**July 9, 2014**

**Governance and Administration**

* On Thursday, July 3, an NBC *Nightly News* feature on the Highway Trust Fund included a clip from a speech by **President Barack Obama in which he mentioned landscape architects.** Obama states that fixing the trust fund **“……*doesn’t just put construction workers back to work, that puts engineers back to work, that puts landscape architects back to work*….”.**ASLA is trying to obtain a copy of the video that can be shared with members.From a member email received today: “It’s not by chance alone that the President and/or his staff relate today’s federal highway programs with landscape architects. It’s due to ASLA’s efforts over many years that have elevated the stature of our profession and allows landscape architects to provide quality of life design services to our communities. A lot of us in practice have pushed our way into meaningful roles on transportation projects, but the credit for this public relations step lies in the efforts of ASLA. Congratulations and a sincere thank you to ASLA national and particularly the Governmental Affairs group.”
* The **ASLA Executive Committee will convene on July 18-19 in Philadelphia for its summer meeting**. Agenda items include: review/update of a SWOT analysis; discussion of federal legislative priorities for the next Congress; program and financial updates; review of ASLA’s strategic objectives; and new and returning officer orientation.
* The Tellers Committee will meet tomorrow to verify the results of the 2014 ASLA election. **The result will be published in the July 15 issue of *LAND*.**
* On July 5, EVP Nancy Somerville, Hon. ASLA, represented ASLA at a meeting of the board of the **National Society of Professional Engineers.** Somerville provided an update on ASLA’s priority programs and issues.
* The **member message regarding the release of SITES™ v2** was repeated in last week’s [*LAND*](http://www.asla.org/land/LandArticle.aspx?id=43480)*.* So far, responses to the member message have been uniformly positive, with members pleased about the partnership with the Green Building Certification Institute and looking forward to the start of project certification.
* On Monday, **ASLA hosted 15 landscape professionals from China who were interested in the benefits of membership with the organization** as well as information on the green roof. Ed Snodgrass of Emory Knolls Farms, who has worked on the ASLA green roof and has been doing extensive work in China as of late, co-presented to the group with Special Assistant to the EVP Keith Swann and Member and Chapter Services Marketing Manager Erin Lauria. This is the second group from China within two months. **Five international memberships were captured from *each* group**!
* A **ceremonial check-signing to mark ASLA’s paying off the headquarters building mortgage was held last Tuesday** at the directors’ meeting.

**Finance**

* **Registration for the** [**annual meeting and EXPO**](http://www.aslameeting2014.com/) **is at 2,274 as of this morning.** Registration and ticket revenue collected to date is now **67 percent** of the annual budget goal.Ticket sales for field sessions, workshops, and special events continue to outpace previous years. The next registration deadline is October 17. Onsite rates apply after that date. ASLA’s discounted room blocks are filling up. **Encourage your chapter members to register, book their hotel rooms, and secure their flights to Denver now**!
* A **new celebrity chef has been added to the line-up** for the [**Edible Landscape Celebration Event**](http://www.aslameeting2014.com/events/anediblelandscape/), November 22, at Mile High Station in Denver. Chef Jennifer Jasinski is the owner of Rioja, Bistro Vendôme, and Euclid Hall Bar + Kitchen; winner of The James Beard Foundation Best Chef Southwest. She was also a finalist on Bravo’s Top Chef Masters Season 5. Chef Jen joins Chef Alex Seidel, owner of Fruition Restaurant and Fruition Farms, and Matthew Raiford, Executive Chef at the Lodge at Little St. Simons Island and owner of Gilliard Farms.  **Tickets for this new annual meeting event are going fast!**
* **ASLA welcomed Angela Salazar as Finance’s temporary Accounting Manager.**  Angela brings 18 years of accounting experience, most recently serving as the Assistant Controller for a private company in Virginia.  Angela has a B.S. in Accounting and Finance from George Mason University. We’re excited to have her join the team.

**Government Affairs**

* **Chapters are invited to attend the** [***How to Host a LARE Preparation Workshop* webinar**](https://www2.gotomeeting.com/register/195290634) **this Thursday, July 10 at 2 p.m. EDT.** The one-hour [webinar](https://www2.gotomeeting.com/register/195290634) will review the logistical details of hosting a workshop in your chapter**.**
* On June 25, ASLA Government Affairs swung into action to try to defeat an amendment that Senator Patrick Toomey (PA) is **proposing to eliminate funding for the Transportation Alternatives Program** (TAP). ASLA worked with **President Focht** in sending a letter to Toomey urging him to reconsider his position. The Pennsylvania/Delaware Chapter sent a similar letter and ASLA activated the Advocacy Network on this issue, too. Pennsylvania members had great participation in the alert, sending 118 messages to Toomey. Advocates from other states with senators on the Senate Finance Committee sent 152 messages. **The mark-up of the PATH Act is rescheduled for this week, at which time Toomey is expected to offer his amendment**. ASLA is continuing its efforts to defeat this proposed amendment.
* Government Affairs Manager Mark Cason worked with **Alaska Trustee Tamas Deak, ASLA,** on **an editorial showcasing the new Dangerous By Design 2014 report and Complete Streets policies in Alaska.** The editorial, published in the Anchorage Daily News on [June 25](http://www.adn.com/2014/06/25/3534065/compass-sound-planning-can-reduce.html?sp=/99/328/), also featured **Senator Mark Begich’s (AK)** legislation, the **Safe Streets Act**, and his efforts to ensure federally funded transportation projects accommodate the safety and convenience of all users in accordance with Complete Streets principles. The editorial was a post-Advocacy Day activity, and will be used as a template for chapters to showcase public policies important to the profession, and to educate policymakers and the general public on the role of landscape architects in communities nationwide. **If your chapter would like assistance with a letter to the editor or any other post-advocacy day follow-up activity,** please email**Manager Cason****;** phone, 202-216-2370.
* The **Land and Water Conservation Fund (LWCF) Outdoor Recreation Legacy Partnership Program** will provide $3 million in competitive, [matching grants](http://www.grants.gov/web/grants/view-opportunity.html?oppId=257670) to acquire or develop public land for outdoor recreation in communities serving 50,000 of more people. This pilot program is available through the LWCF State Assistance Program and prioritizes projects that seek to leverage and expand public-private partnerships; connect people to nearby outdoor places; engage and empower underserved communities and provide youth employment or job training. **Deadline to apply is August 15.**
* As part of the **Obama Administration’s commitment to make local communities more resilient against future storms**, Secretary of the Interior Sally Jewell today **announced $102.7 million in competitive** [**matching grants**](http://www.nfwf.org/hurricanesandy/Documents/2014-grants-list-v2.pdf) **to support 54 projects along the Atlantic coast**. The grants will fund science-based solutions to restore wetlands and other natural areas, better manage stormwater using green infrastructure and assist states, tribes and local communities in protecting themselves from major storms such as Hurricane Sandy, which devastated much of the East Coast in 2012.

**Member and Chapter Services**

* **Today’s membership total is 15,481 (see details below):**

|  |  |
| --- | --- |
| **Member Category** | **Total** |
| **Affiliate** | **624** |
| **Associate** | **1,881** |
| **Corporate** | **120** |
| **Full Member** | **9,403** |
| **Full-Fellow** | **727** |
| **Honorary** | **149** |
| **International** | **189** |
| **Student Affiliate** | **409** |
| **Student** | **1,979** |

* **ASLA’s membership changes by month are detailed in the chart below:**

|  |  |  |
| --- | --- | --- |
| **Month-End** | **Number of ASLA Members** | **% ↑ ↓ from 12/31/2013** |
| 1/31/2014 | 15,235 | 0.21% |
| 2/28/2014 | 15,197 | -0.04% |
| 3/31/2014 | 15,186 | -0.11% |
| 4/30/2014 | 15,584 | 2.51% |
| 5/31/2014 | 15,205 | 0.01% |
| 6/30/2014 | 15,330 | 0.84% |

* **Email Reminders to “Renew Your Membership”** were sent to the following open renewal periods with valid emails: 285 members with an April 30 expiration date (90-day grace period concludes on July 29), 644 members with a July 31 expiration date, and the “did you forget something” email to 375 June 30 non-renewals. The “Staying Connected” email was sent the 182 March 31 non-renewals whose membership lapsed on June 29.
* The **chapter monthly membership renewal reports** were sent to the chapter membership chairs, presidents, president-elects, and executive directors on July 2.
* **Updates were made to the** [**ASLA Student webpage**](http://www.asla.org/lastudents.aspx)**,** which included linking to the 2015 LABash Facebook page and Student Representative Rodman’s letter to the ASLA student members.

**Public Relations and Communications**

* The **2014 Diversity Summit** was held June 28 and June 29 at ASLA headquarters in Washington, D.C. The 18 participants looked at strategies for early exposure to the profession and designed the “ideal” mentorship track from K-12 to seasoned professional. ASLA Communications Intern Yoshi Silverstein is currently writing up the proceedings and recommendations, which will be shared widely with the BOT, CPC, Presidents’ Council, Committee on Education, all program chairs, and principals of the larger landscape architecture firms. **Juanita Shearer-Swink, FASLA**, facilitated the summit; PR and Communications Director Terry Poltrack, Education Program Director Susan Apollonio, and Membership and Chapter Services Director Barbara Drobins Fles all participated in the discussions. See related [*LAND* article](http://www.asla.org/land/LandArticle.aspx?id=43479).
* *The Washington Post* published an article on Wednesday, “[City Planners Are Increasingly Aware of Health Benefits of Clean, Living Landscapes](http://www.washingtonpost.com/lifestyle/style/city-planners-are-increasingly-aware-of-health-benefits-of-clean-living-landscapes/2014/06/23/c45438ac-f324-11e3-9ebc-2ee6f81ed217_story.html?wprss=rss_style),” which quoted EVP Nancy Somerville.
* **New designs for the ASLA.org homepage**, site-wide fonts, and link colors, plus new, immersive photographic tour, have been finalized and approved. Implementation will begin shortly, with the new features expected to launch this fall.
* *ArchNewsNow* and [*Planetizen*](http://www.planetizen.com/node/70105) featured the new post on the restoration of [Mellon Square](http://dirt.asla.org/2014/06/26/pittsburghs-mellon-square-restored-to-its-modern-glory/).

***Landscape Architecture Magazine***

* The **August issue of *LAM* is on its way to the printer early next week, and has a great lineup of pieces**. Among the features is a profile of **Joe Brown, FASLA**, on the occasion of his retirement from AECOM, in which he reflects on the state of landscape architecture today as well as on one of the biggest projects of his career—the sale of EDAW to AECOM. Also in features is a story on **The Dredge Collaborative**, a group of landscape architects and one writer who study, mostly apart from their day jobs, the mechanics of dredging rivers, coastal waters, and harbors and the effects on water and land; the group held its second **DredgeFest** in Louisiana this past winter, gathering dozens of professionals from many disciplines for a symposium and site visits to places where dredging is active. A feature on Riverfront Park, in Newark, New Jersey, by **Lee Weintraub, FASLA**, shows the reclamation of a toxic site on the Passaic River with a stunning 7-acre park that features a bright orange boardwalk along the water's edge.

**Publishing and Resource Development**

* **Advertising contracts** for *LAM* increased to **87 percent** of the annual budget goal this week. This is seven percent ahead of sales as of the same week in 2013. **Ad revenue through the August issue is running nearly $50,000 over goal.** The August issue is scheduled to print July 18.
* **EXPO and sponsorship sales** increased to **80 percent** of the annual budget goal this week. [*Sunset*](http://www.sunset.com/) magazine (800,000 circulation) joined as a media partner. Johanna Silver, Assistant Garden Editor, will be onsite to cover the EXPO and education sessions. **Marketing and Meetings collaborated to produce a press release** for PR to send out touting that [annual meeting and EXPO registration and ticket results are outpacing the previous six meetings](http://www.asla.org/NewsReleaseDetails.aspx?id=43440). The release was posted on social media, including Twitter, Facebook, Houzz, and LinkedIn, and included in last week’s *LAND.*
* **Houzz.com used** [ASLA’s profile page](http://www.houzz.com/pro/asla/american-society-of-landscape-architects) **in its launch of its new** [“affiliation badge”](http://www.houzz.com/ideabooks/28414372/list/For-Houzz-Pros--Learn-About-the-New-Affiliation-Badge-Program) **program** where professionals may add a badge to their profile to denote their associations, such as ASLA, AIA, ASID, etc. Houzz staff reports that the ASLA badge is among the most frequently downloaded so far. Houzz now has 20 million users and climbing.
* The **sales team and *LAM* Managing Editor Lisa Speckhardt participated in the** [AIA Convention](http://convention.aia.org/event/homepage.aspx)in Chicago. The sales team reported slower traffic in the trade show than expected, which worked in ASLA’s favor as they could easily meet with current and prospective advertisers and exhibitors.
* Work begins this month on **automating the professional and student awards programs** in time for the 2015 Call for Entries to be issued in November. **Entrants will enter and submit their projects online.** The juries will still meet in D.C., but will view and judge the submissions online and the scores will be tabulated automatically.  ASLA will be using the same company that AIA’s awards program has used for several years, which allows ASLA to leverage their successful experience. The projected costs will be more than covered by the savings in materials and shipping.
* The **2015 Sales Kit** content and design preparations have been scheduled. The kit **will mail in early September to nearly 10,000** current and prospective advertisers, exhibitors, and Corporate Members.

**Professional Practice**

* On June 27, ASLA hosted a training seminar given by the District of Columbia Office of Planning and the District Department of the Environment (DDOE) on DC’s **Green Area Ratio** (GAR). The seminar provided an overview of the GAR, the plan submittal process, the GAR Guidebook, and the role of the Certified Landscape Expert**.** [Information about the GAR](http://ddoe.dc.gov/node/619542) is also available. Manager Debbie Steinberg, ASLA, and Corporate Secretary Curt Millay, ASLA, participated.
* **Recent Professional Practice Network activity**: the Women in Landscape Architecture PPN co-chairs and officers group evaluated the PPN webpage and possibilities for other discussion platforms, including Facebook and online forums, that may engage a larger or a different audience than the current LinkedIn page and promote sharing of information among members. To keep the discussion and brainstorming going between their monthly calls, the PPN is considering creating a group work area online to pursue ongoing initiatives, including collecting interviews for *The Field* and investigating available statistics on women in landscape architecture.
* In June, 15 **Online Learning tests** were submitted, bringing the total to 55 for 2014. Thirty-seven Online Learning tests were submitted in the second quarter of 2014, compared to 18 in the first quarter. Thirty-four LATIS exams were submitted in June, bringing the total to 104 for 2014.
* **The current number of PPN members is 12,349,** an increase of 67 members from last month, and an increase of 150 since the beginning of 2014. Also, compared to 2013, membership is 72 members higher. Four PPNs continue to have over 1,000 members: Parks and Recreation, Residential Landscape Architecture, Urban Design, and Sustainable Design and Development (SDD). The SDD PPN remains the PPN with the most members, with 2,168.
* **Recent training sessions for staff include:** Adobe Acrobat Professional and a new system for teleworking staff to access personal and shared drives from remote locations.
* Last weekend, ASLA IT **installed the new ASLA network file server**; ran Windows updates on the backup, mail, accounting servers and the new file server; updated firmware on the firewall along with scheduled maintenance.

**Education Programs**

* As of last week the Landscape Architecture Continuing Education System (LA CES™) had 192 active providers and 1,186 active courses. Ten applications are pending review.

#### Deadlines and Reminders

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