



March 21, 2018

Executive Offices

- **President Gregory Miller, FASLA, Education VP Lake Douglas, FASLA**, Education Programs Director Susan Apollonio and Managers Shawn Balon, ASLA, and Kris Pritchard are attending the **Council of Educators in Landscape Architecture (CELA) conference** this week, in Blacksburg, VA. Today President Miller gave a presentation on ASLA's national programs and priorities to the CELA board. VP Douglas and staff are also facilitating and presenting at the landscape architecture program administrators meeting. Additionally, Manager Pritchard is presenting on a panel focused on accreditation standards for online programs and is hosting two workshops in support of the **Landscape Architecture Accreditation Board (LAAB)**. One is a training for ROVE (Roster of Visiting Evaluators) volunteers and the other is an accreditation workshop. Manager Balon will present two sessions on ASLA's career discovery and diversity initiatives.
- The Executive Committee held its monthly conference call today. Action items were approval of a **student affiliate chapter at Southwestern College in San Diego** and approval of a **student chapter at the University of Cincinnati**. The committee also received program and financial updates and a report on the **dues recommendation being prepared by the Member Services and Finance and Investments Committees**. The Board of Trustees will take action on the dues recommendation at its spring meeting.
- **President Miller** was the keynote speaker at the **Twin States Conference** in Jackson, Mississippi, March 8-10. His presentation was on the **future of the profession and the value of connections**.
- On March 16, **Past President Vaughn Rinner, FASLA**, and State Government Affairs Director Elizabeth Hebron **presented on "The Why, What, and How of Landscape Architecture Advocacy"** at the **Washington State Chapter 2018** annual meeting.
- Last Friday, EVP Nancy Somerville, Hon. ASLA, participated in an **Arizona State University** roundtable "Redesign.School: The Future of Design Education."
- EVP Somerville and Managing Director Julia Lent, Hon. ASLA, presented "Maximize Performance: The Baldrige Excellence Framework for Associations" at the **American Society of Association Executives' Great Ideas Conference** on March 12. Lent has been accepted as an examiner for the 2018 **Malcom Baldrige National Quality Award**.
- EVP Somerville and Corporate Secretary Curt Millay, ASLA, recently participated in a call with Gensler, Akridge, and **GHT to review the status of ASLA's LEED and WELL certification submissions**. Based on the preliminary reviews, the building is on track for LEED Platinum and WELL Gold.
- The **Council of Fellows jury** met to review and make final selections on 65 nominations received from 26 chapters. Notifications of results will begin in mid-April.
- Secretary Millay participated in a **panel that focused on design and renovation for leaders of Washington-area associations and nonprofits**. Gensler and DCA Live hosted the panel.

Finance

- CFO Mike O'Brien, Hon. ASLA, and the Accounting staff are preparing materials for the upcoming spring meeting.
- The Society's **financial audit** continued yesterday with a conference call with **Finance VP Finance Tom Mroz, ASLA, Audit Committee Chair SuLin Kotowicz, ASLA**, and the members of the **Audit Committee**.
- **The LAM advertising contracts** now total **76 percent** of the budget.
- The **2018 EXPO booth sales** reached **81 percent** of the floor space being either sold (76 percent) or reserved (5 percent).
- **Registration and housing for the ASLA spring meeting** closes on March 30. To date, 81 percent have registered. BOT members should use this [link](#) and CPC members should use this [link](#) to register.

Government Affairs

- **Daniel Hart has joined the Government Affairs team as Manager of Federal Government Affairs and Bradley Rawls has joined as Manager of State Government Affairs.** Prior to ASLA, Hart served as senior manager of government affairs at the American Moving and Storage Association. Daniel is covering green infrastructure, water and stormwater management issues, and all parks issues, including national parks, federal lands, and community parks issues. Rawls served as legislative analyst for the American Council of Life Insurers and served as a legislative aide for State Senator Victor Crist (FL). Rawls will be supporting licensure advocacy and defense activities as well as leading SITES® and other state advocacy efforts.
- ASLA Government Affairs, in conjunction with the Council of Landscape Architectural Registration Boards, is hosting an **advocacy websummit** on March 27 at 3:00 p.m. EDT, which will provide an opportunity for chapters and boards to discuss the regulatory climate, how licensure legislation has affected each jurisdiction, the tools/resources being used, and effective advocacy efforts. [Click here](#) to register and to add this event to your calendar.
- The [ASLA Advocacy Day 2018 Schedule of Events](#) is now available. Mark your calendars with all the important dates and events that will assist advocates in preparing for their upcoming congressional meetings. The first advocacy training webinar will be on April 4 from 2:00-3:00 p.m. EDT. Webinar registration and other details are forthcoming.
- This week, the House Committee on Natural Resources held a hearing on addressing the maintenance backlog at the National Park Service (NPS) and [the National Park Service Legacy Act](#) (S. 751, H.R. 2584), which ASLA is helping to move through the legislative process. ASLA live-tweeted the hearing, stressing the importance of addressing the NPS backlog. The Act aims to reduce the \$12 billion maintenance backlog at the NPS by 2047. This legislation would provide sustainable, long-term resources for the national parks without increasing park fees. [Send a message to your legislators urging them to cosponsor.](#) To date, ASLA advocates have sent 570 messages on this measure to their federal legislators.
- ASLA has joined with allied organizations in sending a **letter of support to House Natural Resources Committee leaders on [H.R. 5133, the Federal Lands Transaction Facilitation Act Reauthorization of 2018](#)**. The measure seeks to facilitate Bureau of Land Management (BLM) sales and federal agency conservation in an efficient and strategic manner. The measure supports local

economies, resolves private-public land issues, and conserves high-priority lands for recreation, wildlife habitat, and historic preservation.

- ASLA has also joined with its [Pollinator Partnership](#) coalition members in **sending a letter to the House Agriculture Appropriations Committee leaders urging them to provide robust funding for federal pollinator-related programs**, including the Natural Resources Conservation Service, National Institute of Food and Agriculture, and others.
- Government Affairs continues to be active in coalitions. Recently, staff participated in a number of coalition meetings, including: the Land and Water Conservation Fund weekly conference call, the National Park 2nd Century Action Coalition, and the Partnership for Active Transportation meetings.

Landscape Architecture Magazine

- The **fourth LAM Lecture** took place at the Center for Landscape Architecture. The **speaker was Bradley Cantrell, ASLA, chair of the landscape architecture program at the University of Virginia**, who discussed artificial intelligence and machine learning as tools of ecological repair. About 50 guests attended. The video of the talk will be posted on *LAM's* website soon. Kudos to the Meetings team for logistics, and Communications staff for helping get the word out and handling media visitors. Director Cahill, as ever, provided invaluable technical help.
- Senior Editor Jennifer Reut was in Tucson representing *LAM* at the **Alliance for Historic Landscape Preservation's 40th Annual Meeting: Cultural Crossroads: Heritage Landscapes of the Sonoran Desert**. "Landscapes of Abundance and of Scarcity." Talks and tours included projects throughout the desert Southwest by a number of landscape architects.

Education Programs

- **LAAB ROVE Teams** continued conducting accreditation reviews for spring 2018. **State University of New York ESF (BLA), State University of New York ESF (MLA), and University of Nebraska (BLA)** had their reviews the past two weeks. Programs reviewed during spring 2018 are scheduled to be considered at the LAAB Summer 2018 Board Meeting.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **243** active providers offering **1,213** courses. There are **two** new provider applications pending review.
- On March 8, Manager Balon participated in a conference call to review updates to the **Careers Building Communities interactive webpage**. ASLA is collaborating with 26 other organizations via the Real Estate and Built Environment CEO Summit to develop an online talent development (aka career discovery) website and will continue to provide resources as the webpage is developed.
- The **2018 Diversity Summit Call for Letters of Interest** closed with **31** applications received, up from **eight** in 2017. ASLA will review the applications in the coming weeks to select participants for the Diversity Summit being held June 22-24 in Washington, D.C.

Member and Chapter Services

- **Reminder: The Spring CPC Meeting information is now posted in [CPC Central](#).** Chapter presidents should ensure that all chapter participants have registered. Registration is a two-step process: [Register](#) for the meeting and Advocacy Day, then [book your hotel](#) (via link or call 1-888-421-1442 and refer to the 2018 Spring Meeting).



- The **Member Services Committee** is holding a webinar “Renewing and Retaining: How to Keep Members and Reinvigorate Interest” for membership chairs this Friday at 3:00 p.m. EDT. This is part one in a set of quarterly webinars planned for 2018. [Use this link](#) to join the webinar.

Public Relations and Communications

- The **Professional Awards have closed with 374 completed submissions**, a considerable drop from the 465 received in 2017 and 434 in 2016. Staff are capturing issues that may have affected the process. Those issues, including the timing, will be reviewed and addressed for the 2019 cycle. All Analysis and Planning and Research submissions have been shared with the jury in advance to complete the first phase of assessing.
- Director Terry Poltrack and PR Manager Karen Grajales met with Database Operations Manager Craig Grimm to examine the **sample base used to compile the Business Quarterly surveys**. Participation has been declining over the years and that may be because the “Primary Firm Contact” is not the right target.
- **ExCom members made their choices for which Honors nominees** get forwarded to the BOT for the final votes at the spring meeting.
- **Alex Lopatka, a blogger for Maryland Sea Grant**, attended the Tuesday evening *LAM* lecture. Lopatka expressed interested in getting ASLA’s news releases and learning more about the Blue Ribbon Panel on Climate Change and Resilience.

Professional Practice

- Yesterday, Professional Practice Manager Katie Riddle, ASLA, hosted **David Ferguson, ASLA**, Associate Dean of Ball State University’s College of Architecture and Planning, for a tour of the ASLA Center and updates on the landscape architecture program.
- Recently, Manager Riddle hosted the [Smart Growth Network](#) quarterly meeting at the ASLA Center for Landscape Architecture. Riddle presented the ASLA green roof and building renovations, and Director Blackwell presented current ASLA Federal Government Affairs initiatives. **Chris Leinberger, Chair of the Center for Real Estate and Urban Analysis at the George Washington University School of Business** and **Adie Tomer, Fellow of the Metropolitan Policy Program at the Brookings Institution** presented their work in support of smart growth policies and community revitalization.
- Yesterday, staff and members of the **Chinatown Green Street Demonstration Project (CGSDP)** design team met with **District Department of Transportation and Department of Planning** staff to discuss preliminary plans and concepts for the project. New communications materials and website updates for the project are currently in development. Manager Linette Straus, ASLA, is working with David Smith of the **Interlocking Concrete Pavement Institute (ICPI)** to schedule a presentation for the project team on construction and maintenance of permeable interlocking concrete pavements in urban settings and funding opportunities through the ICPI Foundation for Education and Research.
- Last week, the **Environmental Justice PPN** hosted a virtual conversation with **Vivian Franco, Executive Director of From Lot to Spot (FLTS)**. Viviana discussed her organization’s approach to providing equitable community engagement as well as some case studies where those principles have been applied. Read more about FLTS in the PPN’s [Field blog post](#).



Deadlines and Reminders

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