January 23, 2020

Highlights!

- On January 15, Representatives Doris Matsui (CA), John Sarbanes (MD), and Jeff Fortenberry (NE) introduced H.R.5615, The Residential Energy and Economic Savings (TREES) Act. This bipartisan legislation incentivizes tree-planting programs that bring down energy consumption while sequestering excess carbon that exacerbates the climate crisis. It also pays special attention to environmental justice and equity concerns by giving priority to projects in underserved and disadvantaged areas. Government Affairs helped Reps. Matsui and Sarbanes draft this legislation and target original sponsors. They will continue to work with legislators to move this bill forward and to get companion legislation introduced in the U.S. Senate.

- Marketing and Development continue to collect on pledges to the ASLA Fund for the ASLA Center. As of yesterday, $17,615 has been collected in January alone, for a total $105,582 in just four months! This leaves an outstanding balance of $73,079. Please contact Development Coordinator Judy Mehlman if you have any questions about pledges or to donate to the Fund.

- The Presidents Council met in Raleigh, NC, on January 9 and 10 to discuss how the seven organizations can work together on climate change mitigation, increasing diversity in the profession, addressing threats to professional licensure, increasing enrollment in academic programs, among other topics. The Presidents Council is comprised of representatives from ASLA, CELA, CLARB, CSLA/LACF, LAAB, and LAF.

- On January 13, President Wendy Miller, FASLA, moderated a panel discussion, “New Mobility and the Design of Our Cities,” on how new mobility services and technologies are impacting our cities and transportation design decision making. Forty attendees participated in the event at the ASLA Center, which offered one hour of LA CES, AIA, and AICP continuing education. Panelists included Deputy Director of Landscape Architecture Ken Ray, ASLA, Toole Design; Nico Larco, AIA, Urbanism Next Center director; and Sakina Khan, deputy director for citywide strategy and analysis at the D.C. Office of Planning.

- The deadline for the Call for Presentations for the 2020 ASLA Conference on Landscape Architecture in Miami Beach is January 23 at 11:59 pm PT.

- The last day for the 2020 call for nominations to the ASLA Council of Fellows is January 31. Please use the online submission portal. All chapters received lists of eligible members for nomination last summer. If you did not receive a list, did not see a name you expected, or have any other questions at all about the process, please contact Curt Millay. For more information, check out the Council of Fellows website for the following information: categories of nomination; category-specific nomination templates; sample nominations using the new templates; and a recorded webinar on nomination preparation.

- Nominations for 2020 ASLA Honors are now open! Categories for nomination include: ASLA Medal, ASLA Design Medal, Community Service Award, Jot D. Carpenter Teaching Medal, LaGasse Medals, Landscape Architecture Firm Award, Landscape Architecture Medal of Excellence.
Olmsted Medal
Emerging Professional Medal

- ASLA has introduced the **Emerging Professional Medal** to recognize the outstanding and innovative contributions of emerging leaders in the field. The new category will recognize an individual in the early stages of their career who has demonstrated exceptional leadership and considerable contribution to the profession of landscape architecture, the prospective recipient’s community, and/or a firm or design team. To be eligible, the individual must be within the first 10 years of their career and have a degree from a landscape architecture program recognized by ASLA. Nominations for this category **are now being accepted** and the deadline for nomination submission is February 7.

- Nominations are also open for **ASLA Honorary Membership**. The submission deadline for all nominations is **February 7**. Visit the above links for more information.

**Government Affairs**

- ASLA officially announced its membership in the Alliance for Responsible Professional Licensing (ARPL), by means of a press release, the Government Affairs iAdvocate Network, and Twitter. By bringing together the combined influence of several professional organizations of advanced professions, ARPL aims to educate lawmakers and the public on the rigorous professional standards needed to safely practice highly technical professions, as well as inform policy makers that our professions have responsible licensing models that are working and already address many of the outcomes deregulation bills seek.

- By the end of January, 36 states will have convened their legislative session, with occupational licensing once again occupying state lawmakers’ time. For a majority of the states, 2020 is the second year of their biennium legislative sessions. As of yesterday, State Government Affairs is tracking 110 occupational licensing bills. While many of them carried over from 2019, Government Affairs continue to see introduced legislation addressing licensure mobility, including bills targeting the mobility needs of military spouses, and bills restricting the use of prior criminal history in the granting of licenses. Additionally, troubling bills such as Consumer Choice Acts continue to be introduced—such as **West Virginia SB 218**.

- Federal Government Affairs Manager Daniel Hart and State Government Affairs Manager Bradley Rawls attended the 10th Annual Complete Streets Dinner. This event takes place during the annual meeting of the Transportation Research Board and brings together top professionals and members of the National Complete Streets Coalition, of which ASLA is a founding member. Founder and former chair of the Transportation Equity Caucus Anita Coazr spoke on equitable development, community planning, and transportation equity.

**Finance, Meetings, and Business Operations**

- CFO Mike O’Brien, Hon. ASLA, and the Accounting staff are reporting a 2019 operating profit!

- ASLA **hosted the auditors this week** as they performed planning and risk assessments as a part of the 2019 financial audit. Everything is moving toward a fieldwork start date of February 18.

- The **Audit and Finance and Investments Committees** held a conference call to discuss committee orientation and the 2019 financial results.
**Member and Chapter Services**

- At year-end, ASLA membership showed modest growth in the full membership category, which accounts for two-thirds of all members. However, the decline of the pipeline of emerging professionals remains a cause for concern, resulting in a 2.2 percent drop in overall membership in 2019. ASLA is meeting the industry standard for overall retention, demonstrating that new member acquisition is the key to sustaining and growing membership.

<table>
<thead>
<tr>
<th>Member Type</th>
<th>12/31/18</th>
<th>12/31/19</th>
<th>Change (%)</th>
<th>Retention Rate (%)</th>
<th>Retention Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>10,682</td>
<td>10,716</td>
<td>0.3</td>
<td>88.5</td>
<td>91</td>
</tr>
<tr>
<td>Associate</td>
<td>1,171</td>
<td>982</td>
<td>-16.1</td>
<td>70.4</td>
<td>75</td>
</tr>
<tr>
<td>Student</td>
<td>1,380</td>
<td>1,384</td>
<td>0.3</td>
<td>49.0</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td>14,498</td>
<td>14,175</td>
<td>-2.2</td>
<td>81.0</td>
<td>80</td>
</tr>
</tbody>
</table>

- ASLA is gearing up for the second annual ASLA Portfolio Review Week, February 17-21, pairing seasoned professionals with students and emerging professionals for virtual reviews. If you are interested in serving as a reviewer, please fill out this [short form](#). An announcement to students and emerging professionals will be released next week.

**Public Relations and Communications**

- Press releases were sent to the media on the [introduction of the TREES Act in Congress](#); the announcement of the [new Emerging Professionals Medal](#); opposition to Trump Administration attempts to weaken the National Environmental Policy Act; and ASLA’s new membership in the [Alliance for Responsible Professional Licensing](#).

- ASLA partnered with online platform Ticco on a [podcast in their Shaping Cities series](#), featuring Cindy Zerger, ASLA, who is interviewed about the roles landscape architects play in shaping urban environments.
Marketing and Development

- LAM ads have been designed to “Save the Date” for the early bird registration opening April 21, as well as for other revenue generating programs and services. Emails were sent to advertisers to encourage the purchase of ad space. If you know of anyone who might be interested in advertising, please contact the ASLA Sales team.

- Marketing, in collaboration with the sales team, is revising the sponsorship offerings for the 2020 annual conference. The Marketing website is being updated to reflect the “four paths to connect with landscape architects,” available for exhibitors and advertisers.

Education and Practice

- The Call for Presentations for the conference in Miami Beach closes today. Earlier this month, ASLA staff and Florida Chapter leadership hosted a webinar for field session submittal coordination and idea sharing. Host chapter leaders included Emily O’Mahoney, FASLA, and Jose Alvarez, ASLA, host chapter co-chairs and Deena Bell Llewellyn, ASLA, and Ritu Simlai, ASLA.

- The Accessibility Subcommittee of the Professional Practice Committee curated two education session proposals based on their work for an upcoming LATIS report. Both session proposals focus on accessibility guidelines, universal design, and ADA, and offer experiential components for attendees. The subcommittee is led by Emily O’Mahoney, FASLA.

- The Climate Change Subcommittee of the Professional Practice Committee held its first meeting of 2020 and reviewed the potential for future collaboration with the task forces and working groups of allied organizations, opportunities to be involved in LAAB standards revisions, and ongoing student engagement. The new subcommittee is led by Past-President Vaughn Rinner, FASLA.

- The Landscape Architectural Accreditation Board (LAAB) participated in the President’s Council meeting, January 9-10, in Raleigh, NC. LAAB Chair Joy Lyndes, ASLA; Chair-Elect Jack Ahern, Ph.D., FASLA; and Director Kristopher Pritchard provided LAAB updates, LAAB annual report data, participated in discussions around climate change and diversity equity and inclusion, and toured the North Carolina State University Department of Landscape Architecture.

- Director Pritchard met with Thaisa Way, FASLA, resident program director for garden and landscape studies at Dumbarton Oaks on January 15 at the ASLA Center to discuss opportunities to collaborate in areas of career discovery and diversity, and supporting the landscape architecture education programs throughout 2020.

- The Committee on Education (COE) meeting, led by COE Chair Maria Bellalta, ASLA, focused on opportunities to support the landscape architecture education programs throughout the year, particularly around increasing enrollment.

- Career Discovery and Diversity Manager Lisa Jennings met with Professor and Chair of Architecture Hazel R. Edwards at the Howard University College of Engineering and Architecture, as well as staff at the Phelps Architecture, Construction, Engineering High School, to establish a partnership around the development of an ASLA/landscape architecture component to their architecture education program.

- Manager Jennings led a team of internal staff in the design and development of ASLA’s new Diversity, Equity and Inclusion (DE&I) Hub, which provides quick and easy access to essential
information about ASLA’s DE&I efforts and features a range of categories, including ASLA members, programs and resources, and firm and educator leadership.

- As a special award sponsor of the 2020 Future Cities Competition, ASLA was invited to participate in a pre-event webinar for 45,000 participating students and teachers to introduce its award, the Best Integration of Nature-Powered Solutions. Diversity summit participant Andrew Sargeant, ASLA, discussed how design technology in landscape architecture could be incorporated into students’ design plans.

- Education and Government Affairs staff met with Patti Curtis, the Robert Noyce/Ellen Lettvin STEM Education Fellow at the U.S. Department of Education, to further conversations around ASLA’s attempts to secure landscape architecture as a STEM discipline on the Department of Homeland Security (DHS) list.

**Deadlines and Reminders**

- **January 23:** The last day for [The Call for Presentations](#) for the 2020 Conference on Landscape Architecture in Miami Beach.

- **January 31:** The last day for the 2020 call for nominations to the ASLA Council of Fellows.

- **February 7:** Deadline for the Honors medal, Emerging Professionals medal, and Honorary Membership.

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