

February 7, 2018

## Executive Offices

- Yesterday, in the **winter Board webinar**, ASLA officers and senior staff briefed trustees on 2017 year-end results across all program areas, with a special focus on emerging professionals, career discovery and diversity, and climate change. For additional information on the webinar, please contact [Secretary Curt Millay, ASLA](#).
- **President Greg Miller, FASLA, President-Elect Shawn Kelly, FASLA**, and EVP Nancy Somerville, Hon. ASLA, recently met with their counterparts at the **Presidents Council** in San Diego. Topics included an update and discussion on landscape architecture data/demographic trends, revisions to the joint statement on diversity, the joint FrameWorks Institute communications project, and a special session on the potential effects of technological advances on landscape architecture based on the thesis/projections from *The Future of the Professions* by Richard and Daniel Susskind.
- While in San Diego, Miller, Kelly, and Somerville visited **Past Presidents Pat Caughey, FASLA, and Dennis Otsuji, FASLA**, at Wimmer Yamada and Caughey; Somerville also visited **Vicki Estrada, FASLA**, at Estrada Land Planning. Both visits focused on trends and issues facing landscape architecture firms in the region.
- Staff work group meetings to **review Baldrige feedback, identify process improvements, and prepare the 2018 application** are continuing. EVP Somerville and Managing Director Julia Lent, Hon. ASLA, are also working on a presentation for an education session they will be presenting—Maximize Performance: The Baldrige Excellence Framework for Associations—at the March conference of the **American Society of Association Executives**.
- Very productive meetings were held with key stakeholders for the **Chinatown Green Street** last week. See Professional Practice for more details.
- **Council of Fellows (COF) Chair Marq Truscott, FASLA**, and Secretary Curt Millay, ASLA, held a videoconference with the **COF jury** to discuss guidelines and procedures for reviewing nominations. The jury review process begins this next week.
- Secretary Millay and Professional Practice Manager Linette Straus, ASLA, attended a public meeting and planning workshop on Wednesday night in support of an open space study for the **Mount Vernon Triangle Community Improvement District**, which neighbors the ASLA headquarters.
- Secretary Millay held a conference call with **Lucy Lawliss, FASLA**, and **Arleyn Levee, Hon. ASLA**, co-chairs of the **National Association for Olmsted Parks (NAOP)**, to continue planning for NAOP's Board of Trustees meeting in April to be held at the Center for Landscape Architecture and for **Olmsted 2022-The Legacy, the bicentennial of Frederick Law Olmsted's birth**.

## Landscape Architecture Magazine

- The **March issue of LAM** went to press yesterday. With 118 editorial pages (200 total), this issue has a feature focus on the work of GGN, following its Landscape Architecture Firm Award in 2017. A profile of the firm starts off coverage of three major recent projects: CityCenterDC, the National Museum of African American History and Culture, both in Washington, D.C.; and Rainier Vista at the University of Washington. Other stories include a report on the tree devastation being caused in southern California by the invasive shot hole borer; a planning piece on new projects in downtown

Raleigh, North Carolina; a Palette section on the work of Virginia Burt, FASLA, and a photo essay based on a new book, *Tiny Taxonomy*, about small, common ground-cover plants.

- The magazine's April 2017 cover, "The Big Blow," featuring an image from H+N+S's North Sea windpower electrification plan, **was named a finalist in the Best Cover Contest sponsored by the American Society of Magazine editors**. It placed in the Business and Technology category along with Bloomberg Businessweek, California Sunday, Popular Science, and the category winner, The New Yorker.
- **LAM's fourth feature translated into Spanish**, this time about tsunami-defense strategies on the coast of Japan, is posted [here](#) (click the "Powered by Issuu" pane for the translated PDF once open). Please share with colleagues!

### Finance and Business Operations

- CFO Mike O'Brien, Hon. ASLA and the Accounting staff continue the **work on the December close** and prepare for the **audit, which begins February 20**.
- The **Philadelphia EXPO** has **225 exhibitors** occupying **59,400 square feet**, which represents **75 percent of the budget**.
- **Advertising contracts** for *Landscape Architecture Magazine* increased by two percent since last reported and represents **70 percent** of the budget.

### Government Affairs

- **Take action and [write a letter](#) to urge your member of Congress to cosponsor the Living Shorelines Act!** ASLA recently released [a statement](#) endorsing H.R. 4525, the Living Shorelines Act, which would provide critical funding to help our nation's coastal communities develop flood-resistant green infrastructure projects that integrate plants and local ecosystems.
- Last week, President Trump delivered his State of the Union (SOTU) speech that called on Congress to pass an infrastructure plan. In response, **ASLA sent all U.S. senators, members of Congress, and members of the administration, "[Landscape Architects Leading Community Infrastructure Design and Development](#),"** which outlines ASLA's infrastructure recommendations for fixing our nation's water management systems, recognizing parks and public lands as infrastructure, and upgrading to a multimodal transportation system. In addition, Government Affairs participated in a Twitter storm with advocacy partners during the SOTU, tweeting about active transportation infrastructure.
- **Apply for an [ASLA 2017 Advocacy Award](#)!** If your chapter or a chapter member accomplished important advocacy goals in 2017, submit a nomination for the ASLA Rising Star Advocacy Award (individual award), ASLA Advocacy Leadership Award (individual award), and the ASLA Chapter of the Year (chapter award). Nominations must be completed by chapter presidents and are due no later than February 28.
- In recent news, *Politico* newspaper [featured an ad](#) with ASLA, the Pew Charitable Trust, American Institute of Architects, American Planning Association, and others urging President Trump to adopt a flood-ready standard for federally funded building and rebuilding projects.

- Activity on licensure issues continues across the U.S. Government Affairs continues to work with multiple chapters on licensure related legislation. Recently, **thanks to the advocacy efforts of the Virginia Chapter**, with support from ASLA National, **landscape architects were removed from the licensure deregulation bill, VA HB555.**
- ASLA's climate change and resilience advocacy webpage, [Resilient Solutions for Every Community](#), is now available. The **webpage is a repository for climate change and resilience legislation** that ASLA staff is actively working on, including the Living Shorelines Act, and the Safeguarding America's Future and Environment Act.

### Education Programs

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **246** active providers offering **1,212** courses. There is **one** new provider application pending review. The **LA CES Administrative Committee** held its quarterly conference call today. Education Programs Director Susan Apollonio and Manager Whitney Mitchell briefed the committee on growth of the LA CES provider network in 2017 and database upgrades planned for 2018.
- **The 2018 Annual Meeting Call for Presentations** closed on January 31 with 462 education and 39 field sessions received. The **Annual Meeting Education Advisory Committee** will review submissions through February. Session notifications will be shared in March.
- Manager Kris Pritchard met with **National Architectural Accreditation Board (NAAB) Interim Executive Director, Helene Combs Dreiling**, at ASLA Center for Landscape Architecture to discuss common accreditation issues between the two groups, including STEM and online education.
- Today, Director Apollonio and Career Discovery and Diversity Manager Shawn Balon, ASLA, met with **Del Ruff, Director, K-12 Initiatives at American Institute of Architects**, to discuss career discovery program initiatives and opportunities for collaboration.

### Professional Practice

- Manager Straus, with Stella Tarnay of **Biophilic DC**, will be hosting a lecture at the ASLA Center for Landscape Architecture, this evening from 6:30-8 p.m. The lecture and discussion, "Designing Green Roof Habitats in Cities," will include presenters **Jose Alminana, FASLA**, of Andropogon, **Anne Lewis, FAIA**, City Wildlife, D.C., and panelist Rebecca Stack, P.E. of Designgreen.
- Last week Manager Straus attended the monthly **Biophilic DC work group** to discuss a potential partnership with **ASLA Potomac Chapter** members for D.C.'s small pocket parks and parcels. Improvement of the parks and parcels is one of the goals for the D.C. Department of Environment and Energy's commitment to making D.C. a Biophilic City.
- On January 31, the **Digital Technology PPN** hosted an ASLA Online Learning presentation, [Utilizing BIM to Improve Design and Workflow Efficiency](#), with **Matthew Wilkins, ASLA, Robert Anderson, ASLA, and Eric Berg, ASLA**. The presentation had 34 registrants, and is available for 1.5 PDH.
- Manager Katie Riddle, ASLA, participated in the **New Partners for Smart Growth Conference** in San Francisco, February 1-3. ASLA was a promotional sponsor of the event, leading the sixth annual Parklets Initiative along with the Local Government Commission (LGC). The interactive installations were created by design and planning firms as well as local non-profit organizations. Manager Riddle co-facilitated a break out session for the "One Water" for Resilient Communities conference track.



- ASLA met with the **Chinatown Green Street Demonstration Project property owner stakeholders and the Design Workshop (DW) project design team**. The DW team gained insight into the needs and issues facing the property owners and began to develop sketch concepts for several areas along I Street between 6<sup>th</sup> and 7<sup>th</sup> Streets. **Past President Len Hopper, FASLA, has been added to the team as a security consultant** to address specific issues of concern to the historic 6<sup>th</sup> and I Synagogue.

## Member and Chapter Services

- Chapter Services, along with CFO Michael O'Brien, Hon. ASLA, and **Finance VP Tom Mroz**, will host a **chapter treasurer's webinar** on February 15 at 3 p.m. EST. The webinar will focus on the role and responsibilities of the chapter treasurer.
- The **Emerging Professional Committee** "Ask Me Anything" event will be **February 13 at 3 p.m. EST**, featuring **Gina Ford, FASLA**. Chapters should urge their emerging professionals to participate in the event, which will be broadcast live on the [ASLA Facebook Page](#).
- Yesterday, chapter leaders received their monthly **chapter renewal reports**.

## Public Relations and Communications

- A [press release](#) announcing the results of the fourth quarter 2017 *Business Quarterly* survey was disseminated yesterday via several wire services. The survey was fielded January 11-25, with 161 primary firm contacts responding. Falling response rates are a concern, and staff are examining the primary contact lists to assess if they are the right targets for responses.
- The **Call for Honors** nominations closed on January 30 with 24 nominations being submitted. Entries will be posted to a review site for Executive Committee review and short-listing. Final selection will be made by the Board at the spring meeting.
- The [2018 Call for Entries for Professional and Student Awards](#) opened last week. Deadlines are February 19 to register and March 5 to submit for professional, and May 7 to register and May 21 to submit for student projects.
- A [statement of support for the Living Shorelines Act](#) and a [press release announcing the 2018 Call for Entries](#) were distributed last week.
- PR Manager Karen Grajales attended last week a **DC Communicators panel discussion** on managing PR agencies in 2018. The panel was organized by Environics, the agency handling public relations for the ASLA Blue Ribbon Panel on Climate Change and Resilience.

## Deadlines and Reminders

- **Applications for the [ASLA 2017 Advocacy Awards](#)** are due no later than February 28.
- The [Leadership Calendar](#) can be accessed on the web.