**Highlights!**

- **Higher Talent, the executive search firm**, executed an exhaustive outreach and interview process with ASLA stakeholders and allied organizations to get feedback on core competencies and vision for ASLA’s new leader. They are working with the ASLA Search Committee to develop and release a position prospectus into the marketplace in the next few weeks.

- The **2021 president-elect candidates, Eugenia Martin, FASLA, and Emily O'Mahoney, FASLA,** were announced in LAND on Feb. 12. Voting opens April 28 and closes May 28. The candidates will be asked three questions during the election cycle, which will also be reported in LAND. You can find out more about the candidates here.

- **President Wendy Miller, FASLA,** hosted the **Board of Trustees winter webinar** yesterday to discuss the program and operations report for Q4 2019, provide an update on the executive search, and look ahead to the spring governance meetings.

- LAM’s February cover article, “Lethal Glass Landscapes,” by contributor Jeff Link, is getting great pickup via the website and social media. The article reports on efforts in Chicago to amend the building code by requiring bird-safe measures on building facades (articulated envelopes, fritting, etc.) and planting arrangements in or near buildings that protect or harm birds—a billion of which die in North America each year by flying into buildings. Jere Longman, FASLA, writes: “…articles like yours will, one hopes, have a significant effect on the practice of those professionals who truly care about the beauty, the essence, and the survival of the natural world.” The article details advocacy efforts by landscape architects on bird safety issues, including Ted Wolff of Wolff Landscape Architecture (which recently merged with Confluence), Trustee Brad McCauley, ASLA, of Site Design Group, and a bird-friendly design collaboration by the office of SCAPE.

- State Government Affairs is excited to announce the publication of its **ASLA Guide for Conducting a State Advocacy Day.** This guide, which can also be found on the ASLA Advocacy FAQ’s webpage, includes advice and tips on how to develop a state advocacy day that can meet your chapter’s goals and objectives. State Advocacy Days are part of the three pillars of a successful chapter advocacy program and we highly encourage each chapter to consider holding a 2020 State Advocacy Day. Please contact Bradley Rawls, State Government Affairs Manager, with any questions or requests for assistance.

- ASLA’s Executive Committee has approved the new non-standing **Climate Action Committee** (as an evolution of the Professional Practice Committee’s Climate Change Subcommittee). The elevation from subcommittee to committee emphasizes ASLA’s commitment to climate change as a key focus area. The Climate Action Committee will be included in the open call for committee members held in the summer of 2020.

- A new Basecamp 3 Team for chapter PR chairs has been created to better connect them to ASLA resources and staff, and to each other.

- A brand new concept for World Landscape Architecture Month (April), one of ASLA’s most important public awareness initiatives, will be rolled out in the coming weeks. The 2020 edition will feature opportunities for creative member and chapter participation. Stay tuned for details!
Leadership Visits

- President Miller presented the keynote speech at the New Jersey Chapter Annual Meeting on Feb. 10, where she focused on how the profession is collectively mobilizing to address the climate crisis and creating comprehensive tools and practices for the field. Miller will be returning to the Washington, D.C., area on Feb. 29 to deliver the keynote presentation at the Maryland & Potomac ASLA Annual Conference.

- On February 3, Immediate Past President Shawn Kelly, FASLA, was in Lexington, Kentucky, to deliver a keynote talk to the students, assembled faculty, and members of the Kentucky ASLA Chapter. Held at the University of Kentucky, the topic of his presentation was, “Adaptive Response to a Changing Environment.” Topics touched on the culture of site, stormwater, cognitive responses to exposure to green space, multiple use and high performance landscapes, and connections with ecology, culture, and health. The students were challenged and encouraged to think of themselves as agents for a positive change that will affect many lives. Following the talk, Kelly met with faculty and students at a casual social event to continue the conversation.

- President Kelly will also be visiting the University of New Mexico Student Chapter in Albuquerque on February 24 and presenting at the Twin States conference in Tupelo, MS, on March 6, where the theme is “The Future of the Profession.”

- Membership VP Dennis Nola, FASLA, is attending the Wisconsin Chapter meeting today and the New York Upstate Chapter, February 29. VP Nola will be reprising his membership campaign speech “Are You All In?” given at the last Chapter Presidents Council meeting.

Government Affairs

- As of yesterday, State Government Affairs is tracking nearly 170 occupational licensing bills in 33 states. We continue to see legislation focused on licensure reciprocity of military members and their spouses, and bills restricting the use of prior criminal history in the granting of licenses, as well as a broadening of the licensure reciprocity issue into a “universal licensing” scheme. ASLA, along with our Alliance for Responsible Professional Licensing (ARPL) partners, is working on messaging that informs policymakers that the creation of a “universal” policy should not come at the cost of weakening or destroying models that currently work. ARPL is also focused on “Consumer Beware” (formally known as Consumer Choice Acts) legislation. Legislation was filed in West Virginia (SB 218) and Tennessee (HB 1945/SB 1914), but both bills are now effectively dead.

- Last week a new title act bill, HB 4765, was introduced in Illinois. The language of this “marker” bill will soon be replaced with language currently being negotiated between the Illinois Chapter, with support from ASLA National, and the Illinois Department of Financial and Professional Regulation. Virginia ASLA is currently developing an advocacy strategy to respond to an upcoming Board of Professional and Occupational Regulations (BPOR) study of the regulatory status of landscape architects. The study stems from a 2018 Joint Legislative Audit and Review Commission report, which called for BPOR to conduct a study addressing the continued need for regulating landscape architects. Exciting news from Nebraska: after seven years of persistent and sustained advocacy by the Nebraska/Dakotas Chapter, a bill to modernize the state practice act passed the legislature on February 6 and was signed into law by the governor on February 12!

- ASLA Federal Government Affairs Manager Daniel Hart attended a hearing of the House Select Committee on the Climate Crisis entitled, “Creating a Climate Resilient America: Overcoming the Health Risks of the Climate Crisis.” One of the star witnesses was former EPA Administrator and NRDC CEO Gina McCarthy, who spoke on climate change at ASLA’s conference in November.
The Trump Administration released a draft executive order requiring all new federal courthouses and federal buildings be designed in the “classical” architectural style. In response, ASLA released a statement in opposition and activated the iAdvocate network asking members to oppose this top-down order that takes community participation and local identity out of the design process. Take Action Now, if you have not already.

Finance, Meetings, and Business Operations

ASLA is in the black for 2019! The audit field work started yesterday and will continue for the next two weeks onsite. Results will be reported to the Audit Committee with final approval by the BOT at the spring meeting.

The long-term reserve currently represents 45 percent of the budget.

Attendance at this year’s conference in San Diego totaled 6,121 attendees and 352 exhibitors.

The EXPO already has 242 exhibitors committed for the Miami conference. For questions about a booth or to purchase one, please email the sales team.

LAM advertisement sales are in line with the budget. The sales team can also assist in ad placements in LAM.

Registration is now open for the 2020 Spring Meeting in Washington, D.C., April 23-25. The deadline to register for the meeting and reserve your room is March 20.

The conference team is working on the 2020 ASLA Conference on Landscape Architecture website for launch in late April.

Landscape Architecture Magazine

The March issue should arrive soon to readers. The cover feature is a profile of the Winnipeg-based offices of Straub Thurmayr and its low-cost designs assembled from salvaged materials. Accompanying features include an article on the ecological rehabilitation of Midewin National Tallgrass Prairie in Illinois and a big spread on the second phase of Hunter’s Point South by SWA Balsley. In the departments, Kofi Boone, ASLA, interviews Julian Agyeman, a Tufts University professor who concentrates on environmental justice issues; and Timothy Schuler reports on a smell-driven exhibition in downtown Los Angeles by SALT Landscape Architects. In the Back is a photo essay of the photographer Alex MacLean’s aerial documentation of climate change effects along U.S. shorelines.

On March 18, the LAM editorial staff, sales staff, production staff, and Marketing will hold a daylong retreat to take stock of the magazine’s performance, messages, and sales and marketing needs, with a focus on solidifying the story of the magazine’s mission and charting a course for future promotion.

Member and Chapter Services

ASLA’s Virtual Portfolio Review Week is February 24- March 1. Registration closed on Monday, with 76 reviewee sign-ups and 35 reviewer volunteers. Participants can expect to receive contact information for their session(s) this week.
ASLA is developing a **chapter treasurer webinar** to showcase best chapter financial practices from the Michigan and Texas Chapters. It is tentatively set for March 26, at 3:00 p.m. EDT.

The Membership and Marketing teams are working on the lapsed membership campaign, including direct mail and email contact. Chapters will be a key partner in this campaign, called upon to make personal contact to lapsed members.

The **CPC Winter Webinar** is scheduled for February 28, at 3:00 p.m. EDT. A calendar invitation for the webinar was sent to past presidents, presidents, president-elects, and executive directors. State advocacy, the new World Landscape Architecture Month campaign, and the chapter reports report-out will be covered in the webinar. Contact Membership Manager Melissa Gobrecht with questions.

The **Student Advisory Committee** is in the process of locating the contact information for a few missing student chapter presidents. The committee will begin inviting student chapter presidents to collaborate in a Basecamp 3 team.

**Public Relations and Communications**

Landscape architects and ASLA awards were featured in a lengthy piece in *Recreation Management Magazine’s January issue*.

ASLA’s statement on the administration’s executive order to impose design restrictions on federal buildings was picked up by over 40 major news organizations (*LA Times, Archinect, The Architect's Paper, CityLab, etc.*), with a cumulative potential audience of over 60 million.


The entry fee deadline for the Professional Awards has been extended until Friday, February 28. Final entry submissions are due on March 6, by 11:59 p.m. PDT.

**Marketing and Development**

*LAM* ads have been designed to “Save the Date” for the early bird registration for the Conference on Landscape Architecture, which will open on 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**.

Development continues to collect on pledges to the **ASLA Fund**. Almost $121,000 has been collected in just five months! This leaves an outstanding balance of over $55,600. Please contact Development Coordinator Judy Mehlman if you have any questions about pledges or to donate to the Fund.

Marketing is designing the spring campaign, “Students Grow Here,” which is focused on soliciting donations to allow landscape architecture students to attend the annual conference for free. This campaign will align with themes of WLAM and the broader membership campaign.

**Education and Practice**

The **Landscape Architectural Accreditation Board (LAAB)** met February 7-8, for the Winter 2020 board meeting. LAAB welcomed three new board members, Juanita Shearer-Swink, FASLA (practitioner member); Roxi Thoren, ASLA (CELA representative); and Christine Anderson, ASLA
LAAB reviewed seven renewal of accreditation programs, including Polytechnic University of Puerto Rico (MLA); Mississippi State University (BLA); Mississippi State University (MLA); North Dakota State University (BLA); University of Texas Austin (MLA); University of Wisconsin (BSLA); and West Virginia University (MLA). LAAB also reviewed two initial accreditation programs, including North Dakota State University (MLA) and South Dakota State University (BLA). The Board also approved draft revisions to the LAAB Accreditation Standards, part of its yearlong standards revision process, set to be complete by the end of this year.

- ASLA sponsored and participated in the D.C. Environmental Education Consortium (DCEEC) at the U.S. Botanic Garden on January 30. Education Director Kristopher Pritchard and ASLA Potomac Chapter volunteers provided K-12 educational resources to over 300 environmental educators in the D.C. area.

- ASLA kicked off its celebration of Black History Month with the launch of its new Diversity, Equity, and Inclusion Hub on ASLA’s website as well as events throughout the month that honor the extraordinary contributions of African American landscape architects. More information is available on ASLA’s new Black History Month webpage.

- Yesterday, ASLA sponsored and presented the special award “Best Integration of Nature-Powered Solutions” at the 2019-2020 Future City Competition in Washington, D.C. The Future City Competition engages more than 40,000 middle school students each year throughout the United States and abroad.

- The Annual Conference Education Advisory Committee (ACEAC) finished reviewing proposals for the 2020 Conference on Landscape Architecture education program. Session notifications will be shared in March.

- The Call for Game Changer Submissions for the 2020 Conference on Landscape Architecture opens this week. During these fast-paced, innovative talks, presenters will have just seven minutes to share a game-changing idea. Submitters are asked to share a short video describing their game changer. Submissions will be chosen by popular vote.

- As a member of the Smart Growth Network, ASLA participated in a January 30 work session with partner organizations to develop a policy vision describing how smart growth strategies can help communities become more resilient to changing climate conditions. The SGN aims to release the series of policy papers later this year.

- On February 12, ASLA hosted a webinar with PlanIT Impact showcasing their stormwater module, which equips landscape architects with performance and cost data on green infrastructure. ASLA members have access to a members-only discount on this module. Information can be found on ASLA’s software webpage.

- ASLA members now have access to a new member-only free PDH of the Month benefit via ASLA Online Learning. Each month, ASLA will feature one on-demand webinar at no cost to all current members. Members must register for the PDH of the Month and pass the exam during the month it is featured in order to earn professional development hours.

- Education sessions recorded during the 2019 ASLA Conference on Landscape Architecture in San Diego are now available through ASLA Online Learning. Over 40 recorded sessions from the conference are now available on-demand, including the opening and closing general sessions, which are available free-of-charge to members.
Information and IT

- The Archives and Collections Committee, led by Phillip Fernberg, ASLA, met and discussed the results of the survey on the state of chapter archives. Planning began on next steps to ensure chapter leaders have the information they need to maintain the records of their chapters.

**Deadlines and Reminders**

- ASLA's Virtual Portfolio Review Week is February 24- March 1.
- The entry fee deadline for the Professional Awards has been extended until Friday, February 28.
- The CPC Winter Webinar is February 28 at 3:00 p.m. EDT.
- The deadline to register and reserve your hotel room for the 2020 Spring Meeting in Washington, D.C., April 23-25, is March 20.
- President-elect 2021 voting opens April 28 and closes May 28
- The [Leadership Calendar](#) can be accessed on the web.