climate report; require the use of green infrastructure and nature-based solutions as a cost-efficient and highly effective tool in combatting the climate crisis; and recommend policies that address environmental justice, equity, and inclusion in its final report.

In 2019, ASLA State Government Affairs tracked over 300 bills associated with occupational licensing, covering categories including deregulation, reciprocity, and reducing barriers to licensure. These reform proposals are expected to continue and to increase in number with the start of the 2020 state legislative session. Of particular note, during the 2019 legislative year, landscape architecture sunset reviews and legislative licensure extensions were successful in Alabama, California, and New Mexico. If you would like to discuss your chapter’s potential 2020 licensure issues, please contact State Government Affairs Director Elizabeth Hebron and State Government Affairs Manager Bradley Rawls.

Finance, Meetings, and Business Operations

The Alumni Tailgate event at the San Diego conference included 38 participating schools. The following schools received complimentary registrations to send students to attend the 2020 ASLA Conference on Landscape Architecture in Miami: Best School Spirit, Texas A&M, Utah State, and University of Arizona. For Best Design: University of California, Davis, University of New Mexico, and Illinois Institute of Technology. Congratulations to the 2019 winners and all schools that participated in the Alumni Tailgate event.

The 2019 LAM advertising contracts reached 100 percent of the budget. The totals are in line with the prior year.

Presales for the 2020 EXPO in Miami started off with a splash selling over 70 percent of the booths while still in San Diego.

President Wendy Miller, FASLA, ASLA national staff, and the Florida Chapter kicked off planning for the 2020 Conference on Landscape Architecture in Miami on December 4. The kick-off included a meeting with Field Session Committee co-chairs, Rituparna Simlai, ASLA, and Deena Bell.
Llewellyn, ASLA, and host chapter co-chairs, Emily O’Mahoney, FASLA, and Jose Alvarez, ASLA, along with an evening reception during which members were invited to sign up for host chapter volunteer efforts.

**Member and Chapter Services**

- The 2019 Fall CPC meeting focused on the **18,000 by 2025 Membership Campaign** and key aspects of operating a chapter. Workshops focused on delineating chapter versus national responsibilities for supporting the membership campaign and chapter succession planning.

- The **ASLA Conference on Landscape Architecture** included several important initiatives serving emerging professionals. More than 150 student and associate members attended the Emerging Professionals Reception, sponsored by ANOVA. In the EXPO, the Emerging Professionals Portfolio Review was booked solid with over 60 portfolio reviews and all of the JobLink Live booths were sold out.

- The **ASLA LARE Prep Committee** held two review workshops on November 15 in San Diego. The first session provided an overview of what to expect, covered the exam content for Sections 1-3, and featured a panel of recent exam-takers to share their study and test-taking experiences. The afternoon session focused on Section 4, with detailed information on the content, including grading and drainage skills.

**Public Relations and Communications**

- Several large media outlets covered ASLA’s Conference on Landscape Architecture, from local coverage in outlets like the *San Diego Metro*, to national media like *Houzz*, to international coverage, including this interview with President Wendy Miller in *Topos*.

- With the U.N.’s **COP 25 Climate Summit in Madrid** underway, the PR & Communications department is reaching out to a variety of audiences to announce ASLA’s support for the meeting, the work landscape architects are doing to combat climate change, and how landscape architects can provide #ClimateSolutionsforAll. Social media posts across ASLA’s platforms are amplifying the message to a broad professional and public audience.

- ASLA 2019 summer communications intern Ian Dillon, Student ASLA, covered multiple sessions at the conference for *The Dirt*, writing posts that received more than 4,000 pageviews.

- Senior Communications Manager Jared Green interviewed Patricia O’Donnell, FASLA, Meg Calkins, FASLA, and Kotchakorn Voraakhom, International ASLA, at the conference; interviews will be posted on asla.org over the coming weeks.

- The RFP for a new ASLA.org and LandscapeArchitectureMagazine.org was sent to 18 web design firms. Eleven firms submitted qualifications; six to seven firms will be selected to participate in the second phase to prepare prepare detailed cost estimates.

**Landscape Architecture Magazine**

- **LAM** is excited to welcome a new production editor. Leah Demijian brings excellent experience in design publishing, including the magazine *Architect*. Leah will report to the magazine’s copy chief, Lisa Schultz, when she begins work on January 6.
The January issue of LAM went to press earlier this week. The cover features the work of Ecosign, a design firm specializing in ski slopes and resorts worldwide.

Marketing and Development

**ASLA Fund Donations!** ASLA has **collected over $60,000 in pledges for the ASLA Center for Landscape Architecture** and thanks everyone whose donation has helped ensure that ASLA’s headquarters is a tangible expression of the profession’s core values. The newly remodeled building was **certified LEED Platinum** earlier this year, has been **Energy Star-certified for many years** now has a **700-gallon cistern** to capture any **stormwater runoff from the green roof**, and has organic or recycled materials in its new design. If you have any questions about your pledge, please contact Development Coordinator Judy Mehlman.

The Marketing team launched the ASLA Fund’s “**End-of-Year Campaign.**” So far, **$21,000 has been raised**, which **includes a $5,000 match each from Confluence, BrightView, and Smith Group.** It’s not too late to **donate**, and **donations are tax deductible**! The team is now laying out the schedule and ideas for its spring campaign to start in March.

Surveys were recently sent to gauge conference attendee and exhibitor satisfaction levels. An initial review of the data (with **95 percent confidence level**) shows that over 90 percent of attendees and exhibitors rated the conference as good or very good.

**LAM** ads have been designed to promote purchasing Miami exhibition booth space, as well as for other revenue generating programs and services. Emails were sent to advertisers to encourage purchasing ad space. If you know anyone who might be interested in advertising please contact the **ASLA Sales team**.

Education and Practice

ASLA Education and Federal Government Affairs staff met with **Robert Noyce/Ellen Lettvin STEM Education Fellow Patti Curtis at the U.S. Department of Education** on Tuesday to formally establish a relationship, demonstrate that landscape architecture is a STEM discipline, and better understand STEM efforts within the U.S. Department of Education.

The **Landscape Architectural Accreditation Board (LAAB)** is still seeking input on revisions to the LAAB Accreditation Standards. Interested individuals are asked to **submit comments and revisions on or before December 15**.

Career Discovery and Diversity Manager Lisa J. Jennings met with **Phelps Architecture, Construction, Engineering High School** in Washington, D.C., to understand ways ASLA can support their programming in 2020. This effort will help develop a resource for members that demonstrates how to create partnerships with local design high schools to engage and recruit students.

ASLA Education staff met with **Dr. Hazel Edwards, Chair of Howard University’s Department of Architecture**, to explore the addition of landscape architecture to their curriculum in 2020.

Recent promotions of ASLA’s **Scholarships and Fellowships webpage** have resulted in the identification of six new scholarships.

**The Call for Presentations for the 2020 Conference on Landscape Architecture** in Miami is open. Proposals are due by January 23, 2020. To coordinate proposals and network with potential
speakers, submitters are encouraged to use the Call for Presentations Google group. Additional proposal resources are available through the CFP website.

- Attendees can access their professional development attendance certificates and complete education session evaluations by logging in to the CEU Manager website.
- The Professional Practice team finalized post-conference professional development attendance reporting to the Florida State Licensing Board ahead of the November 30 deadline.

The Historic American Landscapes Survey (HALS) Subcommittee of the Historic Preservation PPN, led by Chris Stevens, ASLA, met on November 16. In addition to reviewing the annual reports of the ASLA HALS Chapter Liaisons, the winners of the 2019 HALS Challenge: Historic Streetscapes were announced, including Teresita M. Del Valle, ASLA, who won first place for her documentation of Puerto Rico’s Carretera Central; Allison A. Crosbie, ASLA, who won second place; and Rebekah Lawrence, Associate ASLA, who won honorable mention. The theme for the 2020 HALS Challenge will be Vanishing or Lost Landscapes. More detailed information on the 2019 winners and 2020 theme will be shared on The Field within the next few weeks. Following the conference, the map of documented HALS sites on ASLA’s website was updated. There are 881 landscapes on the list, compared to 450 sites at the start of 2014, when the list was first made available on the ASLA website. The documented landscapes map include links to the documentation housed by the Library of Congress.

Information and IT

- Work continued archiving old ASLA web pages and blogs offline where they will remain accessible, but can be deleted from the website before ASLA.org migrates to a new web server.

Deadlines and Reminders

- **December 15:** LAAB is still seeking input on revisions to the LAAB Accreditation Standards. Interested individuals are asked to submit comments and revisions.

- **January 23, 2020:** The last day for The Call for Presentations for the 2020 Conference on Landscape Architecture in Miami.

- The **2020 call for nominations to the ASLA Council of Fellows (COF)** is now open. Nominations will be accepted until Friday, January 31, 2020 via the online submission portal. Check out the Council of Fellows website for information on:
  - Categories of nomination
  - Category-specific nomination templates
  - Sample nominations using the new templates
  - A recorded webinar on nomination preparation

All chapters received lists of eligible members for nomination earlier this summer. If you did not receive a list, did not see a name you expected to see, or have any other questions at all about the process, please contact Curt Millay.

- The **Leadership Calendar** can be accessed on the web.