**June 25, 2014**

**Governance and Administration**

* **June 20 was the early-bird registration deadline for the** [annual meeting](http://www.aslameeting2014.com/) **and we have officially exceeded our Boston early-bird registration and revenue numbers!**  **Current registrations stand at 2,128** and registration and ticket revenue collected to date represent **65 percent** of the annual budget goal. Field Sessions are starting to sell out and ticket sales for the new Edible Landscape Celebration event are soaring at 361 tickets sold to date. Thanks to everyone who went that extra mile to get our early-bird messaging out! The advanced rate deadline is October 17. If you have not yet registered or if you have registered and not yet purchased tickets to field sessions, workshops, and special events, we encourage you to do so before the next deadline. Onsite rates apply after October 17.
* ASLA has sent a [letter](http://www.asla.org/sites.aspx) to members announcing that ASLA and the University of Texas at Austin (UT) are in **negotiations with the Green Building Certification Institute (GBCI) to establish a collaboration that will ensure the long-term future of the Sustainable Sites Initiative™**. A [link](http://www.asla.org/uploadedFiles/CMS/AboutJoin/Copy%20of%20SITESv2_Scorecard%20Summary.pdf) to the revised Rating System was also provided.
* PR and Communications Director Terry Poltrack, PR Manager Karen Grajales, and Professional Practice Manager Debbie Steinberg, ASLA, **attended the public announcement and press briefing on the Chesapeake Bay Trust’s (CBT) grant awards, which include a grant of $47,000 for ASLA’s** [**Chinatown Green Streets Demonstration Project**](http://www.asla.org/greenstreet/index.html)**.** The press release can be found [here](http://asla.org/NewsReleaseDetails.aspx?id=43425). With ASLA’s $50,000 in seed money, a pledge of $5,000 from EVP Nancy Somerville, Hon. ASLA, and the CBT grant, **funding for the Green Streets project now totals $102,000**.
* **The 2014 ASLA election** **closed on June 20.** Post-marked, mail-in ballots are still being received and tabulated. The Tellers Committee will meet on July 10 to review and verify the election. **The results will be published in the July 15 issue of *LAND*.**
* **The Board Performance Task Force** met via conference call yesterday to review results of the BOT midyear meeting survey, discuss feedback from BOT midyear breakout groups on a new Board commitment form, review input from the CPC midyear meeting on trustee expectations, and discuss next steps and assignments for the task force.
* President Mark Focht, FASLA, **delivered a pre-recorded “early bird deadline” phone message on June 15** to 11,664 current and former members’ work phone numbers. **Staff anecdotally are hearing positive feedback about the call campaign** and believe that it helped drive the strong registration numbers.
* **Staff have completed an initial review of the feedback report from ASLA’s application to the U.S. Senate Productivity and Quality Award (SPQA) for Virginia and the District of Columbia.** Feedback on the feedback is being provided to the SPQA and the examiner team; an in-person debriefing on the feedback report with the team lead will be scheduled soon.
* Special Assistant to the EVP Keith Swann recently had a **very successful green roof presentation and tour with the Smithsonian Institution group**. The group had lots of questions about the benefits of the roof and plant choices made in the initial design. A thank-you email later received from the Smithsonian stated, “**The comments we heard back about the tour, especially the ASLA portion**, were all extremely positive! I appreciate all your work early on (sic) in this process, helping me secure sites and **offering us such wonderful images to use in promotional pieces**.”
* **Katarina Katsma, ASLA, has joined ASLA as the new *Landscape Architecture Magazine* Writer/Editor**. In addition to being a **member**, she holds an MLA and has a solid background in landscape design, as well as in the creative use of media and communications.
* **Yoshi Silverstein, a Master’s of Landscape Architecture candidate at the University of Maryland, recently started as the new Public Relations and Communications** **intern**. Silverstein will be writing for *The Dirt*, revamping the green infrastructure guide, and helping produce The Landscape Architect’s Guide to Portland, Oregon.
* After working for six years as professional practice manager, **Liz Guthrie, ASLA, departed ASLA staff to** teach this summer in Portland, Oregon. **Liz has served as the ASLA staff liaison for the Sustainable Sites Initiative™ and the Public Practice Advisory Committee.** A search has begun for her replacement.
* Gensler has begun work on the ASLA Headquarters interior renovation. Gensler project leaders met with representatives from each department yesterday at ASLA headquarters to capture information on workstation/office requirements, storage needs, meeting space needs, desired departmental adjacencies, and general feedback on what is working and what should change.

**Finance**

* CFO Mike O’Brien is **closing out May 2014** and will be reporting to the Executive Committee and the Finance and Investments Committees in early July.

**Government Affairs**

* ***Save the date!*** Chapters are invited to attend the ***How to Host a LARE Preparation Workshop*  webinar on Thursday, July 10 at 2 p.m. ET**. The one-hour webinar will review the logistical details of hosting a workshop in your chapter.
* ASLA sent a letter to Senator Patty Murray (WA), Chair of the Senate Subcommittee on Transportation, Housing and Urban Development (T-HUD) Appropriations, to urge her to **support full funding for the Transportation Innovation Generating Economic Recovery (TIGER) grant program without any restrictions on funding for particular modes of transportation**. Recently, the House of Representatives passed a T-HUD bill that reduced TIGER funding to $100 million and called for funding to be used only for highways, bridges, ports, and freight rail. Currently, TIGER is funded at $600 million and may be used for all modes of transportation including bicycle and pedestrian, and trails projects. **A recent ASLA survey showed that many landscape architects and firms have accessed TIGER funding for projects.**
* ASLA worked with the American Institute of Architects (AIA) to send **a letter to** **Director Jon Jarvis, Hon. ASLA, of the National Park Service (NPS)** regarding proposed cuts to the cultural resources programs, including the Historic American Landscapes Survey (HALS), Historic American Building Survey (HABS), and the Historic American Engineering Record (HAER). **Specifically, the letter urges Director Jarvis to reconsider proposals to significantly downsize these programs.** Along with ASLA and AIA, the American Council of Engineering Companies and the National Trust for Historic Preservation joined in signing the letter.

* This week, government affairs staff hosted a meeting with the **Environmental Protection Agency’s Office of Research and Development Communications and various stakeholders in the the stormwater and green infrastructure community to discuss orchestrating a congressional expo this fall on Capitol Hill.** The meeting provided an opportunity to discuss the framework and development for the expo, along with exchanging ideas on how to showcase the latest and best green infrastructure approaches and techniques. The group will meet regularly at follow-up meetings to collaborate on expo planning and logistics.
* Director Blackwell and Legislative Analyst Leighton Yates met with the office of **Congressman Albio Sires (NJ)** to discuss legislative strategy for [the Community Parks Revitalization Act](http://www.asla.org/ContentDetail.aspx?id=25614) and [the New Opportunities for Bicycle and Pedestrian Infrastructure Financing Act](http://www.asla.org/FederalGovernmentAffairs.aspx?id=42841). With July designated as National Parks and Recreation Month, Sires would like to use this opportunity to highlight community parks, which could bring attention and interest in the community parks legislation.
* Federal Government Affairs Director Roxanne Blackwell **attended Congressman Earl Blumenauer's (OR) recent Transportation Stakeholders' Meeting, where U.S. Department of Transportation Secretary Anthony Foxx spoke about President Barack Obama's GROW America transportation proposal**.  Secretary Foxx encouraged Congress and stakeholders to support and pass the proposal so that we can fix the nation's infrastructure to prepare for future.  Senator Tom Carper (DE) also addressed the group and spoke about using a patch to temporarily fix the Highway Trust Fund through the end of the year and then begin work on a long-term solution.
* The National Park Service (NPS) State and Local Assistance Division has [announced the availability of $3 million](http://www.grants.gov/web/grants/view-opportunity.html?oppId=257670), appropriated through the Land and Water Conservation Fund (LWCF) State Assistance grants, for a new nationally competitive grant program. **The grant program invites state, local and tribal entities to submit proposals for matching grans to support projects that would acquire or develop public land for outdoor recreation purposes** located within or serving populations of at least 50,000 people.
* Department of [Interior Secretary Sally Jewell has announced](http://www.doi.gov/news/pressreleases/secretary-jewell-announces-102-million-in-coastal-resilience-grants-to-help-atlantic-coast-communities-protect-themselves-from-future-storms.cfm?renderforprint=1&) that **competitive grants are now available from the Hurricane Sandy Coastal Resiliency Competitive Grant Program.** The program, funded by the Hurricane Sandy Disaster Relief appropriations bill, is administered by the National Fish and Wildlife Federation. The grants program will award more than $100 million in grants throughout the region affected by Hurricane Sandy including: CT, DE, DC, MD, MA, NH, NJ, NY, OH, PA, RI, VA and WV. **Grants from $100,000 to $5 million will be awarded to projects that assess, restore, enhance or create wetlands, beaches and other natural systems to better protect communities as well as fish and wildlife species and habitats from the impacts of future storms and naturally occurring events.** Applicants can receive more info [here.](http://www.nfwf.org/hurricanesandy/Documents/2014-grants-list-v2.pdf)
* **ASLA has signed onto a group letter authored by the Pollinator Partnership to build congressional support for H.R. 4790, the Highway Bettering the Economy and Environment Pollinator Protection Act (Highways BEE Act)**. The letter showcases the essential role native pollinators such as honey bees, birds, bats, and butterflies have on healthy ecosystems and how such pollinators are vital partners in American agriculture and landscape.  The letter also urges legislators to support H.R. 4790, which promotes conservation practices on 17 million acres of highway rights-of-way by encouraging state transportation departments to reduce mowing and plant for pollinators, providing improved habitat for pollinators, ground nesting birds, and other small wildlife.
* ASLA has also **signed onto** **a letter in support of the** [**National Urban Waters Federal Partnership**](http://www.urbanwaters.gov/). The letter commends the partnership’s work that is making a visible difference in communities across the country by engaging urban populations in restoring their rivers and surrounding neighborhoods, improving access for water recreation, and helping create a network of parks and greenspaces connecting downtown cores with suburban and rural areas.
* ASLA has **signed onto a letter in support of the** [**Healthy Kids Outdoors Act**](http://www.asla.org/FederalGovernmentAffairs.aspx?id=33875)**, H.R. 4706/S. 2367, sponsored by Senator Mark Udall (CO) and Representative Ron Kind (WI). The reintroduced legislation provides incentives to states to develop five-year strategies to get children and families active in the great outdoors.** The legislation was recently reintroduced as a result of advocacy efforts by ASLA and members of the [Outdoors Alliance for Kids (OAK)](http://outdoorsallianceforkids.org/), of which ASLA is a member.
* Government affairs staff **attended a congressional reception in honor of Representative Jim Moran (VA) who recently announced his retirement at the conclusion of this year’s Congress**. The reception provided the conservation community an opportunity to thank the congressman for his support of its collective issues as well as for being a champion of urban forestry and conservation.

**Membership and Chapter Services**

* **Today’s membership total is 15,528 (see details below):**

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| --- | --- |
| **MEMBER CATEGORY** | **TOTAL** |
| **Affiliate** | **615** |
| **Associate** | **1,889** |
| **Corporate** | **122** |
| **Full Member** | **9,467** |
| **Full-Fellow** | **729** |
| **Honorary** | **144** |
| **International** | **194** |
| **Student Affiliate** | **396** |
| **Student** | **1,972** |

* The **bad email address postcard** was sent to the 631 members with an invalid email address (this compares to 500 invalid emails in June 2013 and 1,133 invalid emails in June 2012).
* The **Emerging Professionals Committee** met via conference call June 19. The committee working groups provided updates on their projects, which include crafting chapter mentor guidelines, designing an emerging professional membership leaflet, and leadership visits to student chapters. The working groups will continue tp meet independently and will report on their projects on the next committee call on July 24.
* **Billing reports were completed and invoices were mailed to:**
	+ Membership first renewal (8/31/14) – 1,093 members
	+ Membership second renewal (7/31/14) – 831 members
	+ Membership final renewal (5/31/14) – 582 members
	+ Firm Finder first renewal (8/31/14) – 0 firms
	+ Firm Finder second renewal (7/31/14) – 7 firms
	+ Firm Finder final renewal (5/31/14) – 2 firms
	+ LAM subscription first renewal (8/31/14) – 121 subscribers
	+ LAM subscription second renewal (7/31/14) – 111 subscribers
	+ LAM subscription final renewal (5/31/14) – 58 subscribers.

**Public Relations and Communications**

* The *Wall Street Journal* published an article last week, “[New York Botanical Garden Going Beyond the Botany](http://online.wsj.com/articles/new-york-botanical-garden-going-beyond-the-botany-1403229151?mod=_newsreel_1),” which focuses on an exhibit about the role of women in garden design. Within the article, it explained **Beatrix Farrand’s role in founding ASLA**, as well as the current number of female ASLA members and firm owners. The story also quoted **Susannah Drake, FASLA**, who participated in a symposium at the garden last week.
* *Planetizen* featured a [**post**](http://www.planetizen.com/node/69357) **from *The Dirt* on the latest research on the health benefits of nature.** The Environmental Design Research Association (EDRA) sent an email to all its members about *The Dirt*’s coverage of its recent conference. Coverage of the conference has been read more than 5,000 times.

***Landscape Architecture Magazine***

* **The July issue is on its way to members.** It includes a feature on the town of Zoar, Ohio, a historic settlement from the 19th century that the U.S. Army Corps of Engineers considered razing because of a leaking levee that surrounds it. The issue also has design features on the new Maximapark by West 8 outside Utrecht in the Netherlands, and on **Cliff Garten, ASLA,** whose work merges landscape architecture and public art. A report on the valuation of ecosystem services focuses on a Florida rancher who is being paid to hold water on his property to nourish the Everglades. The Palette section this month is about **Richard Shaw, FASLA**, of Design Workshop, and his planting designs inspired by arid and high-altitude landscapes in the Rocky Mountains.

**Publishing and Resource Development**

* **Advertising contracts** **for *Landscape Architecture Magazine*** (*LAM*)now total **86 percent** of the annual budget goal. This is nine percent higher than sales as of the same week in 2013.
* Sales for **EXPO space and sponsorships** increased to **79 percent** of the annual budget goal. This is only two percent behind sales for the same week in 2013, which was the largest grossing EXPO in ASLA history.
* **Marketing, phone, social media, and email** messages were deployed last week to promote annual meeting and EXPO registration, ticket sales, and hotel bookings before the early bird deadline expired last Friday.
* Senior Sales Manager Daryl Brach, Sales Manager Gregg Boersma, Sales Manager Suzanne Lipscomb, and *LAM* Managing Editor Lisa Speckhardt are **traveling to the** [AIA Convention](http://convention.aia.org/event/homepage.aspx) **this week in Chicago**. The June issue of the magazine will be distributed to attendees.
* The **campaign to increase *LAM* subscribers continues** with marketing outreach to lapsed subscribers and prospective new subscribers. The **July issue will be mailed to 5,500 *Dwell* magazine subscribers** with a special offer to subscribe. Plans are underway to promote the magazine to **AIA members with the August issue**. Publisher Ann Pryor, Hon. ASLA, continues to work with Swets subscription agency to promote international subscriptions, a project that yielded 10 percent growth in subscribers via Swets last year.

**Professional Practice**

* The Professional Practice Committee (PPC) is **reviewing and submitting comments on the second draft of *Grade Easy, 2nd edition***. Members **Alan Clarke, FASLA, and Jerry Hastings, ASLA**, are working on updating and revising the ASLA textbook and business reference publication with input from the PPC members. The comment period ends July 31. Also, the PPC, in collaboration with legal counsel and staff liaison Director Susan Cahill is **finalizing the new Standard Form Contract for Professional Services Between Landscape Architect and Consultant**; the **update and revision of the Standard Form Contract and Standard Short Form Contract for Professional Services Between Landscape Architect and Client**; and the associated guidelines for each.
* The Children’s Outdoor Environments PPN hosted an [Online Learning](http://asla.org/onlinelearning.aspx) presentation, “**Designing Intergenerational Landscapes**” presented by Robin Moore, Hon. ASLA, and Nilda Cosco, which was viewed by 36 attendees.
* The author of **the in-process LATIS report on suburban stormwater retrofits**, **Andrew Fox, ASLA,** submitted a revised draft of the paper.  The draft was sent to reviewers to move on to the next phase in the publishing process.  Staff also **received the updated draft of the 2008 LATIS report, *Integrating BIM Technology into Landscape Architecture****,* submitted by theauthor, **James Sipes, ASLA.**  The draft will be reviewed and then prepared for publication later this summer.

**Education Programs**

* The **annual meeting continuing education program** was submitted to AIA for pre-approval of individual sessions for continuing education credit. Full session details were submitted for 15 field sessions and 114 education sessions. Selected appropriate sessions will be also submitted to APA and GBCI (for USGBC credit) in the coming weeks.
* The second of two **speaker orientation webinars** was held this week with over 200 speakers participating. Following the presentation, a recording of the webinar was sent to all speakers that were not able participate.
* The **Committee on Education** (COE) held its monthly conference call last week. The three COE subcommittees continued discussions of their work on STEM, Landscape Architecture Program Recruitment, and Crossroads between Practitioners and Students.
* The **Landscape Architecture Continuing Education System (LA CES™)** has 190 active providers and 1,091 active courses. There are two pending providers and one new provider this week, [Illinois Landscape Contractors Association](https://www.ilca.net/).

#### Deadlines and Reminders

* The [**Leadership Calendar**](http://www.asla.org/Leadershiphandbook.aspx?id=19032&ItemIdString=e0fa05764_34_110_19032) can be acessed on the web.