

April 4, 2018

## Executive Offices

- **President Greg Miller, FASLA, Membership VP Vanessa Warren, ASLA, National Student Rep. Abigail Reimel**, Student ASLA, Member & Chapter Services Managing Director Julia Lent, Hon. ASLA, and PR Coordinator J.R. Taylor will be representing ASLA at **LABash 2018** this week. President Miller will provide opening remarks and **Past President Mark Focht, FASLA**, will also be on hand as the LABash “Grand Marshall.” The event is at Penn State University, April 5-7.
- **President-Elect Shawn Kelly, FASLA**, and EVP Nancy Somerville, Hon. ASLA, are in Toronto this week for the **Canadian Society of Landscape Architects conference**. President-Elect Kelly will be presenting to the CSLA board tomorrow on ASLA’s national programs and priorities.
- EVP Somerville and Communications and PR Director Terry Poltrack held a conference call with the **FrameWorks Institute** CEO and program staff to iron out contractual issues. FrameWorks will be conducting research and developing recommendations for ASLA and the other Presidents Council organizations on how to communicate about landscape architecture and its value to the general public.
- The Executive Offices held an **officer candidate webinar** this week **to help president-elect and VP candidates prepare for the upcoming spring meeting and elections**. This is the first such webinar, which was born out of discussion at the winter executive committee meeting to help onboard officers. Attendees included the VP candidates, president-elect candidates, sitting VPs of finance, membership, professional practice, **President Miller**, and senior staff.
- The **pre-spring meeting BOT webinar was held yesterday**. The agenda covered program and operations updates for first quarter 2018 and a summary of results of the strategic priority and program surveys.
- Preparations for the spring meetings of the **Executive Committee, Board of Trustees, and Advocacy Day** are in full swing. The agenda for the Board of Trustees meeting posted last week.
- ASLA staff and the Center design team held a conference call with GBCI’s **WELL Building Standard** reviewer to clarify final documentation requirements for WELL credits for the ASLA Center and discuss alternative compliance path options on specific credits.
- Corporate Secretary Millay, ASLA, held a conference call last week with **National Association of Olmsted Parks (NAOP)** to finalize planning for Olmsted 2022–The Legacy summit to be held at the ASLA Center on April 19 to begin envisioning the bicentennial recognition of Frederick Law Olmsted’s birth.
- The **Council of Fellows jury** met on March 16 to make final selections. Notifications of results to chapters and individuals will begin in mid-April. The official press release will appear in mid-May. Contact [Curt Millay](#) with any questions.
- The **final total for Campaign for the ASLA Center for Landscape Architecture** is \$1,301,866. To see the list of ASLA chapters, firms, and individuals who made the campaign successful, click on [ASLA Center Honor Roll](#).

- Membership recruitment for the ASLA Heritage Circle in 2018 will be featured on postcards in *Landscape Architecture Magazine*, mailings to emeritus and 20-year members, and online promotions. Click here for more information on the [Heritage Circle](#).
- Contributions to ASLA for first quarter 2018 (through February) total \$12,544 compared to \$14,686 in 2017. The difference is in part due to a successful year-end push of the capital campaign for the ASLA Center in the last quarter of 2017. With the campaign now complete, donations to the ASLA Fund should catch up to, and surpass, 2017 levels for the balance of the year.

## Finance, Publishing, and Meetings

- CFO Mike O'Brien, Hon. ASLA, and the Accounting staff are working on the **March 2018 close** and reporting the results to the Finance & Investments Committee later this month.
- The **2018 LAM advertising contracts** total **76 percent** of the budget.
- The **2018 EXPO booth sales** have reached **83 percent** of the floor space being either sold (80 percent) or reserved (3 percent).
- The Society's **financial audit** continued with a conference call yesterday with **Finance VP Tom Mroz, ASLA, Audit Committee Chair SuLin Kotowicz, ASLA**, and the members of the **Audit Committee**. During the call, the financial statements were approved.
- **Washington, D.C., will be the location of the ASLA 2024 Annual Meeting and EXPO.** ASLA will also celebrate two milestone anniversaries: the 125<sup>th</sup> year of the Society's founding and the 75<sup>th</sup> annual meeting. The ASLA Center for Landscape Architecture will be at the forefront of these historic occasions. **Registration and housing for the 2018 Annual Meeting and EXPO in Philadelphia will open the week of May 7.**
- Through a rigorous RFP process, ASLA renewed the contract with longstanding production company O'Keefe Communications to provide production services for the annual meeting. Through the same RFP, ASLA selected a new audiovisual provider after meeting evaluations yielded less than excellent results on the previous vendor. All annual meeting vendors are required to meet specific performance targets.

## Government Affairs

- Last Friday, President Trump signed a \$1.3 trillion fiscal year 2018 omnibus spending bill to fund the government through the remainder of the fiscal year. The bill includes many victories for ASLA including increased funding for Transportation Investment Generating Economic Recovery (TIGER) grants, the Land and Water Conservation Fund, Clean Water and Drinking Water State Revolving Funds, and the National Park Service. [ASLA released a statement](#) from EVP Nancy Somerville applauding Congress on this important legislative victory.
- **Registration for ASLA Advocacy Day is now closed.** ASLA will now begin the process of scheduling congressional meetings for all participants who registered by the March 30 deadline.
- The [ASLA Advocacy Day 2018 Schedule of Events](#) is now available. Please mark your calendars with all the important dates and events that will assist advocates in preparing for their upcoming congressional meetings. Due to scheduling conflicts, the first advocacy training webinar [Learning The](#)

[Issues: Policies Important to Landscape Architects](#), will be Wednesday, **April 12, from 2:00-3:00 p.m. EDT**. Register for the webinar [HERE](#).

- ASLA and CLARB held a successful websummit as part of their joint initiative to improve chapter-board relations and defend licensure. This quarter's websummit had a record number of 80 participants from chapters and boards from across the country. The webinar highlighted the current regulatory climate, how licensure legislation has affected various jurisdictions, and the effectiveness and use of best practices and advocacy tools and resources. A [recording of the presentation](#) and a [downloadable version of the PowerPoint](#) are now available to all chapters.
- Recently, the Nevada Sunset Subcommittee of the Legislative Commission recommended continuation of the landscape architecture board. Along with continuation, the committee also recommended several other improvements that were requested by the board. The Commission's recommendation for continuation will be forwarded to the Nevada state legislature for consideration during its 2019 session.
- **Free LA CES credit opportunities!** Take advantage of the [U.S. Access Board's](#) free monthly series **covering access to shared streets**. Shared streets blend pedestrian, vehicle, and bike traffic and pose unique challenges to pedestrians with vision impairments. This session will describe the specific challenges pedestrians with vision disabilities face when navigating shared streets and the strategies they employ, and discusses ideas on how accessibility for pedestrians with vision disabilities can be addressed in the planning and design process. [Register here](#) for the webinar **tomorrow from 2:30-4:00 p.m. EDT**.

## Education Programs

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **241** active providers offering **1,220** courses. There is **one** new provider application pending review.
- Annual meeting session acceptance and decline notifications have been deployed to all submitters. Of the 501 presentations submitted for consideration, 119 education, 17 field sessions and 4 workshops have been selected.
- **Landscape Architectural Accreditation Board (LAAB) ROVE Teams** continued conducting accreditation reviews for spring 2018. **University of California Berkeley (MLA)** and **University of Virginia (MLA)** had their review this week. Programs reviewed during spring 2018 are scheduled to be considered at the LAAB Summer 2018 Board Meeting.
- The ASLA **Committee on Education (COE)** held its March conference last week. **COE Chair Keith Wilson, ASLA, VP of Education Lake Douglas, FASLA, and Accreditation and Education Programs Manager Kristopher Pritchard** conducted the call, which included updates on ASLA, LAAB, CELA, and STEM/CIP code. Additionally, COE member **Maria Bellalta, ASLA**, provided an overview of a panel discussion about LA education in Massachusetts and the pressing issues they face, which was recently held at the **Boston Society of Landscape Architects Conference + Xpo**.
- This week, Manager Shawn Balon, ASLA, participated via conference call in reviewing session proposals for the [2018 National Conference for Community Design](#) that will convene in Baltimore, June 8-9. The steering committee reviewed tracks focused on exclusion and the voice of the people. Manager Balon continues to serve on the steering committee to assist in guiding decisions and planning around maximizing the impact, rigor, and accessibility to the event.

- ASLA will host a hands-on booth at the [USA Science and Engineering Festival](#) being held April 6-9 in Washington, D.C. Staff have been collaborating with landscape architecture students at Virginia Tech Washington Alexandria Architecture Center (WAAC) to build an interactive booth. Local students, Potomac Chapter members, and Maryland Chapter members will volunteer throughout the weekend during the festival that will bring over 300,000 attendees to discover STEM careers.

## Member and Chapter Services

- Melissa A. Gobrecht, AIA, LEED AP BD+C joined last week as the new **chapter relations and membership marketing manager**. As a licensed professional, she brings to the position her years of experience as an active association member, her management and organizational skills, and natural ease with collaboration and communication. Please feel free to reach out to [Melissa](#) via email or phone at 202-216-2323.
- Over the past year, ASLA has been hard at work to update and upgrade many of the services you rely upon to make the most of your ASLA membership, including member profiles, directories, and financial transactions. **These services will not be available on the ASLA website between Wednesday, April 11, and Tuesday, April 17**, so that the background database and web redesign process can be completed. Once the transition process is complete, members can expect to find all these functions provided in a more user-friendly environment. Members needing information that is not accessible by the website can contact [ASLA Member Services](#) for more information.

## Public Relations and Communications

- The **Professional Awards jury** met March 23-25 and chose **three Research, three Residential, five Analysis and Planning, four Communications, nine General Design, and one Landmark awards**. All but Research and Landmark included Excellence winners. The selection ratio aligns with past juries, with 6.4 percent of the 374 submissions receiving recognition.
- The transition begins for the **new brand this week**, though full implementation will take a bit of time. Meanwhile, this [30-second video](#) answers the questions, Why rebrand?
- ASLA invited staff and representatives from its communications firm, Proof, to a “screening” of the promotional video segments for the upcoming **Blue Ribbon Panel report**. Attendees offered critiques and recommendations for the second round of edits of the short videos.
- **It’s World Landscape Architecture Month!** Please share your favorite landscape architecture projects on social media with the hashtag #WLAM2018. [Learn more on how to participate.](#)
- Staff kicked off **World Landscape Architecture Month** on April 2 with a social gathering to learn how to take part in ASLA’s Instagram public awareness campaign and to breakfast on Easter eggs and fresh fruit.
- *The Dirt* has reached a **new milestone: 5 million pageviews**. To date, there have been 2,280 posts, which have been shared 137,000 times and received 450 comments. *The Dirt* currently has 8,100 subscribers.
- An email was sent to **all those identified as key firm contacts** asking them to confirm their status or suggest an alternate. This message is part of efforts to improve participation rates for the **Business Quarterly survey**.

- PR Manager Karen Grajales attended the media event “**Energy, Environment, and Public Lands in 2018 and Beyond,**” which featured a panel of policy, political, and journalism experts who discussed how trends within environmental reporting may play out in 2018 and beyond—and how they relate to public lands. The Wilderness Society hosted the event.

## Professional Practice

- Recently, **VP Wendy Miller, FASLA**, and staff hosted a briefing call with the candidates for vice president of professional practice in advance of the BOT spring meeting elections.
- Last week, the **Urban Design PPN** hosted a live ASLA Online Learning presentation, [The Vibrant Cities Lab: Free Urban Forestry Resources, Research, and Tools](#), offering 1.0 PDH (LA CES/HSW) to 24 registrants. **Lauren Marshall, ASLA**, and Laurence Wiseman, presented the Vibrant Cities Lab, an online resource that offers easy access to the best available science about the impact of trees and green space on economic development, public health, transportation, equity or water quality—eleven impact areas overall. The recording of this presentation is now available through the Online Learning website.
- On March 21, the **Professional Practice Networks (PPN) Council** held a conference call to review PPN leadership recruitment efforts, PPN communications initiatives, and proposed PPN Live schedule and layout updates for the upcoming ASLA 2018 Annual Meeting.
- **Chinatown Green Street (CGS)** updates: Last week, staff reviewed feedback from the recent preliminary design review meeting (PDRM); discussed maintenance options, including the potential formation of an LLC to oversee the maintenance of the project after construction; and discussed fundraising strategies and targets. Staff had a call with the design team to discuss deliverables for the second PDRM with DDOT to be held in the next few weeks. New communications materials and website updates are currently in development. Secretary Millay and Manager Linette Straus, ASLA, are reviewing the RFQ submittals received for the positions of construction manager, geotechnical surveyor, and permit expeditor.
- Manager Straus will give a **SITES®** presentation at the [ASLA Central States conference](#) on April 12. Straus and Director Poltrack had a call with new **marketing staff from USGBC to discuss the SITES in-kind agreement and proposed schedule** for 2018. ASLA proposed a new program idea and opportunity for collaboration—to raise awareness and encourage SITES AP exam registrations. ASLA staff also offered suggestions on USGBC SITES ads and artwork presented. The group discussed what works best to engage the ASLA audience when offering promotions. Straus and EVP Somerville also participated in the USGBC SITES quarterly update call for SITES APs. Highlights included a briefing by Design Workshop on the firm’s experience with the SITES certification process, and the launch of the SITES faculty program.
- Straus has been chosen to co-lead **the Building Design and Landscape Architecture subgroup** for Biophilic DC along with Anica Landreneau, AIA. Planning for the kick-off meeting in April is underway.
- The **PPC Autonomous Vehicles Subcommittee** met via conference call to review the proposed policy statement revisions.

## Deadlines and Reminders

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