



July 10, 2019

Executive Office

- The Executive Office is busy preparing for the **upcoming Executive Committee summer meeting**, which will be held July 19-20 in Washington, D.C. An update on outcomes will appear in the July 24 issue of the *Leaders Express*.
- EVP Nancy Somerville, Hon. ASLA, is working with the **National Capital Planning Commission** on planning for a **symposium and public forum on security of public spaces** to be held in September.

Government Affairs

- In celebration of National Park and Recreation Month, ASLA activated the iAdvocate Network so that advocates may contact their governors to urge them to support federal efforts to address the **National Park Service's (NPS) \$12 billion backlog**. Every state is negatively impacted by NPS's deferred maintenance as it threatens visitor safety and park accessibility and hurts state economies. [Take action today!](#)
- The [Outdoor Recreation Legacy Partnership \(ORLP\) Grant Program Act](#) was introduced by Representatives Nanette Barragan (CA) and Michael Turner (OH), and companion legislation, the **Outdoors for All Act**, was introduced by Senator Kamala Harris. ORLP, a subset of the Land and Water Conservation Fund, helps to create and improve state and locally-owned recreational spaces in urban environments, particularly in communities deprived of the benefits that parks and open spaces provide. This legislation would codify ORLP and establish a dedicated source of funding for the program. **Write to Congress to ensure urban and underserved communities [have access to green spaces](#).**
- The [Restore Our Parks Act](#) would address the NPS \$12 billion backlog, mostly consisting of infrastructure projects. This legislation still needs more cosponsors in the Senate, and must go to the floor for a vote in the House of Representatives. As part of National Park and Recreation Month, ASLA asks that you write to Congress and urge them to [move this legislation forward](#).

Finance, Meetings, and Business Operations

- **The early bird deadline for the best savings is Friday!** Don't forget to **book your field sessions** when registering as some are close to selling out. **Book within the hotel room block** and save even more before the deadline ends!
- **Minneapolis** has been confirmed **as the host city for the 2023 conference**. ASLA Minnesota stands willing and able to assume the important host chapter role and is extremely enthusiastic about welcoming the conference back to the state.

Landscape Architecture Magazine

- **LAM's August issue went to press today.** The cover feature focuses on the work of Brice Maryman, ASLA, as he investigates landscape solutions supportive of homeless persons in Seattle. Also in features is an article on the renovation of the Waverton Coal Loader depot in Sydney, Australia, by Clouston Associates, and a dramatic residential lawn replacement by landscape designer Naomi Sanders in the Bel Air section of Los Angeles. Departments include an article on efforts by Scott Scarfone, ASLA, to restore brook trout in a Maryland watershed, and an Interview



section with Jill Desimini, ASLA, on her book *From Fallow*, about ideas for vacant urban land. In the Back are a photo essay from the new book *Anthropocene* by the photographer Edward Burtynsky, and a review by Sarah Cowles of *Herlands*, a study of women's separatist settlements in the United States written by Keridwen N. Luis.

Public Relations and Communications

- ASLA's honors winners and honorary members [were covered in Archinet News](#) and [Bustler](#). Bustler also published a story, [The American Society of Landscape Architects discuss new strategies to help combat climate change](#), that covers the recently opened exhibition and [website](#) detailing the findings of ASLA's Blue Ribbon Panel on Climate Change and Resilience.
- In the first half of 2019, [ASLA.org](#) saw a 28 percent increase in pageviews and an 11 percent increase in users, compared with the same timeframe in 2018. Increases are due to expanded traffic to the revamped JobLink, FirmFinder, and the My ASLA landing page and its My PDH feature.
- Since its launch in May, a new website for the Smart Policies for a Changing Climate exhibition, which features 20 case studies, has received 5,600 pageviews.

Member and Chapter Services

- **Last chance! Recognize future leaders by contributing to the [nominations process](#) for the Student Advisory Committee and the Associate Advisory Committee. Nominations must be made by the chapter president** of the professional chapter and include a description of the nominee's qualifications and leadership qualities. Service on the committee is for a two-year term and nominees are eligible as long as they will be a student or associate member for at least the first year of their service. Additional information is provided in the introduction to the survey. The [online nominations process](#) is open through midnight **July 12 PDT**.
- The **Member Services Committee** hosted a webinar for chapter membership chairs on June 27, with 36 members participating. The [recording](#) and [slides](#) are available on demand in the Chapter Operations Workbook.
- ASLA has exceeded its 2019 budget for supporting the **chapter leadership visit program**. All requests for 2019 that have been received will be honored. [Requests for 2020 visits are not impacted](#) and are still welcome. A 2019 visit may still be possible if your chapter is interested in fully funding the visit. Contact [chapter programs](#) if interested. New [program guidelines](#) are now available, which delineate the purpose and requirements to participate in the program.

Marketing and Development

- Marketing **promoted the early bird deadline for the Conference on Landscape Architecture** through member emails, an article in *LAND*, and social media promotions via City Parks Alliance Facebook and Twitter platforms.
- Marketing designed a *LAM* cover tip promoting the product directory published in the December's issue and a separate full-page advertisement for the closing general session. Both ads were submitted for August *LAM* issue. The Marketing team is working with vendors to optimize and increase national and international bookstore distribution of *LAM*.



- Marketing collaborated with Communications and the *LAM* contributing author on an ASLA corporate membership article, and began a discussion on a possible linked social media campaign effort.
- Marketing formed a new partnership for in-kind trade agreements with Luxury Pools + Outdoor Living and Ocean Homes.
- The marketing kit to promote the 2020 conference and EXPO, *LAM* advertisement, and corporate membership was sent to the printer for final production.

Education and Practice

- The **conference education program has been approved by LA CES, AIA, APA, CMAA, ISA, GBCI, and the Florida licensing board.** The [conference website](#) is being updated as approvals are received. Recommended education sessions for emerging professionals and public practice practitioners have also been identified under the “Who Should Attend” search on the website.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **267** active providers offering **1,289** courses. There is one provider application pending review.
- Director Katie Riddle, ASLA, and Manager Whitney Mitchell met with O’Keefe Communications to review the schedule for general session logistics planning. Staff also kick-started planning for the upcoming Annual Conference Education Advisory Committee meeting in September to brainstorm program updates for the 2020 conference.
- Multiple **PPN leadership teams** held their monthly calls, including Historic Preservation, Transportation, Education & Practice, Planting Design, Ecology & Restoration, Sustainable Design & Development, Women in Landscape Architecture, and Community Design. The teams are developing ideas for the in-person meetings in San Diego and the Sustainable Design & Development PPN continues to work on the “SITES in 10” advocacy tool that will launch later this summer.
- Last week the **Professional Practice Committee** held its monthly call to review subcommittee updates, including the **upcoming launch of the construction administration guide**. The committee also reviewed the new “business toolkit” draft webpage, which will highlight business and project management tools and resources available to ASLA members.
- The **Transportation and Environmental Justice PPNs** hosted a live webinar, [Developing an Equity Framework - A Case Study: Los Angeles Metro](#), offering 1.0 PDH (LA CES/HSW). The recording is now available through the ASLA Online Learning library for on-demand viewing.
- Career Discovery and Diversity Manager Lisa Jennings provided career discovery and diversity updates for a Council of Fellows task force conference call.
- Manager Jennings participated in the webinar Environmental Education and Indigenous Knowledge hosted by the **North American Association for Environmental Education**. This webinar offered new perspectives on the depth of environmental education and how it helps to shape culturally inclusive environmental education opportunities.
- Accreditation and Education Director Kristopher Pritchard and Manager Jennings held a potential partner conference call with leadership of the **National Urban Fellows**.
- Staff from Education and Government Affairs met to continue work on landscape architecture’s status as a STEM-designated discipline.



- Selected members from the diversity summit began holding weekly planning conference calls to develop the resource *ASLA Promising Practices in Diversity for Firms*.

Deadlines and Reminders

- The Early Bird deadline for the [Conference on Landscape Architecture](#) is this Friday.
- The [call for committee service](#) also closes on Friday.
- The [Leadership Calendar](#) can be accessed on the web.