



November 7, 2018

Executive Offices

- **President Shawn Kelly, FASLA**, was recently at the homecoming event for the **University of Arizona** in Tucson, AZ, his alma mater. On October 26 and 27, Kelly was graciously given the Department Chair's studio, which was opened to faculty, other students, and visiting alumnae. The **presentation was about his path to leadership, career in general, perspectives on the profession, and the trajectory of ASLA**. Events included formal crits in Professor Bo Yang, ASLA's studios and personal conversations with alums and students. **Kelly encouraged students and faculty to support the profession by membership in ASLA and to become players in their own professional advancement.**
- **Immediate Past President Greg Miller, FASLA**, was in Athens on Monday presenting to the **University of Georgia Student Chapter**. **During the visit**, Miller gave a lecture on the wisdom of landscape architecture and the future of the profession, did a studio tour, and met with student leaders and faculty.
- ASLA hosted the **Renewable Natural Resources Foundation** on Monday with a discussion about **"Withdrawing from the Paris Agreement: What's Next?"** Speakers included Kevin Kennedy of the U.S. Climate Initiative, **World Resources Institute**; Elan Strait, U.S. Climate Campaigns, **World Wildlife Fund**; and Shara Mohtadi, New York Energy Research and Development Authority.
- **ASLA has been chosen as a finalist in *Washingtonian Magazine's* Great Places to Work Competition.** Factors in the selection include the workplace, staff benefits, and the work culture. The next step is a staff survey. Winners will be announced in early 2019.
- Corporate Secretary Curt Millay, ASLA, held a call last week with **Robb Berg, ASLA, of Design Workshop, and representatives of the Sixth & I Synagogue** to discuss expediting temporary security measures given recent events and to discuss the timeline for long-term measures as part of the Chinatown Green Street project.
- EVP Nancy Somerville, Hon. ASLA, Corporate Secretary Curt Millay, ASLA, PR and Communications Director Kevin Fry, and **DowntownDC BID** Executive Director Neil Albert met with **DC Councilmember Mary Cheh's** office on Monday to discuss funding for the **Chinatown Green Street project**. Councilmember Cheh is currently the chair of the Committee on Transportation and the Environment.
- The **committee chair orientation call** will be held on Monday, November 12, at 3:00 p.m. EST, and will be led by **Communications VP Haley Blakeman, ASLA, Education VP Lake Douglas, FASLA, and Government Affairs VP Eugenia Martin, FASLA**. **All committee chairs and ASLA representatives are encouraged to participate.** Please see the invitation sent earlier via email by [Secretary Millay](#).
- Last week, Human Resources coordinated a **benefits fair for staff** to discuss the upcoming open enrollment period. HR Manager Richard Winston III, is also working on documenting standard operating procedures and auditing personnel file folders.
- Today, Special Asst. to the EVP Keith Swann was interviewed by a PhD student in landscape architecture from Virginia Tech. She's doing her dissertation on the mental and physical health of office workers who have access to a green roof during working hours. The student was referred by her professor **Terri Clements, FASLA**.



- Swann recently hosted **students and their professor from North Carolina A&T State University**. Discussed was the new building design, green roof upgrades, green street, student membership and its benefits, diversity and inclusion, student awards, and a possible future visit from ASLA leadership. The professor was put in touch with Membership Director Julia Lent, Hon. ASLA, to coordinate.

Government Affairs

- [Join us](#) tomorrow, November 8, at 3 p.m. EST, for a **joint CLARB-ASLA Web Licensure Summit**, that will highlight potential effects of the November elections on licensure reform efforts during the 2019 state legislative session; a review of recent threats including ALEC's "[Occupational Licensing Consumer Choice Act](#)," its potential impacts, and how boards and chapters can form coalitions to expand their voice to effectively respond; and dialogue on preparing for the 2019 legislative session.
- Last week, Government Affairs staff participated in the National Capital Planning Commission (NCPD) meeting on the District Department of Transportation's (DDOT) Draft Small Cell Guidelines. The **guidelines are intended to provide regulatory parameters** on the general standards and aesthetics for the **design and installation of small cell infrastructure** (5th generation **wireless technology**) in public space across the District of Columbia. ASLA, along with the Potomac Chapter, had previously submitted comments on this issue to DDOT. At the meeting, NCPD voted to submit their comments to DDOT. The District is one of several cities across the nation dealing with the Small Cell placement issue.
- Last week, ASLA joined coalition partners in signing on to two letters on issues important to landscape architects. The first letter to Office of Management and Budget (OMB) Director Mulvaney **asks the administration to propose an increase in funding for the National Parks Service** in the president's budget for the next fiscal year. The **second letter was sent to senators expressing ASLA's opposition to S. 1885, The AV START Act**, due to safety concerns for pedestrians and bicyclists.

Finance, Meetings, and Business Operations

- CFO Mike O'Brien, Hon. ASLA, and the Accounting staff are working through the **October 2018 close**.
- **Advertising contracts** for *Landscape Architecture Magazine* remain at **88 percent**.
- The **2019 EXPO** in San Diego already has over **180 exhibitors** signed up.

Landscape Architecture Magazine

- The **December issue of LAM goes to press this week**. This issue will feature a long-planned **60-page portfolio on Brooklyn Bridge Park**, by Michael Van Valkenburgh Associates (see more in PR and Communications), which is all but complete with this year's opening of Pier 3, the last of six major redesigned piers. The issue also includes departments on **Sasaki's permeable paver prototype designs**, social media strategies used in the Resilient by Design competition in the San Francisco Bay Area, and a photo feature on a **Maryland photographer who specializes in shooting native bees**.
- Editor Brad McKee represented ASLA on October 29 at the **National Building Museum** for the museum's Vincent Scully Awards dinner, presented to the architecture critics Robert Campbell of the *Boston Globe* and Inga Saffron of the *Philadelphia Enquirer*.



Public Relations and Communications

- The ASLA Fund ran its first full-page **Chinatown Green Street** ad in the November issue of *Landscape Architecture Magazine*, including a bound-in donation envelope. The Fund follows standard practice of making fundraising pitches during the holiday season, and this will serve double duty as a part of the process of building member awareness of the project. The [Green Street video](#) has reached over 900 views on Vimeo, a significant jump in recent weeks.
- The [latest ASLA virtual reality video on Brooklyn Bridge Park](#) narrated by **Michael Van Valkenburgh, FASLA**, was released at the annual meeting, where it drew meeting attendees to ASLA Central. Last week, the video was released to the public. Since then, the video been played nearly 400 times on YouTube. Michael Van Valkenburgh Associates also held a viewing party for the video in New York City.
- *Dirt* editor Jared Green interviewed **Linda Jewell, FASLA; Hitesh Mehta, FASLA**; photographer Marion Brennan; and **Ignacio Bunster-Ossa, FASLA**, at the annual meeting. Interviews will be released over the coming weeks.
- Since the August 2018 re-launch of the [updated ASLA guide to transportation](#), which was revamped with the help of an advisory group of members, the guide has received some 5,000 page views.
- The new guide to climate change mitigation and landscape architecture, which supports the *Smart Policies for a Changing Climate* report, has been viewed 1,050 times since its launch in September.
- A [press release](#) announcing the results of the third quarter **2018 Business Quarterly** survey was distributed last week via several wire services. *Landscape Architecture Frontiers* (China) expressed interest in the story, and *World Landscape Architecture* [published an article](#) about the survey.
- **Andrew Wright, Student ASLA**, the 2018 communications summer intern, covered the annual meeting in Philadelphia for *The Dirt*. His posts were on [climate action](#); [building parks with minecraft](#); [Laurie Olin, FASLA, and Susan Stamberg](#); [women's leadership in landscape architecture](#); and [new approaches to maintenance](#). *The Dirt* editor Jared Green covered [renewable energy in Iceland](#), [green infrastructure in Rotterdam](#), and the latest studies on the [health benefits of nature](#). More to come.

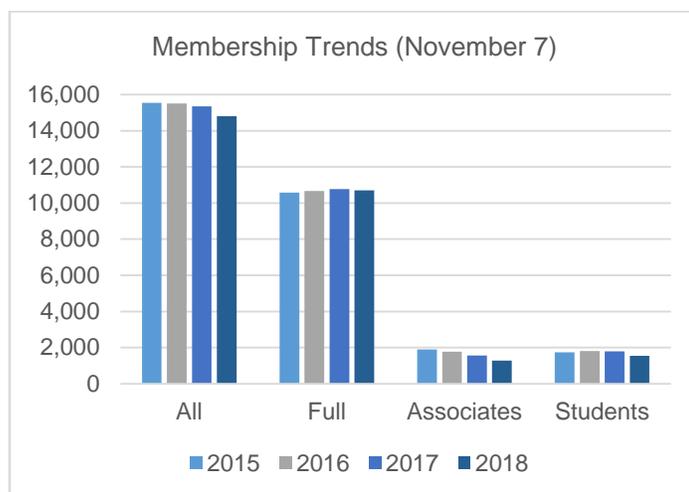
Education and Marketing

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **248** active providers offering **1,163** courses. There are two new provider applications pending review.
- CFO Mike O'Brien, Hon. ASLA, Director Susan Apollonio and Marketing Manager Lauren Martella conducted interviews with three of the six **marketing services firms that responded to the request for proposals** this week. Additional follow-up is ongoing and staff plan to make a final selection next week.
- Manager Whitney Mitchell finalized **post annual meeting professional development attendance reporting** to the American Institute of Architects (AIA) and the International Society of Arboriculture (ISA) credentialing systems. Attendance reporting continues for the Landscape Architecture Continuing Education System™ (LA CES) and the Florida State Licensing Board.

- **Landscape Architectural Accreditation Board (LAAB) ROVE Teams** continued accreditation reviews for fall 2018. Ball State University (BLA) had its review this week. Programs reviewed during fall 2018 are scheduled to be considered at the LAAB winter 2019 board meeting.
- **Annual meeting attendees received notice of a limited time, special offer to purchase [Be Seated](#) by Laurie Olin, FASLA, at 50 percent discount.** The book is available until December 5.
- The **post annual meeting and EXPO non-attendee survey** was deployed to the 19,427 contacts. The open rate was 19.39 percent and click-through rate was 16.81 percent. Additionally, meeting attendees and exhibitors received messages reminding them to complete surveys specific to their meeting experience. The results will be the basis for staff debrief meetings and inform future planning.

Member and Chapter Services

- Membership staff has finalized a **rebranded membership card** that reflects the new branding and refreshed messaging for new members. ASLA will begin distributing these new cards and the rebranded membership pin in January.
- The **November Membership Minute** was distributed to chapter leaders on November 5. This issue provided an introduction to membership recruitment and retention to assist the new chapter membership chairs.
- ASLA membership has fallen by 4.8 percent since 2015. The **primary cause of the overall drop is associate membership**, which has dropped dramatically, despite the reduction of dues for emerging professionals in 2017. Some of this drop is likely due to the drop in student enrollments related to the recession (37.7 percent drop since 2008); however, the **Emerging Professionals Committee** and the **Associate Advisory Committee** will provide the important input to assist ASLA in identifying and addressing the root causes of this decline. The drop began in 2015 and is now beginning to impact full membership, which is experiencing a modest decline after several years of growth.





Information and Professional Practice

- Professional Practice staff have initiated outreach to the nearly **700 PPN meeting attendees** in Philadelphia to remind them of the many ways to be an [active member of their PPN](#) and to encourage members to volunteer for their PPN leadership team.
- The following members have started their terms as PPN chair/co-chair following the 2018 Annual Meeting: **Chad Kennedy, ASLA**, PPN Council Chair; **Krista Van Hove, ASLA**, Campus Planning & Design PPN; **Ilisa Goldman, ASLA**, Children's Outdoor Environments PPN; **Eric Gilbey, ASLA**, Digital Technology PPN; **Ingrid Morken, ASLA**, Ecology & Restoration; **Chingwen Chen, ASLA**, and **Tom Martin, Associate ASLA**, Environmental Justice PPN; **Siyi He, Associate ASLA**, Healthcare & Therapeutic Design PPN; **Jean Senechal Biggs, ASLA**, Transportation.
- On October 19, **Phillip Fernberg, Student ASLA**, and **ASLA Archives and Collections Committee member**, presented to the Chapter Presidents Council about the online resources and information about archiving, and the importance of maintaining and conserving chapter records and history.
- The [Leadership Calendar](#) can be accessed on the web.