## Agenda

<p>| 1. Approval of Minutes (Zweifel/Millay) | Action |
| 2. Program and Operations Report (Somerville et al) | Information |
| 3. Finance and Investments Report (O’Brien/Townsend) | Information |
| 4. Environmental Justice PPN (Beckham/Cahill/Balon) | Action |
| 5. LAF Memorandum of Understanding | Information |
| 6. CLARB Initiatives Related to Welfare | Information |
| 7. Other Business | Information |
| 8. <strong>CLOSED SESSION</strong>: SITES Update | Information |</p>
<table>
<thead>
<tr>
<th>Agenda Item # 1: Minutes</th>
<th>Action</th>
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</thead>
<tbody>
<tr>
<td><strong>Purpose:</strong> To review and approved minutes of the previous meetings</td>
<td></td>
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<tr>
<td><strong>History and Background:</strong> See attached.</td>
<td></td>
</tr>
<tr>
<td><strong>Governing Rules/Procedures:</strong> Bylaw 1002. Robert’s Rules of Order shall govern the conduct of business at meetings of the Society, the Board of Trustees, and the Executive Committee of the Board of Trustees.</td>
<td></td>
</tr>
<tr>
<td><strong>Action Requested:</strong> To approve minutes from previous meetings</td>
<td></td>
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<tr>
<td><strong>Staff Contact:</strong> Curt Millay</td>
<td></td>
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</table>
Minutes

February 18, 2015, Executive Committee Conference Call
11:00am – 11:39am, with all voting members present, except Mr. Focht.

1. Approval of January 23-24 Winter Meeting Minutes
   IT WAS MOVED BY MS. LINN AND SECONDED BY MR. DOOLITTLE TO APPROVE THE MINUTES. MOTION CARRIED UNANIMOUSLY.

2. Program and Operations Update
   EVP Somerville and Secretary Millay gave an update on the building renovation; Manager Steinberg provided a status report on the Chinatown Green Streets Demonstration project to include the Chesapeake Bay Grant, work on a marketing piece for fundraising, and the regular task-force calls. VP Linn and Director Poltrack discussed plans for World Landscape Architecture Month and the collaboration with IFLA on the event.

3. Finance and Investments Report
   VP Townsend and Treasurer O’Brien stated that all Denver expenses are reconciled and the financial picture looks good. The annual audit began yesterday with committee calls. VP Townsend explained the process of the audit to the ExCom. O’Brien shared that revenue is $200,000 above what was budgeted and expenses were below that budgeted so both triggers were met (Trigger 1: 401k plan at 4% of payroll; Trigger 2: bonus pool at $75,000). Management is requesting an additional $25,000 for the bonus pool to increase the amount to $100,000 (FY 2014 funds).
   IT WAS MOVED BY MR. DOOLITTLE AND SECONDED BY MS. WILLIAMS TO INCREASE THE BONUS TRIGGER AS REQUESTED BY MANAGEMENT FROM 75K TO 100K FOR 2014. MOTION CARRIED UNANIMOUSLY.

4. Emerging Professionals
   President Zweifel explained that the Board of Trustees will be discussing recruitment and engagement of emerging professionals during a midyear breakout session. He asked the Executive Committee to review the notes and observations from the winter meeting to make sure the notes captured the spirit of what was discussed. If not, please bring any issues forward before the midyear meeting.

5. Other Business
   Secretary Millay discussed logistics for the midyear meeting.

6. CLOSED SESSION: SITES Issues
   EVP Somerville provided a status report on SITES in closed session.

There being no further business at 11:39 am on Wednesday, February 18th, the meeting adjourned.

Prepared by: Curt Millay
# Agenda Item #2: Program and Operations Update

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Information</th>
</tr>
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<tbody>
<tr>
<td>To provide updates on key program areas.</td>
<td></td>
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</tbody>
</table>

**History and Background:** EVP Somerville et al will provide status reports on several program areas, including the Headquarters Renovation, the Chinatown Green Street Demonstration Project, World Landscape Architecture Month, and Advocacy Day.

Attachment 1: NLAM Press Release

**Governing Rules/Procedures:** N/A

**Action Requested:** N/A

**Staff Contact:** Nancy Somerville
Landscape architects are diversifying their efforts and need your help for World Landscape Architecture Month in April

@landarchitects need you to share photos of your favorite green spaces #WLAM2015

Washington, DC, March 17, 2015 — Landscape architects are the people responsible for designing the parks, plazas, bike trails and other green spaces that make the outdoors fun, healthy, and sustainable. If you had to pick a favorite designed green space to photograph, which would you pick? That's the question asked by the American Society of Landscape Architects (ASLA) as it launches World Landscape Architecture Month in April.

ASLA is unveiling the event—formerly National Landscape Architecture Month—in collaboration with the International Federation of Landscape Architects (IFLA). Participants will celebrate landscape architecture by engaging their communities through the #WLAM2015 social media campaign. ASLA’s chapters will also introduce the profession to schools and connect with IFLA member organizations in other countries via Skype and social media.

“We’re excited to celebrate landscape architecture on a global level,” said Nancy Somerville, Hon. ASLA, executive vice president and CEO of ASLA. “We look forward to working with IFLA member organizations around the world and helping to develop the next generation of landscape architects.”

“At a time when the globe faces major challenges caused by industrialization, urbanization, climate changes and the depletion of natural resources, World Landscape Architecture Month shines a light on our progressive profession,” said Professor Kathryn Moore, IFLA president. “We are pleased that international collaboration such as this will illuminate the solutions landscape architecture offers.”

Celebrate #WLAM2015 and help us go viral:
asla.org/wlam

How to share your photo for #WLAM2015:
- Download the wallet-sized card that reads "Designed by a Landscape Architect" here: http://asla.org/uploadedFiles/CMS/Events/WLAMcard8.5x11.pdf
- Take a photo of the card at your favorite park, plaza, or other landscape architect-designed green space.
- Upload the photo to Instagram, Twitter, and other social media using the hashtag #WLAM2015.
- Direct viewers of your photo to see how others are celebrating at asla.org/wlam.

The #WLAM2015 campaign encourages everyone who loves outdoor spaces to participate. ASLA will "retweet" and share many photos.
About ASLA
Founded in 1899, the American Society of Landscape Architects is the national professional association for landscape architects, representing more than 15,000 members in 49 professional chapters and 72 student chapters. Members of the Society use "ASLA" after their names to denote membership and their commitment to the highest ethical standards of the profession. Landscape architects lead the stewardship, planning, and design of our built and natural environments; the Society's mission is to advance landscape architecture through advocacy, communication, education, and fellowship.
### Agenda Item #3: Finance and Investments Report

#### Purpose:
To report on the Society’s updated financial activities through December 31, 2014, and its cash and reserves as of March 11, 2015.

#### Operations:
Currently, ASLA is reporting a profit of approximately $700,000, with revenues of $12.2 million and expenses of $11.5 million through the year ended December 31, 2014, and beats the plan by approximately $600,000. Total revenue exceeded the budget by four percent or $500,000 and total expense fell below the budget by one percent or $100,000.

#### Cash, Reserves, and Interest Rate Swap:

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash (operating fund)</td>
<td>$416,390</td>
</tr>
<tr>
<td>Short-term reserve (operating fund)</td>
<td>$775,000</td>
</tr>
<tr>
<td>Long-term reserve: Cash</td>
<td>$60,060</td>
</tr>
<tr>
<td>Equities (stocks)</td>
<td>$2,249,889</td>
</tr>
<tr>
<td>Fixed income (bonds)</td>
<td>$1,241,468</td>
</tr>
<tr>
<td>Total</td>
<td>$3,551,417</td>
</tr>
<tr>
<td>Money market at bank (operating fund)</td>
<td>$2,250,318</td>
</tr>
</tbody>
</table>

In March a $75,000 contribution was made from the operating fund to the long-term reserve. Currently ASLA has a $2,000 unrealized loss in the long-term reserve through March 11, 2015.

#### Governing Rules/Procedures:
The Board of Trustees is charged with adopting the annual program and budget of the Society, in addition to monitoring performance.

#### Action Requested:
n/a

#### Staff Contact:
Michael O’Brien
### Agenda Item #4: Professional Practice Network Petition

**Purpose:** To present a proposal for the establishment of a new Professional Practice Network (PPN) for Environmental Justice.

**History and Background:** ASLA’s Professional Practice Networks are a means for members interested in a particular area of practice to share information, and are sources of expertise for the organization as a whole. There are at present 19 PPNs.

There is no PPN that focuses on the needs and issues that are specific to landscape architects working on the subject of environmental justice. Currently, these members join PPNs that are specific to their practice or research areas, but the field of environmental justice has its own issues that deserve a forum for discussion and networking. This proposed PPN would provide a framework that would allow for far greater ASLA member participation and strengthen the collective voice of environmental justice.

Following the 2014 Annual Meeting in Denver, the subject of environmental justice was discussed in further detail by various ASLA members. Based on comments and suggestions from members interested and in support of the PPN, a mission statement and goals were developed. The mission statement and the goals of the Environmental Justice PPN are as follows:

Environmental justice addresses issues of: (1) unequal distribution of resources such as clean air and water, healthy food, homes, parks, places to walk and sit in public, etc.; (2) inaccessibility of public goods and resources because of transportation, cost or discrimination; and (3) exclusion from facilities and full participation in decisions about one’s community largely because of poverty, prejudice, race, income, recent immigration, or other marginal status. Landscape architects increase or diminish environmental justices by nearly every act of planning and design, either knowingly or unwittingly.

The mission of an Environmental Justice PPN is to provide a forum for ASLA members involved in environmental justice and to support the profession of landscape architecture by pursuing the following goals:

1. Create a network of knowledgeable landscape architecture professionals involved in, inspired by, and interested in pursuing environmental justice through education, research, and practice.
2. Collect, compile, advance, and disseminate state-of-the-art information and research related to environmental justice practices.
3. Provide assistance as needed to support and inform ASLA programs and policies on issues related to environmental justice.
4. Support initiatives, programs, and mentoring opportunities that expose underserved student populations to landscape architecture career options and help achieve full representation of perspectives in the profession’s work.
5. Encourage members to develop online learning presentations, submit proposals for ASLA annual meeting education sessions, submit projects for design awards, and post content through The Field.

6. Encourage members to work with allied professionals to develop resources for environmental justice.

More than 75 ASLA members have pledged to be supporting members of the group. Attached are: a message of support from the chair of the PPN Council, Jay Gehler, ASLA; messages from proposed co-chairs Kathleen King, Associate ASLA, and Julie Stevens, ASLA, stating their intentions to co-chair the PPN; and the list of supporters. King and Stevens have confirmed their willingness to serve as co-chairs for two years.

**Governing Rules/Procedures:** PPN Guidelines, Sections 301-302, Establishment of a PPN

301. Any group of seventy-five (75) individuals or more representing an area of specialized landscape architecture practice may petition the ASLA Executive Committee for establishment of an ASLA PPN. Such petition shall include:

301.1 A statement signed, or attested to via return email, by not less than seventy-five (75) founding members that: (a) defines the specialized area of landscape architecture practice and professional goals to be served by the proposed PPN; and (b) pledges to maintain a minimum strength of seventy-five (75) members and meet the Standards of Member Service described in Section 306.

301.2 A statement by the proposed chair of the new PPN confirming a willingness to serve in that post for at least two (2) years.

301.3 A statement of opinion on establishment of the proposed new PPN by the Council chair.

302. The PPN shall be established on an affirmative vote by a majority of the ASLA Executive Committee present and voting.

**Action Requested:** Review and approval of the proposed new PPN.

**Staff Contact:** Shawn Balon / Susan Cahill
Proposed Co-Chairs:

Julie Stevens, ASLA
Iowa State University

The time is ripe for the formation of the Environmental Justice PPN through the ASLA for three significant reasons. First, the mental and physical health benefits afforded through the outdoor environment should be available to all people by way of healthy environments – urban, rural and in-between. How we do this now and in the future should be a topic of regular discussion in the ASLA community. Second, Millennials – the up and coming cohort of landscape architects, has been coined the advocacy generation. From my perspective as an educator, the Millennials care about social and environmental justice and they want their future employers to be invested in these issues too. Third, as the nation’s population increases in diversity, diversity in the profession remains alarmingly low. The Environmental Justice PPN can be a resource for the Diversity Summit and accredited universities when reaching out to and mentoring students with diverse social and economic status.

Kathleen King, Associate ASLA
Design Workshop, Inc.

The impact of landscape architecture in the places we practice is varied, but we know this for sure: the design of space affects ecologies, economies, and perhaps more than anything, communities. Designing spaces for people to live, play, meet, and rest is a privilege. Landscape architects therefore have a great responsibility to people we serve – they deserve acknowledgement, consideration, sensitivity, and respect.

Today, I don’t believe that this is yet ingrained into the way we teach, learn, or practice landscape architecture. This opinion has recently been gaining recognition within both academia and professional practice. Students, professors, and practitioners are looking for guidance in community engagement, community-informed form-giving, expanding diversity within firms and university programs, and creating places that serve equality. I believe the American Society of Landscape Architects now has the opportunity to lead the design professions in the study and advancement of designing places of justice. The creation of a Professional Practice Network will serve the profession to pursue this issue on nation-wide level and give our members the resources and knowledge they need to take landscape architecture into a diverse and just future.
4 March 2015

ASLA President Richard Zweifel, FASLA
Members of the ASLA Executive Committee,

I urge the ASLA Executive Committee to approve the proposal for the addition of Environmental Justice to the Professional Practice Network. Our landscapes and environmental resources, both natural and built, are not to be allocated to a select few, but shared among all communities. As Landscape Architects are the stewards of our natural and cultural resources, this network will bring relevant and critical discussion forward including ecosystem services and community.

I appreciate your consideration in approving the addition of the Environmental Justice Professional Practice Network.

Regards,

Jay Gehler, ASLA
Professional Practice Council Chair
Good Morning Shawn,

Yes! It would be my pleasure to serve as a co-chair of the ASLA Environmental Justice PPN with Kathleen King.

Let me know if you need me to track down more people! (If you can send an up-to-date list of those confirmed and not confirmed, I'll follow up with those I know.)

Julie
Hi Shawn,

Yes – I would be very happy to serve as co-chair of the ASLA Environmental Justice PPN with Julie Stevens.

Thanks for your help!

Kathleen

Kathleen King  ASLA
CDT, LEED® Green Associate

RE: Environmental Justice PPN
Members were asked to pledge their support and join the EJ PPN as founding members via an online survey and email correspondence. The survey looked like this:

Goals:

1. Create a network of knowledgeable landscape architecture professionals involved in, inspired by, and interested in pursuing environmental justice through education, research, and practice.

2. Collect, compile, advance, and disseminate state-of-the-art information and research related to environmental justice practices.

3. Provide assistance as needed to support and inform ASLA programs and policies on issues related to environmental justice.

4. Support initiatives, programs, and mentoring opportunities that expose underserved student populations to landscape architecture career options and help achieve full representation of perspectives in the profession’s work.

5. Encourage members to develop online learning presentations, submit proposals for ASLA annual meeting education sessions, submit projects for design awards, and post content through The Field.

6. Encourage members to work with allied professionals to develop resources for environmental justice.

1. Would you like to sign up in support of the Environmental Justice PPN and be a charter member of the new PPN?

   - Yes
   - No

2. Do you support the mission statement of the Environmental Justice PPN?

   - Yes
   - No

   Other comments:

3. Are you interested in playing an active role in PPN leadership as a PPN co-chair or officer?

   - Yes
   - No

4. Please confirm that you are currently a member of ASLA:

   - Yes
   - No

5. Please provide your name and email address, so that if you signed up in support of the PPN, you will be added as an Environmental Justice PPN member after the new PPN has been approved:

   Name:
   Email address:

The following pages summarize the responses of 79 members through the online survey and email responses:
Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the new PFP?

Do you support the mission statement of the Environmental Justice PFP?

Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?

Please provide your name and email address, so that if you signed up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.

[Yes/No]

[Yes/No]

[Yes/No]

[Email: ]

Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the new PFP?

Do you support the mission statement of the Environmental Justice PFP?

Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?

Please provide your name and email address, so that if you signed up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.

[Yes/No]

[Yes/No]

[Yes/No]

[Email: ]

Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the new PFP?

Do you support the mission statement of the Environmental Justice PFP?

Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?

Please provide your name and email address, so that if you signed up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.

[Yes/No]

[Yes/No]

[Yes/No]

[Email: ]

Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the new PFP?

Do you support the mission statement of the Environmental Justice PFP?

Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?

Please provide your name and email address, so that if you signed up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.

[Yes/No]

[Yes/No]

[Yes/No]

[Email: ]

Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the new PFP?

Do you support the mission statement of the Environmental Justice PFP?

Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?

Please provide your name and email address, so that if you signed up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.

[Yes/No]

[Yes/No]

[Yes/No]

[Email: ]
| #10 | Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the new PFP? | Yes |
| #11 | Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the new PFP? | Yes |
| #15 | Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the new PFP? | Yes |
| #13 | Please provide your name and email address, so that if you sign up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved. Name: | Name: |
| #14 | Please provide your name and email address, so that if you sign up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved. Name: | Name: |
| #12 | Please provide your name and email address, so that if you sign up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved. Name: | Name: |
**Environmental Justice PFP - Charter Member Sign-Up**

**#37**

**COMPLETE**

**Calculated:** Vive Law (CCFL)

**E-mail:** jenkins@vivelaw.com

**Date:** March 30, 2015 10:00 PM

**Time:** 10:00 PM

**TimeZone:** US/Eastern

**Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the PFP?**

Yes

**Do you support the mission statement of the Environmental Justice PFP?**

Yes

**Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?**

Yes

**Please confirm that you are currently a member of ABAJ.**

Yes

**Please provide your name and email address, so that if you sign up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.**

Name: John Doe

Email address: jdoe@gmail.com

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**#38**

**COMPLETE**

**Calculated:** Vive Law (CCFL)

**E-mail:** johnsmith@vivelaw.com

**Date:** March 30, 2015 10:00 PM

**Time:** 10:00 PM

**TimeZone:** US/Eastern

**Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the PFP?**

Yes

**Do you support the mission statement of the Environmental Justice PFP?**

Yes

**Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?**

Yes

**Please confirm that you are currently a member of ABAJ.**

Yes

**Please provide your name and email address, so that if you sign up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.**

Email address: jsmith@gmail.com

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**#39**

**COMPLETE**

**Calculated:** Vive Law (CCFL)

**E-mail:** johndoe@vivelaw.com

**Date:** March 30, 2015 10:00 PM

**Time:** 10:00 PM

**TimeZone:** US/Eastern

**Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the PFP?**

Yes

**Do you support the mission statement of the Environmental Justice PFP?**

Yes

**Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?**

Yes

**Please confirm that you are currently a member of ABAJ.**

Yes

**Please provide your name and email address, so that if you sign up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.**

Email address: johndoe@gmail.com

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**#40**

**COMPLETE**

**Calculated:** Vive Law (CCFL)

**E-mail:** johnsmith@vivelaw.com

**Date:** March 30, 2015 10:00 PM

**Time:** 10:00 PM

**TimeZone:** US/Eastern

**Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the PFP?**

Yes

**Do you support the mission statement of the Environmental Justice PFP?**

Yes

**Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?**

Yes

**Please confirm that you are currently a member of ABAJ.**

Yes

**Please provide your name and email address, so that if you sign up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.**

Name: Jane Doe

Email address: jdoe@gmail.com

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**#41**

**COMPLETE**

**Calculated:** Vive Law (CCFL)

**E-mail:** janedoe@vivelaw.com

**Date:** March 30, 2015 10:00 PM

**Time:** 10:00 PM

**TimeZone:** US/Eastern

**Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the PFP?**

Yes

**Do you support the mission statement of the Environmental Justice PFP?**

Yes

**Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?**

Yes

**Please confirm that you are currently a member of ABAJ.**

Yes

**Please provide your name and email address, so that if you sign up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.**

Email address: janedoe@gmail.com

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**#42**

**COMPLETE**

**Calculated:** Vive Law (CCFL)

**E-mail:** janedoe@vivelaw.com

**Date:** March 30, 2015 10:00 PM

**Time:** 10:00 PM

**TimeZone:** US/Eastern

**Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the PFP?**

Yes

**Do you support the mission statement of the Environmental Justice PFP?**

Yes

**Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?**

Yes

**Please confirm that you are currently a member of ABAJ.**

Yes

**Please provide your name and email address, so that if you sign up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.**

Email address: janedoe@gmail.com

---

**#43**

**COMPLETE**

**Calculated:** Vive Law (CCFL)

**E-mail:** janedoe@vivelaw.com

**Date:** March 30, 2015 10:00 PM

**Time:** 10:00 PM

**TimeZone:** US/Eastern

**Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the PFP?**

Yes

**Do you support the mission statement of the Environmental Justice PFP?**

Yes

**Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?**

Yes

**Please confirm that you are currently a member of ABAJ.**

Yes

**Please provide your name and email address, so that if you sign up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.**

Email address: janedoe@gmail.com

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**#44**

**COMPLETE**

**Calculated:** Vive Law (CCFL)

**E-mail:** janedoe@vivelaw.com

**Date:** March 30, 2015 10:00 PM

**Time:** 10:00 PM

**TimeZone:** US/Eastern

**Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the PFP?**

Yes

**Do you support the mission statement of the Environmental Justice PFP?**

Yes

**Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?**

Yes

**Please confirm that you are currently a member of ABAJ.**

Yes

**Please provide your name and email address, so that if you sign up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.**

Email address: janedoe@gmail.com

---

**#45**

**COMPLETE**

**Calculated:** Vive Law (CCFL)

**E-mail:** janedoe@vivelaw.com

**Date:** March 30, 2015 10:00 PM

**Time:** 10:00 PM

**TimeZone:** US/Eastern

**Would you like to sign up in support of the Environmental Justice PFP and be a charter member of the PFP?**

Yes

**Do you support the mission statement of the Environmental Justice PFP?**

Yes

**Are you interested in playing an active role in PFP leadership as a PFP co-chair or officer?**

Yes

**Please confirm that you are currently a member of ABAJ.**

Yes

**Please provide your name and email address, so that if you sign up in support of the PFP, you will be added as an Environmental Justice PFP member after the new PFP has been approved.**

Email address: janedoe@gmail.com
**Environmental Justice PPN: Charter Member Sign-Up**

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would you like to sign up in support of the Environmental Justice PPN?</td>
<td>Yes</td>
</tr>
<tr>
<td>Do you support the mission statement of the Environmental Justice PPN?</td>
<td>Yes</td>
</tr>
<tr>
<td>Are you interested in playing an active role in the Environmental Justice PPN leadership as a PPN co-chair or officer?</td>
<td>No</td>
</tr>
<tr>
<td>Please confirm that you are currently a member of SI&amp;A.</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Name:** Chad Caldera  
**E-mail address:** ccadler@gmail.com
Dear Ms. King,

I would like to add my name to the petition to establish an environmental justice PPN. I have a copy of the petition you sent Mark Boyer.

Thank you,

Noah

Noah Billig, PhD, AICP, ASLA
Assistant Professor
Director, FJSoA Honors Program
Department of Landscape Architecture
Fay Jones School of Architecture | University of Arkansas
304 Vol Walker Hall, Fayetteville, AR 72701
p: 479-575-5924 | f: 479-575-8738

Hi I’d like to add my name to the Environmental Justice PPN petition

Jim Brown
Associate ASLA

Hi I’d like to add my name to the Environmental Justice PPN petition

Jim Brown
jimbrown8@msn.com

Hi I’d like to add my name to the Environmental Justice PPN petition

Jim Brown
jimbrown8@msn.com
And Another.

Sent from my iPhone

Begin forwarded message:

From: Seth Rodewald-Bates <sethmb@gmail.com>
Date: December 13, 2014 at 6:43:37 PM CST
To: Kurt Culbertson <kculbertson@designworkshop.com>
Subject: Re: Environmental Justice

Kurt you can add me to the petition. Have a merry Christmas!
Thanks
Seth
from an iPhone...

On Dec 13, 2014, at 12:24, Kurt Culbertson
<kculbertson@designworkshop.com>

We're really appreciating your help!

KC

On Dec 13, 2014, at 11:38 AM, "Bruce G Sharyk"

See below.

Sent from my iPhone

Begin forwarded message:

From: Doug Reed <doug@reedhilderbrand.com>
Date: December 13, 2014 at 3:55:20 PM CST
To: Kurt Culbertson <kculbertson@designworkshop.com>
Subject: RE: Environmental Justice

Yes!

Douglas Reed FASLA RAAR
Principal
617 923 2422
Reed Hilderbrand LLC
Landscape Architecture
139 Bishop Allen Drive
Cambridge, MA 02139
www.reedhilderbrand.com

---Original Message-----
From: Kurt Culbertson <kculbertson@designworkshop.com>
Sent: Saturday, December 13, 2014 1:24 PM
To: Bruce G Sharyk
Cc: Tim Orlando; Van L Cox; Max Z Conrad; Jim Richards; Doug Reed; Jeff Carbo; James Burnett; Keith LeBlanc; William A. Reich; Chad Robert; William L Douglas; Alan Rumford; Manman Rumford; Margaret Robinson; Seth Rodewald Bates; Josh Brooks; Paul Russell; Kathleen King
Subject: Environmental Justice

All,

We are petitioning ASLA to create a professional practice network in Environmental Justice. We've got Josh, Margaret, Bruce, and Lake already in. Can I add the rest of you to the petition?

We'd really appreciate your help!

Kurt Culbertson

From: Doug Reed <doug@reedhilderbrand.com>
Date: December 13, 2014 at 4:02:16 PM EST
To: Kurt Culbertson <kculbertson@designworkshop.com>
Subject: RE: Environmental Justice--petition to ASLA

All,

We are petitioning ASLA to create a professional practice network in Environmental Justice. I've got Josh, Margaret, Bruce, and Lake already in. Can I add the rest of you to the petition?

We'd really appreciate your help!

Kurt Culbertson

On Dec 13, 2014, at 12:24, Kurt Culbertson
<kculbertson@designworkshop.com>

We're really appreciating your help!

KC

On Dec 13, 2014, at 11:38 AM, "Bruce G Sharyk"
You can add Mia Lehrer.

Sent from my iPhone

Begin forwarded message:

From: Maria Gonzalez <Stana@jpermog.com>
Date: December 12, 2014 at 11:34:13 MST
To: "amendenhall@designworkshop.com" <amendenhall@designworkshop.com>
Subject: RE: Environmental Justice--petition to ASLA

Dear Allyson,

Mia would be delighted to support this petition! Please let me know what you need from us at this point.

Best regards,

Maria

mario GONZALEZ
ASSISTANT TO MIA LEHRER

MIA LEHRER + ASSOCIATES
3760 Wilshire Blvd, Suite 290, Los Angeles, CA 90010
+1 213 384 3844 / +1 213 807 8800 | www.mlagreen.com

---

Chris Fannin, HOK

Sent from my iPhone

Begin forwarded message:

From: Chris Fannin <chris.fannin@hok.com>
Date: December 11, 2014 at 3:46:11 PM MST
To: Allyson Mendenhall <amendenhall@designworkshop.com>
Subject: Re: Environmental Justice--petition to ASLA

Count me in. Pete

Sent from my iPhone

On Dec 13, 2014, at 6:33 AM, "Kurt Culbertson" <kculbertson@designworkshop.com> wrote:

Thank you Adam. And chance you can get Pete, Chris, and Doug to join us ?
All the best,
KC

Sent from my iPhone

On Dec 13, 2014, at 12:04 AM, Adam Greenspan / PWP <adamg@pwpla.com> wrote:

A belated yes from me too.
This is great to hear and I too support
Deb,

I knew I could count on you! Please see if other JJR ASLA members are needed and have them contact Kathleen!

All the best,
KC

Sent from my iPhone

On Dec 10, 2014, at 4:30 PM, "Deb Mitchell" <Deb.Mitchell@smithgroupjjr.com> wrote:

Hi Kurt –

I'm most willing to support this – it's needed.

Best,
Deb Mitchell, FASLA, LEED AP
Like, Practice Specialist

Sent from my iPhone

On Dec 8, 2014, at 4:30 PM, "Deb Mitchell" <Deb.Mitchell@smithgroupjjr.com> wrote:

Hi Deb,

Thanks Tary!

Sent from my iPhone

On Dec 8, 2014, at 7:02 PM, "Tary Arterburn" <tarterburn@studiooutside.us> wrote:

Thanks Tom. You are a good man.

Sent from my iPhone

On Dec 9, 2014, at 11:04 PM, "Tom Oslund" <trolund@asa.com> wrote:

Dude I am in!

Thomas R Oslund FASLA, FAAR
oslund.and.assoc.

Sent from my iPhone

On Dec 10, 2014, at 11:34 AM, Kurt Culbertson <kculbertson@designworkshop.com> wrote:

Hi all,

We are in the process of establishing a Professional Practice Network as an outgrowth of the educational session that Kathleen King, Randy Hester, Anne Sprin, and Diane Jones conducted at the Denver ASLA Annual meeting. We need to find 75 people who are willing to support and participate in the PPN in order to gain ASLA's approval. Your support will put us over the top and demonstrate the widespread support for this effort within the profession. I am writing in hopes that you will volunteer to support this effort and circulate the petition to other ASLA members in your firm to gain their support as well.

Please let me know via return email if you are willing to support this effort.

Thanks for your consideration.

KC

Kurt Culbertson
Chairman/CEO
<br><br>
On Dec 10, 2014, at 3:43 PM, Kurt Culbertson wrote:

thank you. i apologize for my lack of understanding and naivete! now i understand.

thanks. happy to support. what do we do next?

Kurt

Sent from my iPhone

On Dec 8, 2014, at 12:57 AM, "Tary Arterburn" <tarterburn@studiooutside.us> wrote:

KC

we need 75 + members to get started!

its attachments, if any.

received in error, please immediately notify the sender and delete this message and copying, distribution or use of this information is prohibited. If this transmission is or entity originally intended. If you are not the intended recipient, any disclosure, may be confidential and/or privileged. The information is for the use of the individual

Subject: Re: ENVIRONMENTAL JUSTICE PROFESSIONAL PRACTICE NETWORK

From: Kurt Culbertson

Date: Monday, December 08, 2014 1:24:27 PM

Cc: Kathy Arterburn, kc

To: Doug Smith

Sent from my iPhone

Yes

Sent from my iPhone

On Dec 10, 2014, at 3:43 PM, Kurt Culbertson wrote:

Doug/Kona,

We are working to establish a professional practice network around the subject of Environmental Justice. The session titled "Social Justice: The New Green Infrastructure" and included Kurt Culbertson, Anne Spirn, Randy Hester, and Diane Jones.

Many session attendees and others interested in the topic have reached out to the panel for follow-up discussions and concerns about ASLA's interest in issues of social and environmental justice.

As a result of all the enthusiasm for this topic, we are petitioning the ASLA Executive Committee for the establishment of an Environmental Justice Professional Practice Network. In order to create this group, we need a minimum of 75 ASLA members who will agree to sign the petition. I have attached a draft petition to this email. Please check it out and let me know if you be willing to include your name in the initial 75!

Kathleen

Kathleen King

CIT

LEED® Green Associate

img004.png

Confidentiality note: The above email and any attachments contain information that may be confidential and/or privileged. The information is for the use of the individual or entity originally intended. If you are not the intended recipient, any disclosure, copying, distribution or use of this information is prohibited. If this transmission is received in error, please immediately notify the sender and delete this message and its attachments, if any.

On Dec 7, 2014, at 8:45 PM, Kurt Culbertson wrote:

<Environmental Justice PPN Petition_141202.docx>

Confidentiality note: The above email and any attachments contain information that may be confidential and/or privileged. The information is for the use of the individual or entity originally intended. If you are not the intended recipient, any disclosure, copying, distribution or use of this information is prohibited. If this transmission is received in error, please immediately notify the sender and delete this message and its attachments, if any.

Image 1.png

Image 2.png

Image 3.png
Kurt Marianne and I make 2.
You can count us in.
Justice for all.
Happy Holidays
Alan

We are petitioning ASLA to create a professional practice network in Environmental Justice. I've got Josh, Margaret, Bruce, and Lake already in. Can I add the rest of you to the petition?

We'd really appreciate your help!

KC

On Dec 13, 2014, at 11:38 AM, "Bruce G Shanky" <bsharky@tsu.edu> wrote:
>
> Dear Tim
> > Handsome couple in the phonograph. Are they professional models or just some two random people you found in the neighborhood? Thanks for sending the photograph. I hope to visit your fair city one day to do a book signing and of course to visit.
> > Best Wishes for the Season,
> >
>
>
>
>
>

I will sign it.

Wonderful, Adam! Thanks so much.

Have a great weekend.

Allyson

Sent from my iPhone

On Dec 13, 2014, at 12:04 AM, Adam Greenspan / PWP <adam@pwp.com> wrote:
>
> A belated yes from me too.
> This is great to hear and I too support it.
> All best,

Adam

On Dec 11, 2014, at 9:00 AM, "Allyson Mendenhall" <amendenhall@designworkshop.com> wrote:
>
> [image007.png]

Thank you Adam. And chance you can get Pete, Chris, and Doug to join us?

All the best,

KC

On Dec 13, 2014, at 7:59 AM, "Allyson Mendenhall" <amendenhall@designworkshop.com> wrote:
>
> Wonderful, Adam! Thanks so much.
> Have a great weekend.
> Allyson

Sent from my iPhone

On Dec 13, 2014, at 12:04 AM, Adam Greenspan / PWP <adam@pwp.com> wrote:
>
> A belated yes from me too.
> This is great to hear and I too support it.
> All best,

Adam

On Dec 11, 2014, at 9:00 AM, "Allyson Mendenhall" <amendenhall@designworkshop.com> wrote:
>
> [image007.png]

Hello Friends!

Design Workshop's Kurt Culbertson and Kathleen King convened a panel discussion at the 2014 ASLA Annual Meeting concerning the topic of environmental justice and landscape architecture. The session was titled "Social Justice: The New Green Infrastructure" and also included Anne Spra, Randy Heiser, and Diane Jones. Some of you may have attended this session and heard the call to action and actual cheering in the audience. Many session
Thank you Allyson-- this is great!

LAF is delighted to participate and I am glad to add my name to the list.

Heather will forward to our Olmsted Scholars who are very interested in this topic!

Best,  
--Barbara

Barbara Deutsch, FASLA  
Executive Director  
Landscape Architecture Foundation  
1129 20th Street NW, Suite 202  
Washington, DC 20036  
+1.202.293.6029 office direct  
314.429.7770 office  
314.531.8807 fax  
lburnett@blwla.com

Meet the next-generation Landscape Performance Series:  
www.landlife.org/landlife.org

---

Subject: Environmental justice--petition to ASLA

To: Allyson Mendenhall [mailto:amendenhall@designworkshop.com]
From: Kurt Culbertson <kculbertson@designworkshop.com>

Wednesday, December 11, 2014 6:53:34 PM

Great Laura!

Sent from my iPhone

Have a great weekend.

Wonderful, Chip! Many thanks.

Sent from my iPhone

On Dec 11, 2014, at 5:57 AM, Chip Crawford <ccrawford@forumstudio.com> wrote:

Allyson...absolutely. I would love to help in any way I can. Great to see you in Denver, let’s find something to work on together. Hope you have a peaceful holiday! All the best chip

Chip Crawford, FASLA, RLA, LEED GA  
Senior Principal  
FORUM STUDIO  
office direct 314.592.2388  
mobile 314.276.7605  
fax 314.429.7770  
e-mail cccrawford@forumstudio.com  
www.FORUMSTUDIO.COM

---

Subject: Re: Environmental Justice--petition to ASLA

To: Allyson Mendenhall [mailto:amendenhall@designworkshop.com]
From: Allyson Mendenhall <amendenhall@designworkshop.com>

Thursday, December 11, 2014 9:00 AM

--Allyson

Subject: Re: Environmental Justice--petition to ASLA

To: Allyson Mendenhall [mailto:amendenhall@designworkshop.com]
From: Allyson Mendenhall <amendenhall@designworkshop.com>

Thursday, December 11, 2014 12:00 PM

Great Laura! Thank you!

Sent from my iPhone

On Dec 11, 2014, at 6:26 PM, Laura Burnett <lburnett@blwla.com> wrote:

Count me in!

Burnett LAND & WATER

On Dec 11, 2014, at 9:00 AM, Allyson Mendenhall <amendenhall@designworkshop.com> wrote:

Hello Friends!

Design Workshop’s Kurt Culbertson and Kathleen King convened a panel discussion at the 2014 ASLA Annual Meeting concerning the topic of environmental justice and landscape architecture. The session was titled “Social Justice: The New Green Infrastructure” and also included Anne Spirn, Randy Hester, and Diane Jones. Some of you may have attended this session and heard the call to action and actual cheering in the audience. Many session attendees and others interested in the topic have reached out to the panel for follow-up discussions and concerns about ASLA’s interest in issues of social and environmental justice.

---

Subject: Re: Environmental Justice--petition to ASLA

To: Allyson Mendenhall [mailto:amendenhall@designworkshop.com]
From: Allyson Mendenhall <amendenhall@designworkshop.com>

Thursday, December 11, 2014 1:46:36 PM

I’ll sign it.

Joe

---

Joe Runco  
Principal  

SWA  
2200 Bridgeway Boulevard  
Sausalito, California  
94965

+1.415.254.4658 mobile  
+1.415.332.5100 office  
www.swagroup.com

---

Subject: Re: Environmental Justice--petition to ASLA

To: Allyson Mendenhall [mailto:amendenhall@designworkshop.com]
From: Allyson Mendenhall <amendenhall@designworkshop.com>

Thursday, December 11, 2014 9:00 AM

---

Subject: Re: Environmental Justice--petition to ASLA

To: Allyson Mendenhall [mailto:amendenhall@designworkshop.com]
From: Allyson Mendenhall <amendenhall@designworkshop.com>

Thursday, December 11, 2014 12:00 PM

Great Laura! Thank you!

Sent from my iPhone

On Dec 11, 2014, at 5:50 AM, Allyson Mendenhall <amendenhall@designworkshop.com> wrote:

Hello Friends!

Design Workshop’s Kurt Culbertson and Kathleen King convened a panel discussion at the 2014 ASLA Annual Meeting concerning the topic of environmental justice and landscape architecture. The session was titled “Social Justice: The New Green Infrastructure” and also included Anne Spirn, Randy Hester, and Diane Jones. Some of you may have attended this session and heard the call to action and actual cheering in the audience. Many session attendees and others interested in the topic have reached out to the panel for follow-up discussions and concerns about ASLA’s interest in issues of social and environmental justice.

As a result of all the enthusiasm for this topic, we are petitioning the ASLA Executive Committee for the establishment of an Environmental Justice Professional Practice Network. In order to create this group, we need a minimum of 75 ASLA members who will agree to sign the petition. I have attached a draft petition to this email. Please check it out and let me know if you be willing to include your name in the initial 75! We have 62 names so far (see attached). Please reply with permission to add your name and we will round out the list.

Feel free to spread the word to your ASLA member colleagues – the more the merrier for this effort!

Thanks so much!

---

Subject: Re: Environmental Justice--petition to ASLA

To: Allyson Mendenhall [mailto:amendenhall@designworkshop.com]
From: Allyson Mendenhall <amendenhall@designworkshop.com>

Friday, December 12, 2014 7:06:47 AM

Great Laura!

Sent from my iPhone
Kurt:
I will as well!

Best,
Lucinda

On Fri, Dec 12, 2014 at 10:51 PM, Kurt Culbertson < kculbertson@designworkshop.com>
wrote:

Thanks Andrea,

We now have over 80 signatures enough to submit the petition! We ALMOST have 100 percent participation from Roundtable member firms. We’d love to have everyone endorse this effort!

KC

Sent from my iPhone

On Dec 12, 2014, at 9:44 PM, "Andie Cochran" < Andie@acochran.com>
Sent from my iPhone

KC

endorse this effort!

percent participation from Roundtable member firms. We’d love to have everyone endorse this effort!

We now have over 80 signatures enough to submit the petition! We ALMOST have 100

On Dec 13, 2014, at 6:33 AM, "Kurt Culbertson"
PWP Landscape Architecture
Christopher Dimond, FASLA

On Dec 13, 2014, at 12:04 AM, Adam Greenspan / PWP
Allyson Mendenhall [mailto:amendenhall@designworkshop.com]
Sent from my iPhone

KC

A belated yes from me too.

Wonderful, Adam! Thanks so much.

Have a great weekend.
Allyson

Sent from my iPhone

On Dec 13, 2014, at 12:04 AM, Adam Greenspan / PWP
Sent from my iPhone

On Dec 12, 2014, at 5:09:28 PM, "Martin Poirier" < MPoirier@sp-land.com
Sent from my iPhone

Thanks Marty AND Laura!

Design Workshop’s Kurt Culbertson and Kathleen King convened a panel discussion at the 2014 ASLA Annual Meeting concerning the topic of environmental justice and landscape architecture. The session was titled “Social Justice: The New Green Infrastructure” and also included Anne Spirn, Randy Hester, and Diane Jones. Some of you may have attended this session and heard the call to action and actual cheering in the audience. Many session attendees and others interested in the topic have reached out to the panel for follow-up discussions and concerns about ASLA’s interest in issues of social and environmental justice.

I support the effort as well.

Chris

Sent from my iPhone

Christopher Dimond, FASLA
PWP Landscape Architecture

On Dec 13, 2014, at 6:33 AM, "Martin Poirier" < mpoirier@sp-land.com
Sent from my iPhone

2014 SMITHSONIAN COOPER HEWITT

Allyson Mendenhall [mailto:amendenhall@designworkshop.com]

Sent from my iPhone

Louisiana

Sign me up!

Thanks, Ignacio

Allyson Mendenhall, PLA, LEED® Green Associate
Director of DW Legacy Design®

Design Workshop
1390 Lawrence Street, Suite 100
Denver, Colorado 80206
303 623-2616, Ext. 5268 (direct)
1390 Lawrence Street, Suite 100
Denver, Colorado 80206
303 623-2616, Ext. 5268 (direct)
303 623-5186 (fax)
www.designworkshop.com

Thanks Marty AND Laura!

Sent from my iPhone

On Dec 11, 2014, at 9:00 AM, "Allyson Mendenhall"
Sent from my iPhone

KC

Sign me up!

I support the effort as well.

Chris

Sent from my iPhone

Christopher Dimond, FASLA
PWP Landscape Architecture

On Dec 13, 2014, at 6:33 AM, "Martin Poirier" < mpoirier@sp-land.com
Sent from my iPhone

2014 SMITHSONIAN COOPER HEWITT

Allyson Mendenhall [mailto:amendenhall@designworkshop.com]

Sent from my iPhone

Louisiana

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Thanks, Ignacio

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Director of DW Legacy Design®

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303 623-2616, Ext. 5268 (direct)
303 623-5186 (fax)
www.designworkshop.com

Thanks Marty AND Laura!

Sent from my iPhone

On Dec 11, 2014, at 9:00 AM, "Allyson Mendenhall"
Sent from my iPhone

KC

Sign me up!

I support the effort as well.

Chris

Sent from my iPhone

Christopher Dimond, FASLA
PWP Landscape Architecture

On Dec 13, 2014, at 6:33 AM, "Martin Poirier" < mpoirier@sp-land.com
Sent from my iPhone

2014 SMITHSONIAN COOPER HEWITT

Allyson Mendenhall [mailto:amendenhall@designworkshop.com]

Sent from my iPhone

Louisiana

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www.designworkshop.com

Thanks Marty AND Laura!

Sent from my iPhone

On Dec 11, 2014, at 9:00 AM, "Allyson Mendenhall"
Sent from my iPhone

KC

Sign me up!

I support the effort as well.

Chris

Sent from my iPhone

Christopher Dimond, FASLA
PWP Landscape Architecture

On Dec 13, 2014, at 6:33 AM, "Martin Poirier" < mpoirier@sp-land.com
Sent from my iPhone

2014 SMITHSONIAN COOPER HEWITT

Allyson Mendenhall [mailto:amendenhall@designworkshop.com]

Sent from my iPhone

Louisiana

Sign me up!

Thanks, Ignacio

Allyson Mendenhall, PLA, LEED® Green Associate
Director of DW Legacy Design®

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Denver, Colorado 80206
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303 623-5186 (fax)
www.designworkshop.com

Thanks Marty AND Laura!

Sent from my iPhone

On Dec 11, 2014, at 9:00 AM, "Allyson Mendenhall"
Sent from my iPhone

KC

Sign me up!

I support the effort as well.

Chris

Sent from my iPhone

Christopher Dimond, FASLA
PWP Landscape Architecture

On Dec 13, 2014, at 6:33 AM, "Martin Poirier" < mpoirier@sp-land.com
Sent from my iPhone

2014 SMITHSONIAN COOPER HEWITT

Allyson Mendenhall [mailto:amendenhall@designworkshop.com]

Sent from my iPhone

Louisiana

Sign me up!

Thanks, Ignacio

Allyson Mendenhall, PLA, LEED® Green Associate
Director of DW Legacy Design®

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1390 Lawrence Street, Suite 100
Denver, Colorado 80206
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303 623-5186 (fax)
www.designworkshop.com

Thanks Marty AND Laura!

Sent from my iPhone

On Dec 11, 2014, at 9:00 AM, "Allyson Mendenhall"
Sent from my iPhone

KC

Sign me up!

I support the effort as well.

Chris
Thanks Glenn! You and Pete Walker all in the same hour!

KC

Kurt Culbertson
Chairman/CEO

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970 920-4005, Ext. 5116 (direct)

120 East Main Street
Beaufort, South Carolina 29902

918 Port Republic Street
Beaufort, South Carolina 29902

843 322 1957 ext. 14

970 925-8354 (main)
970 920-4005, Ext. 5116 (direct)

Aspen, Colorado 81611
120 East Main Street
970 925-8354 (main)
970 920-4005, Ext. 5116 (direct)

120 East Main Street
Beaufort, South Carolina 29902
918 Port Republic Street
Beaufort, South Carolina 29902

Chairman/CEO
Kurt Culbertson
KC

Hi Kurt;

Thanks for the note. I'm sorry I missed Denver. Bob Bullard is one of my heroes. I just renewed my membership. I got a note from Paula Harrigan re: this and I'm in. Will have some notes for the draft soon.

On Wed, Dec 10, 2014 at 3:40 PM, Kurt Culbertson <kculbertson@designworkshop.com> wrote:

Randy,

For one get Kofi Boone, Gene Bressler, and all the ASLA members to NC State to agree to add their names to the Environmental Justice PPN petition AND all those Berkeley radicals like Linda Jewell that you know so well! Kofi, Gene, Linda -- ya in?

KC

Kurt Culbertson
Chairman/CEO

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Beaufort, South Carolina 29902

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970 920-4005, Ext. 5116 (direct)

120 East Main Street
Beaufort, South Carolina 29902
918 Port Republic Street
Beaufort, South Carolina 29902

Chairman/CEO
Kurt Culbertson
KC

Great! Thanks, Nate!

Sent from my iPhone

On Dec 12, 2014, at 10:56 AM, Nate Cormier <ncormier@svrdesign.com> wrote:

Nate Cormier, ASLA, PLA, LEED AP | principal landscape architect
SvR Design Company | 1205 Second Avenue, Suite 200 | Seattle, WA 98101
t. 206.223.0326 | f. 206.223.0125 | c. 206.218.4097
www.svrdesign.com | @svrdesign | www.facebook.com/svrdesign

> Our office will be closed Dec 24th through Jan 2, 2015 for the winter holiday.<

SvR Design Company’s Confidentiality and Permitted Use: This email message, including any attachments, is for the sole use of the intended recipient and may contain confidential, proprietary and/or privileged information, as well as content subject to copyright and other intellectual property laws. If you are not the intended recipient, you may not disclose, use, copy or distribute this email message or its attachments. If you believe you have received this email message in error, please contact the sender by reply email and immediately delete this email and destroy any copies. Prior to use of this email message or its attachments, the intended recipient agrees to SvR’s terms of use for intellectual property located at http://www.svrdesign.com/termsandconditions.html. Any such use indicates recipient’s acceptance of the above statements and conditions of permitted use without exception.

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Hi Julie,

What a great subject! I’d love to be a part of this PPN.

First and Last Name:
Ryan Anderson
Email: randerson@thinkconfluence.com
Organization/Company:
Confluence
ASLA membership type (assoc, full, student) - yes, you must be an ASLA membership:
Associate Member

Thanks,

RYAN ANDERSON // ASSOCIATE ASLA
### Agenda Item #5: ASLA-LAF Memorandum of Understanding

**Purpose:** To approve a new Memorandum of Understanding (MOU) with the Landscape Architecture Foundation (LAF).

**History and Background:** The ASLA-LAF MOU approved by the Board in 2012 expired at the end of 2014 and must be renewed. No substantive changes to the MOU are needed/recommended; only the dates for the term of the MOU have been changed in the new MOU (attached below). The new MOU will become effective upon Board approval at midyear and will expire at the end of 2016.

The schedule of actual ASLA support for LAF in 2014 is attached for your information, along with LAF’s schedule of recognition. (The schedule is not part of the MOU.)

**Governing Rules/Procedures:** The ASLA-LAF Memorandum of Understanding is approved by the Board of Trustees.

**Action Requested:** Review and approve the ASLA-LAF MOU for Board action at midyear.

**Staff Contact:** Somerville
Memorandum of Understanding

The founding missions of the American Society of Landscape Architects and the Landscape Architecture Foundation reflect the profession’s important role in providing and promoting stewardship of the land and enhancement of the environment. In recognition of their shared goals and to foster their ongoing partnership, ASLA and LAF enter into the following Memorandum of Understanding (MOU).

**ASLA Support of LAF and LAF Recognition of ASLA.** ASLA will provide in-kind promotional and programmatic support and/or direct financial support to LAF with a value of approximately $100,000 annually for the calendar years 2013–2015 and 2014–2016. The value of in-kind support will be determined based on annually adjusted rates. All in-kind support to be provided by ASLA shall be provided in such increments and at such times as may be determined by ASLA in its discretion. Direct financial support, if provided to LAF by ASLA, will be provided in monthly or quarterly installments. LAF will provide recognition opportunities for ASLA commensurate with the combined total of ASLA’s annual in-kind and direct contributions.

Prior to the beginning of each calendar year, ASLA and LAF will agree on an annual schedule of support and recognition. With input from LAF, ASLA will develop a schedule of planned support activities and their values, as well as direct financial support, if any. With input from ASLA, LAF will develop a list of recognition opportunities and their values corresponding to the LAF programs and events planned for that year.

**Liaison and Communications.** Each organization will appoint a member of its executive committee to serve as a non-voting member of the other organization’s executive committee and board. The ASLA executive vice president (EVP) and LAF executive director (ED) will serve as non-voting members on each other’s boards. The EVP and ED may also be asked to attend and participate in each other’s executive committee meetings as invited guests. Officers and staff of ASLA and LAF will maintain ongoing communications, including sharing programmatic and fund-raising priorities, in order to promote partnering and collaboration.

**Effective Date, Expiration, and Amendments.** This Memorandum of Understanding becomes effective when approved by the ASLA and LAF boards and remains in effect through December 31, 2014–2016. The MOU may be revised at any time with the approval of both boards. Either organization may decide to withdraw from the MOU by vote of its board and with 90-day notice to the other signatory. Upon the effective date of termination, ASLA shall have no further obligation to provide direct financial or in-kind support. The termination of this MOU shall not affect any ongoing rights that either party may have under the other party’s bylaws or constitution to participate as a board or executive committee member.
Approvals. The undersigned certify that this Memorandum of Understanding was adopted by the respective boards of ASLA and LAF on the dates indicated below.

Nancy C. Somerville, Hon. ASLA  
Executive Vice President/CEO  
American Society of Landscape Architects  

Barbara L. Deutsch, FASLA  
Executive Director  
Landscape Architecture Foundation  

Date of Board Approval:  

Date of Board Approval:
<table>
<thead>
<tr>
<th>Item/Description</th>
<th>Frequency/Yr Promised 2014</th>
<th>Frequency/Yr Delivered 2014</th>
<th>Circ/Traffic Proposed</th>
<th>Circ/Traffic Delivered</th>
<th>Market Value</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion in 2014 AM Reg Brochure</td>
<td>1</td>
<td>1</td>
<td>60,000</td>
<td>60,000</td>
<td>$9,600</td>
<td>$9,600</td>
</tr>
<tr>
<td>Promotion in 2014 AM onsite program</td>
<td>1</td>
<td>1</td>
<td>5,000</td>
<td>5,800+</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Promotion on 2014 AM website, with link</td>
<td>1</td>
<td>1</td>
<td>20,000 impressions</td>
<td>34,400 impressions</td>
<td>$5,000</td>
<td>$5,000</td>
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<tr>
<td>Promotion via Twitter</td>
<td>4</td>
<td>2 tweets, 1 a retweet</td>
<td>20,000</td>
<td>38,000 average</td>
<td>$0.25</td>
<td>$19,000</td>
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<td>Promotion via Facebook</td>
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<td>1</td>
<td>15,000 impressions</td>
<td>45,000 average</td>
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<td>$23,400</td>
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<tr>
<td>Promotion via LinkedIn</td>
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<td>1</td>
<td>12,000 impressions</td>
<td>20,000 average</td>
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<td>$5,000</td>
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<tr>
<td>2014 AM professional registrations</td>
<td>3</td>
<td>3</td>
<td></td>
<td></td>
<td>$775 each</td>
<td>$2,325</td>
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<tr>
<td>2014 EXPO booth</td>
<td>2</td>
<td>2</td>
<td>5,000-6,000</td>
<td>5,800</td>
<td>$7,500</td>
<td>$7,500</td>
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<tr>
<td>LAF Newsletter promotion in LAND</td>
<td>20</td>
<td>20</td>
<td>25,000</td>
<td>25,000</td>
<td>$500</td>
<td>$10,000</td>
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<tr>
<td>LAND articles with links</td>
<td>6</td>
<td>5 (all that were submitted)</td>
<td>15,500 members</td>
<td>15,500 members</td>
<td>$7,000</td>
<td>$35,000</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>5,000 nonmembers</td>
<td>5,000 nonmembers</td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4,500 potential sponsors</td>
<td>4,500 potential sponsors</td>
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<tr>
<td>Mailing list with codes</td>
<td>1</td>
<td>1</td>
<td>4,000-4,500</td>
<td>4,300</td>
<td>$0.40/name</td>
<td>$1,720</td>
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<td>Full page, 4C LAM ads</td>
<td>6</td>
<td>6</td>
<td>20,000 each</td>
<td>20,000</td>
<td>$4,900 each</td>
<td>$29,400</td>
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<td><strong>Total Value</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>$129,568</strong></td>
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## 2015 Landscape Architecture Foundation Proposed In-Kind Support

<table>
<thead>
<tr>
<th>Item/Description</th>
<th>Frequency/Yr 2015</th>
<th>Circ/Traffic Proposed</th>
<th>Market Value/Cost per Engagement</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion in 2015 AM Reg Brochure</td>
<td>1</td>
<td>56,150</td>
<td>$9,600</td>
<td>$9,600</td>
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<tr>
<td>Promotion in 2015 AM onsite program</td>
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<td>5,500</td>
<td>$5,000</td>
<td>$5,000</td>
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<tr>
<td>Promotion on 2015 AM website, with link</td>
<td>1</td>
<td>177,000 pageviews</td>
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<tr>
<td>Promotion via Twitter</td>
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<td>38,000</td>
<td>$0.25/CPE*</td>
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<tr>
<td>Promotion via Facebook</td>
<td>6</td>
<td>45,000</td>
<td>$0.52/CPE**</td>
<td>$14,762</td>
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<td>Promotion via LinkedIn</td>
<td>4</td>
<td>22,285</td>
<td>$0.26/CPE***</td>
<td>$895</td>
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<tr>
<td>2015 AM professional registrations</td>
<td>3</td>
<td></td>
<td>$775 each</td>
<td>$2,325</td>
</tr>
<tr>
<td>2015 EXPO booth</td>
<td>2</td>
<td>5,500</td>
<td>$7,200</td>
<td>$14,400</td>
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<tr>
<td>LAF Newsletter promotion in LAND</td>
<td>20</td>
<td>25,000</td>
<td>$1,000</td>
<td>$20,000+ (NOTE: Will take form as ad buttons in most of 24 issues)</td>
</tr>
<tr>
<td>LAND articles with links</td>
<td>6 (all categories)</td>
<td>15,500 members</td>
<td>$7,000</td>
<td>$42,000</td>
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<tr>
<td></td>
<td></td>
<td>5,000 nonmembers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4,500 potential sponsors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mailing list with codes</td>
<td>1 (all categories)</td>
<td>15,500 members</td>
<td>$0.40/name</td>
<td>$14,600</td>
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<tr>
<td></td>
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<td>16,500 nonmembers</td>
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<tr>
<td></td>
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<td>4,500 industry product &amp; service providers</td>
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<tr>
<td>Full page, WC LAM ads</td>
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<td>21,000 each</td>
<td>-$5,145</td>
<td>$30,870</td>
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<tr>
<td><strong>Total Value</strong></td>
<td></td>
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<td>$160,592</td>
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</tbody>
</table>

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* CPE equals % of circulation resulting in clicks, retweets, favorites, replies
** CPE equals % resulting in likes, clicks, comments, shares
*** CPE equals discussion click-thrus; does not factor in subsequent comments, which are difficult to quantify.
<table>
<thead>
<tr>
<th>Agenda Item #8: CONFIDENTIAL -- Sustainable Sites Initiative™ Update</th>
<th>Information</th>
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<tbody>
<tr>
<td><strong>Purpose</strong>: To update the Executive Committee on the status of the Sustainable Sites Initiative.</td>
<td></td>
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<tr>
<td><strong>History and Background</strong>: The committee will convene in closed session to discuss the status of the Sustainable Sites Initiative.</td>
<td></td>
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<tr>
<td><strong>Governing Rules/Procedures</strong>: N/A</td>
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<td><strong>Action Requested</strong>: N/A</td>
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<tr>
<td><strong>Staff Contact</strong>: Nancy Somerville</td>
<td></td>
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