



April 3, 2019

Executive Offices

- The **Board of Trustees pre-meeting webinar** will be held April 9 at 3 p.m. EDT, noon PDT. Please check Board Effect later this week for the background materials. Contact [Corporate Secretary Millay](#) with any questions.
- On its March conference call, the Executive Committee **made the decision to terminate the Chinatown Green Street project**. The committee reviewed all of the issues concerning the project carefully. The review began at the January meeting of the committee and included both consultation with legal counsel and discussions with District agencies to determine if another entity could take on the construction phase of the project. Of primary consideration to the Executive Committee was concern for the potential liability that could accrue to ASLA during the construction phase of the project, as well as the financial risk to the Society in the event that an unanticipated condition that increased costs was discovered during construction.
- This week, **President Shawn Kelly, FASLA, Membership VP Dennis Nola, ASLA, and National Student Representative Robynne Heymans, Student ASLA**, will represent ASLA at **LABash, the annual conference for landscape architecture students**. President Kelly will provide remarks at the opening ceremony for the event. Held this year at the University of Georgia, ASLA leaders will join with PR Coordinator J.R. Taylor and Honors and Awards Coordinator Makeeya Hazelton to promote ASLA and its programs.
- **President-Elect Wendy Miller, FASLA**, will be traveling to the **Twin States Conference**, held jointly by the Alabama and Mississippi Chapters, April 4-6. She is providing the keynote, "Resiliency in the Profession" on Friday morning.
- **Immediate Past President Greg Miller, FASLA**, will be visiting the **St. Louis Chapter for the Central States Conference** this week. Miller will be speaking on Friday about "The Value of Wisdom in Landscape Architecture" and ASLA's role in promoting the profession. He will also be joining chapter leaders in presenting the design awards.
- In preparation for a Board **discussion on international chapters**, EVP Nancy Somerville, Hon. ASLA, Managing Director Julia Lent, Hon. ASLA, and Corporate Secretary Curt Millay, ASLA, held a conference call with corporate counsel to review **governance issues and legal parameters for international chapters**. Staff are also researching potential models and gathering options and pros and cons from other associations' experience. The research and discussions were prompted by a request from a group of ASLA members living in China.
- EVP Somerville participated in a recent conference call of the **Science to Action Collaboration** coordinating committee. A follow-up discussion is planned with the authors of draft principles developed for architects and engineers on how to respond to climate action.

Public Relations and Communications

- **World Landscape Architecture Month is here!** Remember to ask your colleagues to share their favorite landscape architect-designed spaces on social media with #WLAM2019. You can find this year's digital "This is Landscape Architecture" card and see what people are sharing by [clicking here](#). To order physical copies of WLAM cards, please contact [J.R. Taylor](#).



- A **press release was issued to kick off WLAM**, which will be part of a month-long media campaign tying ASLA priorities, events, advocacy priorities, and national celebrations like Earth Day to WLAM. The month-long celebration, across all media channels, and including Google Ads, is an opportunity to raise the profile of the profession and increase public understanding of landscape architecture in all its forms and the role of landscape architects in shaping communities.
- Work continues on preparation of the ASLA Center and online **exhibition on the recommendations in the [Smart Policies](#) report**. The exhibition is partially funded by a **grant from the National Endowment for the Arts**.

Finance, Meetings, and Business Operations

- The Society's **financial audit** continued with a conference call on Monday with **Finance VP Sulin Kotowicz, ASLA, Audit Committee Chair Bob Golde, FASLA**, and the members of the **Audit Committee**. During the call, internally generated financial statements were discussed. Draft financial statements are expected from the auditors the week of April 15.
- CFO Mike O'Brien, Hon. ASLA, and the Accounting staff are working on the **March close**.
- HR Manager Richard Winston and CFO O'Brien met with members of ASLA's bank (PNC) to review a proposal to assist ASLA in the **administration of the employee 401k Plan**. Additionally, CFO O'Brien **briefed the bank on the audit status and 2018 financial results**.
- **Advertising contracts** for 2019 *Landscape Architecture Magazine* increased to **76 percent of budget**.
- The **2019 EXPO** in San Diego has **265 exhibitors** signed up, with revenue totaling **85 percent** of the budget.

Landscape Architecture Magazine

- **The May issue of LAM goes to press this week**. The cover feature is about **the value of the master's degree in landscape architecture**, how it sizes up compared to those in architecture and planning, and how students can compute the return on investment in tuition. Also in this issue are major features on Ellicott City, Maryland, which seeks solutions from landscape architects at Mahan Rykiel Associates after two flash floods in two years destroyed its historic main street district; and on Rocky Mountain Arsenal, recipient of the 2018 Landmark Award for foundational work by Design Workshop. Departments include a story on the study of large-scale animal waste problems in North Carolina and a look at a "pollinator pathway" taking shape in Seattle.
- The April [issue](#) of **LAM is free to all for World Landscape Architecture Month!** Please share far and wide.
- Editor Brad McKee is in Portland this week for the **annual meeting of ASLA Oregon**. McKee is moderating a panel on Saturday with Claude Cormier, ASLA; Jelly Helm; Anne C. Godfrey, ASLA; and Patricia Algara, ASLA.

Government Affairs

- On March 26, [Virginia SB 1559](#) became law. This bill provides localities the ability to authorize contracts to grant loans for acquisition and installation of resiliency improvements and/or living shorelines improvements on existing or new construction properties. The **Virginia Chapter** aided in



the advocacy efforts by writing a letter of support to the Virginian legislature. This marks a win for resiliency and living shorelines at the state level.

- On March 20, the **Illinois practice act legislation**, [SB 1899](#), overcame its first hurdle. The Licensed Activities Committee gave a “do pass” vote on the bill’s first reading. The next step is passage of the second reading, where it’s anticipated to be amended. The Illinois Chapter continues to work with all engaged stakeholders and the Illinois Department of Financial and Professional Regulation on amendments and to ensure passage during the second reading.
- Florida [Senate Resolution 340](#), **recognizing April 2019 as Landscape Architecture Month in Florida**, was passed last Wednesday. State Government Affairs continues to encourage chapters to have landscape architecture resolutions and/or governor proclamations introduced.
- Last Tuesday, State Government Affairs Director Elizabeth Hebron, Manager Bradley Rawls, and Coordinator Kaitlin Errickson attended a meeting of the **Design Professions Work Group** and their respective licensing board councils. The group conferred on state legislative updates, anticipated licensure threats, and the National Council of State Legislators’ occupational licensing study.
- Recently, Federal Government Affairs Manager Daniel Hart and Allysha Lorber, ASLA, represented ASLA at a stakeholders meeting for partners of the Federal Highway Administration (FHWA). Lorber, a senior associate specializing in transportation design and planning at Johnson, Mirmiran & Thompson in Baltimore, MD, was invited to join the group as a subject-matter expert by FHWA. The purpose of this group is to collectively identify and address policy issues surrounding transportation planning. This was an organization meeting and future meetings will occur at least once a quarter.

Member and Chapter Services

- **ASLA Portfolio Review Week** closed on March 31 with review sessions provided to 80 ASLA emerging professionals. Initial reactions from participants have been positive, with 95 percent indicating that it was a valuable experience. This event is expected to become a regular offering to emerging professionals.
- A [new flyer](#) to promote student ASLA membership debuted this week. In addition to rebranding, it features a more dynamic expression of member benefits, testimonials from ASLA emerging professionals, and a 2019-2020 calendar to promote engagement with National ASLA.

Education and Practice

- This week, **Career Discovery and Diversity Manager Lisa Jennings** welcomed 11 elementary school girls to the Center to tour ASLA’s green roof, learn about landscape architecture, and participate in a **hands-on activity of building a green roof in a shoebox as part of their annual spring camp**. SMART GIRLS is a program of the Boys and Girls Club.
- The ASLA **Committee on Education (COE)** held its March conference call yesterday, which focused on revisions to the Landscape Architecture and STEM white paper. Additionally, LAAB and CELA provided updates to the committee. **COE Chair Maria Bellalta, ASLA, Education VP Lake Douglas, FASLA**, and Accreditation and Education Director Kristopher Pritchard conducted the call.
- This week, Director Pritchard represented the **Landscape Architectural Accreditation Board (LAAB)** at the **Association of Specialized and Professional Accreditors spring conference** in Chicago, IL. The main topics were 2019 CHEA Recognition Policy and Procedures, public



information, and technology usage in accreditation. Over 100 attendees representing 60 accreditors and other groups in the higher education community were present.

- The **Conference on Landscape Architecture** education session acceptance and decline notifications were sent to all submitters. Of the over 300 presentations submitted, 106 education sessions, 12 field sessions, 6 deep dives (3-hour sessions), and 3 workshops were selected.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **252** active providers offering **1,466** courses. There are two new provider applications pending review.
- The **Environmental Justice PPN** released a survey this week to gather information on members' understanding of and interest in environmental justice. Responses to this survey will aid in future communications with local ASLA chapters, projects such as a practitioner's guide to environmental justice, and establishing a platform for environmental justice dialogue and resource sharing. The [survey](#) is open to all members.
- The March **PPN Highlights newsletter** was released to all PPN members showcasing this month's member contributions to *The Field* and the ASLA Online Learning library.
- The 2019 ASLA Conference deep dive session proposal "Boots on the Ground: Measuring Landscape Performance in the Field" was accepted. Initiated by Director Riddle, ASLA, this session will present site performance methods, starting with data sampling basics and including metrics used towards attaining SITES certification. Speakers include **Emily McCoy, ASLA**; Michele Adams, PE LEED AP, founder of Meliora Design; University of Washington Research Social Scientist Kathleen Wolf, PhD; and Danielle Pieranunzi, GBCI SITES Program Manager.

Deadlines and Reminders

- The **Board of Trustees pre-meeting webinar** will be held April 9 at 3 p.m. EDT, noon PDT.
- The [Leadership Calendar](#) can be accessed on the web.