



August 8, 2018

## Executive Offices

- **President Greg Miller, FASLA**, was the keynote speaker at the **Florida Chapter's annual meeting** on July 27. His presentation focused **on the wisdom of landscape architects and the value of connections**.
- Last week, **President-Elect Shawn Kelly, FASLA**, EVP Nancy Somerville, Hon. ASLA, and Corporate Secretary Curt Millay, ASLA, met with staff at the ASLA Center **to finalize 2019 committee appointments**. In addition to those members whose terms continue into next year, **over 150 members volunteered to join a new committee or to renew their committee service**. Notifications to volunteers will begin in mid-August.
- EVP Somerville taped a **"Spotlight on Federal Advocacy" video message for the membership**, which will be posted on the ASLA website soon. The goal is to release single topic video updates to the membership on a quarterly basis.
- EVP Somerville and Secretary Millay visited the **American Society of Interior Designers** on Wednesday to meet with staff about their **WELL submittal and certification process**.
- EVP Somerville recorded a **podcast with Gensler** on the wellness features of the ASLA Center and ASLA's sustainability initiatives.
- Secretary Millay and Public Relations and Communications Director Kevin Fry will hold **stakeholder and design team meetings** today and tomorrow at the Center.
- **Education session proposals on the Blue Ribbon panel report**, *Smart Policies for a Changing Climate*, have been completed and submitted for the AIA Conference on Architecture and the National Adaptation Forum.
- About 45 members of the Board participated in the **summer BOT update webinar**.
- Staff met to discuss plans for **creating a parklet in front of the ASLA Center for 2019 PARK(ing) Day** to be held on September 21.
- **ASLA has extended two employment offers**, which were accepted. The new hires are the career discovery and diversity manager and accounting technician, both slated to begin on August 13. Recruitment has begun for the open positions in Government Affairs, Public Relations & Communications, Information and Professional Practice, and *Landscape Architecture Magazine*.
- HR Manager Richard Winston recently conducted exit interviews for three departing employees. Winston also provided individual recruitment plans to hiring managers and rebranded the jobs page on the website. The new page is now called "Careers" and will feature a new standard layout for vacancies.

## Finance, Meetings, and Business Operations

- CFO Mike O'Brien, Hon. ASLA, and the Accounting staff are working on the **July 2018 close** and the second quarter review.
- **More than 3,000 are registered for the [ASLA 2018 Annual Meeting and EXPO](#)**. Registration and ticket revenues, currently at 78 percent of goal, continue to outpace previous annual meetings.



- The **2018 LAM advertising contracts** totaled **82 percent** of the budget.
- The **2018 EXPO booth sales** reached **96 percent** of the budget.

## ***Landscape Architecture Magazine***

- The **September issue, which carries the ASLA Professional and Student Awards**, is off to press this week. The issue is 200 pages, 109 editorial and 91 advertising. The editorial ratio for the month is 55 percent; for the year, *LAM* stands at 57 percent editorial (goal: 55+ percent). Now, on to making the big October issue that will be headed to Philadelphia.

## **Government Affairs**

- **Take Action Now!** ASLA needs your help to protect the **Land and Water Conservation Fund** (LWCF), which will expire in September if Congress does not act to reauthorize the program. ASLA encourages all members to use the [iAdvocate Network](#) to urge their legislators to cosponsor legislation to permanently authorize LWCF. Last week, Senators Richard Burr (NC), Cory Gardner (CO), Michael Bennet (CO), and Jeanne Shaheen (NH) introduced an amendment to H.R. 6174: the Interior-Environment, and Financial Services and General Government Appropriations Act for FY 2019 that would permanently reauthorize and fund the [Land and Water Conservation Fund](#) (LWCF). EVP Somerville sent a letter thanking sponsors for their amendment and work on reauthorization. Due to arcane Senate rules and procedures, the amendment was not voted on but thanks to the strong and positive public reaction to the amendment and LWCF, 14 senators sent a bipartisan letter to Senate Majority Leader McConnell (KY) and Senate Minority Leader Schumer (NY) calling for reauthorization and dedicated funding for LWCF.
- It's not too late to start planning a site tour with elected officials. Use the [ASLA Guide to Hosting a Site Tour with Elected Officials](#) to get started. Government Affairs is requesting that each chapter complete a short [National Site Tour Day Outlook Survey](#), which will provide direction to ASLA staff on which chapters need additional assistance implementing their site tour.
- State Government Affairs is now **accepting advocacy summit location proposals for the next three years ('19, '20, & '21)**. This annual event brings together representatives from 30+ chapters to discuss and build upon chapter government affairs and advocacy efforts focused at the state and local level, with a special focus on licensure. **By hosting the advocacy summit your chapter will not only showcase your state and one fantastic city**, but also have the opportunity to highlight a prominent local landscape architecture project to attendees and public officials. Submissions received by **August 31** will be given priority consideration for the 2019 Advocacy Summit. However, applications will continue to be accepted until October 31. Interested chapters should complete and return the [Request for Information](#) (RFI) form to State Government Affairs Director [Elizabeth Hebron](#) and State Government Affairs Manager [Bradley Rawls](#).
- Recently, Rep. Conaway (MI) introduced H.R. 6515, the **Occupational Licensing Board Antitrust Damages Relief and Reform Act**, which would **limit private antitrust damages against occupational licensing boards in exchange for states agreeing to evaluate the need for occupational licenses** against a stated set of criteria. The bill also calls for a study by the United States General Accounting Office that would evaluate how states: best address occupational licensing reform; conduct comprehensive cost-benefit assessments of regulations and boards; implement policies to support licensing uniformity and portability; and assess how occupational licensing requirements affect low-income workers and other populations. The Professional Licensing



Coalition (PLC) spearheaded the drafting and introduction of the legislation. Government affairs staff has been participating in PLC calls to discuss next steps.

## Member and Chapter Services

- Chapter leaders are invited to join the **CPC Summer Webinar** on Tuesday, August 14 at 3:00 p.m. EDT. Topics will include new member recruitment tools, launching chapter best practices, and a preview of Park(ing) Day. To join the webinar, [click here](#).
- The ASLA Leadership Development Committee issued its bimonthly **Leadership Link** on August 6. The issue focused on the professional benefits of attending a conference, with a leadership profile featuring Kay Williams, FASLA.
- ASLA launched the new [FirmFinder](#) tool in July, which is now fully searchable by location and area of specialty. Thus far, **40 firms have taken advantage of the opportunity to enhance their firm profiles at no extra cost, adding information and images related to their firm's services.** Enhance your firm's profile today!

## Public Relations and Communications

- The [Chinatown Green Street web page](#) and video are now active. This new online resource contains basic information about the project and its goals, a link to a PDF version of the project brochure, and a promotional video. This will enable ASLA to communicate more effectively about the Green Street initiative, and will be useful in building financial and community support during this phase of the project.
- *The Washington Post* reporter Marie Elizabeth Oliver was recently connected with Kurt Kraisinger, ASLA, for a [story](#) about turning livestock watering tanks into backyard pools. The *Post* story has subsequently been syndicated in other U.S. media outlets, including the [Twin Cities Pioneer Press](#), [The Fayetteville Observer](#), and [The London Free Press](#) (Canada).

## Education and Marketing

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **242** active providers offering **1,254** courses. There is one new provider application pending review.
- The **Annual Meeting Education Session Preference Survey** closed on July 31. The purpose of the survey is to help ASLA identify the level of interest in each education session so that session rooms may be assigned accordingly.
- Submissions for **the Landscape Architectural Accreditation Board 2017-2018 Annual Report** were due August 1. Eighty-two programs (85%) submitted on time and notifications were sent to the 14 programs that are delinquent. Programs accredited by LAAB are required to submit reports each year providing information about the program's students, graduates, budgets, and faculty among other items. This information allows LAAB to monitor significant changes and compliance with accreditation standards. Additionally, aggregate data from the reports is used to track trends in landscape architecture education and to communicate those trends with our communities of interest.

## Professional Practice

- Yesterday, the **Water Conservation PPN** hosted an ASLA Online Learning presentation, Water Conservation in Landscape Irrigation, with **Michael Igo, Affiliate ASLA**, President, Aqueous



Consultants, LLC. The presentation had 28 registrants, and offered 1.0 PDH (LA CES/HSW). Michael highlighted the biology behind plant water conservation along with implementation methods through irrigation practices and technology.

- Sr. Manager Katie Riddle, ASLA, participated in a conference call for the NCASLA-USGBC SITES® Event Series to be held the week of November 5. Speaker recruitment is underway for SITES APs and ASLA members at each of NCASLA's five sections.
- Sr. Manager Riddle participated in a **Joint Call to Action to Promote Healthy Communities** meeting to discuss potential funding by the Robert Wood Johnson Foundation. The group is working on a proposal to fund a joint strategic planning event with staff and members from each signatory organization.

## Deadlines and Reminders

- Get a \$100 discount off the SITES® Accredited Professional exam for the first 150 registrants through September 3.
- The [Leadership Calendar](#) can be accessed on the web.