



December 19, 2018

Executive Offices

- Planning meetings with **President Shawn Kelly, FASLA, and President-Elect Wendy Miller, FASLA**, were held over two days last week. Kelly and Miller met with all departments to discuss 2019 performance goals and also judged the annual holiday décor contest.
- EVP Nancy Somerville, Hon. ASLA, Corporate Secretary Curt Millay, ASLA, and PR and Communications Director Kevin Fry held a kick-off meeting with fundraising consultants **Thread Strategies** who will focus on fundraising for the **Chinatown Green Street project** as well as the ASLA Fund in general. They will also help to recruit for the full-time resource development position.
- The [ASLA holiday e-card](#) launched to full membership last week. Who can find the [Smart Policies for a Changing Climate report](#) (aka the **Blue Ribbon Panel climate change report**) and a t-square in the animation?
- The ASLA Center for Landscape Architecture won the [2018 Award of Excellence in the Best Sustainable Project](#) category award from the NAIOP (Commercial Real Estate Development Association) DC/MD Chapter.
- EVP Somerville and Corporate Secretary Millay held a conference call with the **Board Performance Task Force** to discuss new trustee orientation and onboarding, review of the spring and fall BOT meeting surveys, trustee mentorship, and trustee discussion forums.
- Somerville and Millay also held a call with **Sandy Kime, FASLA**, chair of the Ethics Committee and **Chuck Heuer, FAIA**, counsel to the Ethics Committee to discuss the **upcoming revisions to the Code of Professional Ethics**.
- EVP Somerville took six of the newest employees to a get-to-know-you welcoming lunch. New employees are also assigned a buddy (veteran employee) during their onboarding to answer any questions that may come up.

Finance, Meetings, and Business Operations

- CFO Mike O'Brien, Hon. ASLA, and the Accounting Staff are working on the **November close**.
- The **2018 LAM advertising contracts** finished the year at **90 percent** of the budget.
- The **2018 EXPO booth ended at 102 percent** of the budget.
- **EXPO booth presales for 2019** Conference on Landscape Architecture in San Diego **total 70 percent** of the budget.

Government Affairs

- **Nominations for the ASLA Advocacy Awards are open.** Each year, ASLA recognizes the extraordinary advocacy efforts of individuals and chapters with three awards: the ASLA Chapter of the Year Advocacy Award, ASLA Rising Star Advocacy Award, and the ASLA Advocacy Leadership Award. Please click [here](#) for more details about each award category, including eligibility and evaluation criteria. **All nominations must be submitted by the chapter president using**



[SurveyMonkey](#) no later than **February 28, 2019**. For questions regarding the Advocacy Awards, please email the [ASLA Government Affairs](#).

- Over the weekend, President Trump announced that **Secretary of the Interior Ryan Zinke would be resigning** by the end of the year. Secretary Zinke's nearly two-years leading the department has been tumultuous at best, including multiple spending scandals and a botched plan to raise the cost of admission to many national parks. The president is expected to name a successor this week who must then be confirmed by the Senate in early 2019. ASLA has sent a [letter to President Trump urging him to nominate a Secretary of Interior who will protect and preserve the nation's public lands](#) and the people who work for the agency, including landscape architects.
- Last week, ASLA issued a **statement opposing the Trump Administration's proposed rule redefining "Waters of the United States" (WOTUS)** within the Clean Water Act. The proposed rule would remove protections for many wetlands, ditches, streams, and dry runs and riverbeds making clean drinking water sources susceptible to pollutants. You can read the full statement [here](#).
- Recently, Federal Government Affairs Manager Daniel Hart participated in a **Land and Water Conservation Fund (LWCF)** hearing held on Capitol Hill. The briefing was hosted jointly by ASLA, League of Conservation Voters, and United for Climate and Environmental Justice Task Force. Appearing on the panel were Representatives Pramila Jayapal (WA), Donald McEachin (VA), and Nanette Barragan (CA), task force co-chairs. Incoming chair for the House Committee on Natural Resources, Representative Raul Grijalva (AZ), also attended and spoke briefly. The purpose of the hearing was to draw a corollary between LWCF and its importance to urban parks and environmental justice in our communities.
- On December 13, State Government Affairs Director Elizabeth Hebron and Government Affairs Manager Bradley Rawls attended a meeting of the **Design Professions Work Group**. Discussions centered around the role of non-governmental organizations such as the **Council of State Governments and the National Conference of State Legislators** in occupational licensing reform. The group also discussed the anticipated wave of legislation that would create licensure compacts and reforms to the licensure process for members of the military and their spouses.

Landscape Architecture Magazine

- *LAM* Editor Brad McKee has been accepted to take a seat on the board of directors of Rock Creek Conservancy, effective January 1, and also asked to co-chair the advocacy committee. The conservancy works on issues affecting the Rock Creek watershed in Maryland and Washington, D.C.
- Recently, *LAM* Editorial Design Assistant Emily Cox attended the [Renewable Natural Resources Foundation's Congress on Ocean Policy](#), which discussed current threats to the world's oceans and potential policy remedies.

Public Relations and Communications

- [A new LAND](#) that showcases ASLA's new brand colors and fonts was launched. Sr. Manager Jared Green coordinated the work of Erik Herter Design Group, ASLA's graphic designers, and 1over0 Technology, ASLA's web firm, on the project. A new [asla.org](#), *The Field*, and *The Dirt* will launch in December 2018 and January 2019.
- Sr. Manager Jared Green conducted an [interview with Marion Brenner](#), one of the leading photographers of landscape architecture. Brenner discusses how to work with light and offers tips for amateur landscape photographers.



- Public Relations issued a **press release** on EVP Somerville's December 13 statement on the proposed change to the "**Waters of the United States**" rule (see Government Affairs).
- **[Submissions are now open for the ASLA 2019 Awards!](#)** Each year, the [ASLA Professional Awards](#) honor the best in landscape architecture from around the globe while the [ASLA Student Awards](#) give us a glimpse into the future of the profession. Award recipients receive featured coverage in *Landscape Architecture Magazine*, the magazine of ASLA, and in many other design and construction industry publications, as well in the general-interest media. ASLA will honor the award recipients, clients, and advisors at the awards presentation ceremony during the 2019 ASLA Conference on Landscape Architecture in San Diego, November 15-18. For questions about the submission process, please email [Honors and Awards](#).
- The **2019 ASLA Public Awareness Summit** will take place in New Orleans from January 4-6. Representatives from all 49 chapters will discuss the public awareness needs of chapters and help shape ASLA's communications initiatives for 2019.

Member and Chapter Services

- On December 11, ASLA hosted the monthly "**Ask Me Anything**" **webcast**, featuring **Thomas Salaki, ASLA**, who fielded questions from emerging professionals from across the country. The webcast, originally broadcast on ASLA's Facebook page remains available for viewing. Thus far, nearly 300 people have viewed the program. ASLA is currently booking its 2019 guests. **January's guest will be Ken Smith, FASLA.**

Education and Marketing

- ASLA received collaborative support from **STEMConnector**, a network platform of over 200 organizations that engages leaders in both public and private sectors who collectively are re-envisioning the workforce. Each year, **STEMConnector** hosts the [National Day of Design](#), an opportunity for middle school students to experience real-world problem-solving, teamwork, communication and STEM skills that will help them develop lifelong passion for STEM while learning the employability skills that will get them through college and careers. This year, the theme was Food Rescuers: STEM Innovations to Reduce Food Waste. The [Day of Design Teacher Resource](#) page highlighted a series of ASLA resources that addressed the exciting ways landscape architects design solutions to food waste.
- On December 11, ASLA joined over 200 STEM leaders and community partners in Washington, D.C., to inspire and prepare all D.C. youth to succeed, lead, and innovate in STEM fields at the [2018 DC STEM Summit](#). The goal of the annual **DC STEM Network-STEM Summit** is to increase access to high-quality STEM learning opportunities for students in the District of Columbia. Ten **Potomac Chapter** members volunteered at ASLA's booth to exhibit landscape architecture resources and lead hands-on activities with local students and teachers.
- [The Call for Presentations](#) for the **Conference on Landscape Architecture (formerly called the ASLA Annual Meeting and EXPO) in San Diego** opened December 11 and will close January 23, 2019. To coordinate proposals and network with potential speakers, submitters are encouraged to use the Call for Presentations [Google group](#). Since the call opened, over 70 potential submitters and speakers have joined the group.
- Education Programs Manager Whitney Mitchell finalized **annual meeting session attendance reporting to the Landscape Architecture Continuing Education System™ (LA CES)**. Over 14,600 attendance records were submitted for 139 approved sessions.



- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **251** active providers offering **1,275** courses. There are three new provider applications pending review.

Information and Professional Practice

- **ASLA published the latest [Landscape Architecture Technical Information Series \(LATIS\)](#), *A Landscape Performance + Metrics Primer for Landscape Architects: Measuring Landscape Performance on the Ground*, authored by **Emily McCoy, ASLA**, with contributions by **Marin Braco, ASLA**, and **Lauren Mandel, ASLA**. ASLA members can download the LATIS for free and can purchase and pass a self-study exam to earn 3.0 PDH (LA CES/HSW) / 3.0 SITES-specific GBCI CE (GBCI course ID 0920018252).**
- On December 17, the **Digital Technology PPN** leadership team hosted a call for members interested in submitting an education session proposal focused on technology. Members identified topics or applications important to their practice on which they want to share their expertise.
- On December 13, Professional Practice Manager Ali Hay attended panel discussions organized by The Washington Post with state and local elected officials and transportation experts about **technology, mobility, and the future of cities**. Included were panelists from Uber, the Eno Center for Transportation, the Smart Cities Council, and the Urban Center for Computation and Data at the University of Chicago.
- Sr. Manager Katie Riddle, ASLA, participated in the fourth quarter **Smart Growth Network** meeting. Presentations by NACo, NADO, and Transportation for America focused on the impact of the mid-term elections on smart growth work across the country. The group identified opportunities for collaboration on federal priorities moving into 2019.
- Archivist Ian Bucacink authored [a Field blog post](#) advertising the [Books by ASLA Members](#) online storefront and encouraging continued submissions by ASLA member-authors.
- The [Leadership Calendar](#) can be accessed on the web.