

June 13, 2018

## Executive Offices

- The report of the **Blue Ribbon Panel on Climate Change and Resilience will be released on Tuesday, June 19**. Invitations to an evening event marking the release have gone out to representatives from key thought-leader organizations in Washington, D.C., as well as the executive committee of the **Potomac Chapter**. Plans are underway to record the presentation from EVP Nancy Somerville, Hon. ASLA, and panel member **Diane Jones Allen, ASLA**. PR agency Proof Strategies increased its media pitching to D.C. press and will promote Jones Allen's [video](#) on LinkedIn to elected officials and policymakers.
- Interviews with short-listed firms to provide construction management and geotechnical services for the **Chinatown Green Street** project were held last week.
- Staff participated in a half-day staff meeting/training today, which included both **diversity and Keirsej temperament training**. Staff were also briefed on the requirements of the European Union's **General Data Protection Regulation** and ASLA actions to ensure compliance. The regulation went into effect this month.
- Special Asst. to the EVP Keith Swann hosted **Caren Yglesias, Aff. ASLA, and Richard Martino, FASLA**, at the Center last week. Yglacias recently authored *Desert Gardens by Steve Martino*, which was reviewed by the *New York Times* as a great summer read. Later, Swann and EVP Nancy Somerville, Hon. ASLA, joined them at **The Cultural Landscape Foundation** reception hosted in their honor.
- **Contributions to the 2018 ASLA Fund continue to grow**, totaling \$23,564 to date compared to \$21,715 for the same period last year. In the weeks and months ahead, the Fund will reach out to ASLA members and friends for support in promotional inserts in *Landscape Architecture Magazine*, monthly emails to members and friends, and solicitation letters to past donors. For more information, see the [ASLA FUND page](#).
- **Recruitment is underway for several staff positions**: human resources manager, career discovery and diversity manager, *LAM* writer/editor, and accounting technician.

## Government Affairs

- Thanks to the efforts of many chapter leaders, the 2019-2020 **Federal and State Priorities Survey closed recently, with over 1,100 responses**, surpassing the previous priorities survey (2017-2018) count of 896. Staff are analyzing the results to present to the Government Affairs Advisory Committee for review.
- Last week, the U.S. House of Representatives passed the [Water Resources Development Act \(WRDA\)](#) by a 408-2 margin. This bill authorizes many water infrastructure projects and also commissions a feasibility study by the Government Accountability Office (GAO) on the use of natural or nature-based infrastructure projects by the U.S. Army Corps of Engineers. [The Senate bill](#), which passed the Committee on Environment and Public Works unanimously in May, contains multiple provisions concerning green or natural infrastructure and is expected to be debated by the full Senate in the coming weeks. **ASLA is working to maintain the green infrastructure language** in the final measure.



- ASLA has joined with coalition partners in sending a letter to the Senate leadership as well as the chair and ranking members of the Senate Committees on Commerce, and Homeland Security and Government Affairs, urging them to include **disaster recovery language in a Federal Aviation Administration Reauthorization measure**, similar to language in the [Federal Aviation Administration reauthorization bill](#) passed by the House of Representatives in April. This language is critical to keeping our nation's communities, people and infrastructure better prepared and more resilient to the impacts of natural disasters and other catastrophic events. The letter also urges the Senate to develop and include green infrastructure language in the measure, too.
- ASLA State Government Affairs recently assisted the **North Carolina and New York Chapters** with iAdvocate messages. The North Carolina alert promoted the chapter's June 7 Advocacy Day. Included in the iAdvocate message was a "Take Action" invitation request for legislators to attend the Advocacy Day breakfast. The New York State iAdvocate alert urged members from both New York chapters to contact their state senators to urge co-sponsorship and passage of S.1330a. Senate bill 1330a would add landscape architects as a professional service to be procured under qualifications-based selection by state agencies and departments.
- **Want to keep up with all things ASLA Advocacy?** Follow us on Twitter @ASLA\_Advocacy. Currently, @ASLA\_Advocacy has over 1,300 followers. Join them today!

#### Finance, Meetings, and Business Operations

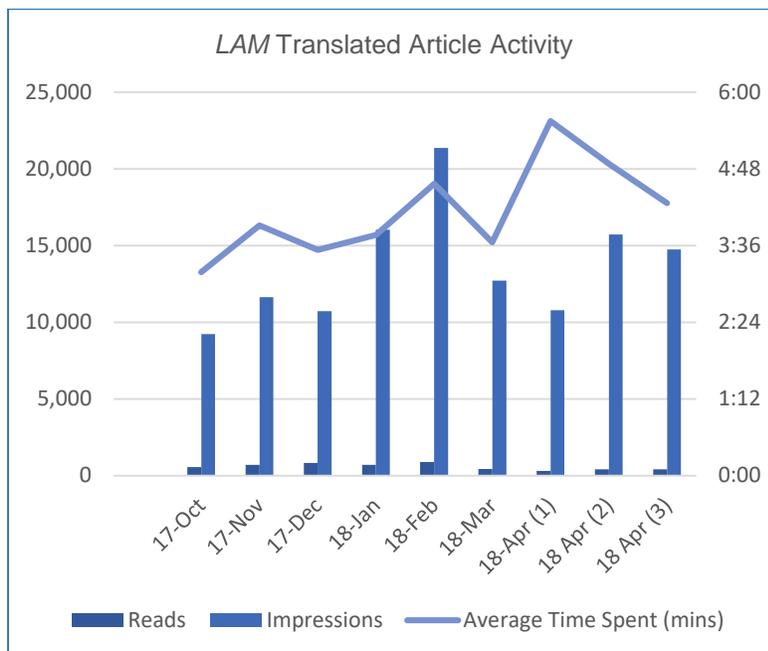
- CFO Mike O'Brien, Hon. ASLA, and the Accounting staff are working on the **May 2018 close** and will be reporting the results to the Finance and Investments Committee later this month.
- With less than three weeks before the **June 29 Early Bird deadline, registration numbers for the ASLA 2018 Annual Meeting and EXPO are running neck and neck with the past two annual meetings.** ASLA members can save up to \$150 when they [register](#) before June 29 and another \$75 if they [book their hotel room](#) in the ASLA room block for a total savings of \$225.
- **Please note: [Housing poachers](#) are very aggressive this year.** The meetings team urges all attendees, exhibitors, and speakers to beware of phone and email solicitations from anyone claiming to offer discounted hotel rates for the annual meeting. The only company authorized by ASLA to book housing for the annual meeting is Experient. Booking with a housing poacher could put your travel plans in jeopardy and you at risk of identity theft. Please [click here](#) to contact the Meetings department on any suspicious solicitations.
- In addition to annual meeting planning, Meetings staff are currently planning the logistics for the upcoming Blue Ribbon Panel release, the Diversity and Advocacy Summits, the summer LAAB meeting, and the summer Executive Committee meeting.
- The **2018 LAM advertising contracts** total **81 percent** of the budget.
- The **2018 EXPO booth sales** have reached **93 percent** of the floor space sold.

#### Landscape Architecture Magazine

- The **2018 LAM Reader Survey** has wrapped, with 645 readers responding (down from about 880 in 2015). An early scan finds **the magazine performing above a 90 percent satisfaction rate** (excellent/good/average ratings) in all queried areas, such as range of topics covered, quality of writing, overall appearance, level of technical detail, and so forth. Highlights elsewhere include more

coverage desired for construction topics, climate topics, and development trends; less coverage wanted for international projects and residential projects (of which *LAM* does very few). A fuller breakdown will follow in *LAM*'s second quarter program and operations report and on the department scorecard.

- **LAM's July issue**, at 176 pages, went to press last week. The features include two squares in central London; Crescent Park in New Orleans by Hargreaves Associates, and a report on ways landscape architects are balancing preservation efforts with climate change adaptation. Also included are departments on an Australian quarry that is becoming a park, the finer points of palm trees, a landscape lighting master class, and more. The polybag used in mailing should be absent from this and most future issues!
- Pickup of the magazine's translation of feature stories begun last fall is going nicely. Below are the results so far. Typically, one article a month is translated to Spanish. In April, the magazine translated three pieces—one in Spanish, in French, and in Portuguese. The number of reads, dwarfed here by the impressions, range from 309 to 896. *LAM*'s host network, Issuu, defines impressions and reads as follows:
  - **Impressions** are the number of times that your publication(s) was served or shown on the Issuu network, whether in someone's feed (as a thumbnail), search results or on a website where you've embedded the publication(s).
  - **Reads** are counted when someone opens your publication(s) and either performs an action (by flipping the page, zooming, etc.) or stays for more than two seconds.





## Public Relations and Communications

- The **Student Awards jury** met June 1-3 and chose **27 honor recipients from the 332 entries**. The breakdown is: two Research, two Residential, seven Analysis and Planning, four Communications, six General Design, two Student Collaboration, and four Student Community Service awards. All categories included Excellence winners. In a debrief, the Student Awards jury offered several constructive suggestions for **improving the jury and submitter experience**. These will be discussed on the Honors and Awards Advisory Committee call June 28.
- *Dirt* Editor and Senior Communications Manager Jared Green went to Oklahoma City, Oklahoma, to attend the **Environmental Design Research Association** conference.
- Intern Andrew Wright attended a panel at the **World Resources Institute**, titled [\*One Year Later: Has the World Moved On Since President Trump's Announcement on the Paris Agreement?\*](#), that featured national and international climate policy leaders.
- [Eleven videos](#) for the **ASLA Blue Ribbon Panel on Climate Change and Resilience** were released and are being parsed out via social media.
- Work is underway on revamping ASLA's [guide to sustainable transportation](#). **Jean Senechal Biggs, ASLA; Diane Jones Allen; and Robert Loftis, ASLA**, have agreed to become part of an advisory group for the project.

## Education Programs

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **245** active providers offering **1,107** courses. There is **one** provider application pending review.
- On May 31, Career Discovery and Diversity Manager Shawn Balon, ASLA, hosted a webinar for the presentation ***Digging to the Root: Distilling Accredited Landscape Architecture Program Specialties***. In an effort to develop resources for prospective students interested in landscape architecture, staff presented results from the Accredited Landscape Architecture Program survey and offered an open forum for faculty and interested professionals to share ideas for ASLA's [Study Landscape Architecture](#) webpage.
- On June 4, Education Programs Director Susan Apollonio and Manager Balon met with **STEM Education & Designer Alex Claros** from the Boys & Girls Clubs of Greater Washington (BGCWG) to review a recent grant rewarded to BGCWG to build curriculum pertaining to sustainable education and the built environment, and also discussed opportunities for local ASLA chapters to volunteer.
- On June 8, Manager Balon attended the **41<sup>st</sup> Annual National Conference for Community Design, Reverberations: The Roots and Relevance of Community Design**, in Baltimore, MD. As a member of the steering committee, Balon served as session host during the afternoon presentations.

## Professional Practice

- Yesterday, the ASLA Professional Practice team hosted "ASLA Standard Form Contracts—In Practice," with **Charles Heuer, FAIA, Esq.** and **Frank Musica, Esq.** Over 130 registrants attended the webinar, which offered 1.0 PDH (LA CES/non-HSW). The recorded presentation will be available on ASLA's [Online Learning website](#) early next week.

- Participants for the 2018 Student & Emerging Professionals SPOTLIGHT mini-series have been selected, including **Rebekah Lawrence, Student ASLA**; **Yadan Luo, Associate ASLA**; **Zixu Qiao, Associate ASLA**; and **Jennifer Ren, Student ASLA**. Presenters will work with their Professional Practice Network mentors throughout the summer in preparation for the final August online learning series. 2018 PPN mentors include **Hunter Beckham, FASLA**, Sustainable Design & Development PPN; **David Cutter, ASLA**, Campus Planning & Design PPN; **Eric Gilbey, ASLA**, Digital Technology PPN; **Kristina Snyder, ASLA**, Women in Landscape Architecture PPN; **Emily O'Mahoney, FASLA**, Women in Landscape Architecture PPN; and **Amy Wagenfeld, Affiliate ASLA**, Children's Outdoor Environments PPN.
- The **Ecology & Restoration PPN** hosted an online presentation with Jen Lyndall, Certification Program Coordinator with the Society for Ecological Restoration (SER). The presentation included an overview of SER's [Certified Ecological Restoration Practitioner](#) program (CERP). Of the current 219 certified professionals, 17 identify as landscape architects.
- Professional Practice Manager Katie Riddle, ASLA, participated in the second quarter **Smart Growth Network** meeting at the International City/County Management Association (ICMA). The theme of the meeting was "Smart Growth and Healthy Communities" and included presentations on New York University School of Medicine, NACo's Healthy Counties Initiative, and EPA's Healthy Places for Healthy People Technical Assistance.
- Now through September 3, GBCI is offering a \$100 discount off the SITES® Accredited Professional exam for the first 150 registrants to use the promo code **2018ASLAPROMO**. [Registration instructions](#) can be found on ASLA's SITES webpage. As of April 2018, there were 250 certified SITES APs, 130 of which were ASLA members.

## Deadlines and Reminders

- June 29: Early Bird deadline for the annual meeting.
- The [annual call for committee service](#) is open through June 30.
- 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.