

June 14, 2017

Executive Offices

- **President Vaughn Rinner, FASLA**, was the keynote speaker at the **ASLA Southeast Regional Conference** in Charlotte last week. Rinner discussed ASLA's latest programs and priorities as well as the Center for Landscape Architecture. The conference was comprised of the North Carolina, South Carolina, and Georgia Chapters.
 - **The call for committee service is open through June 30, 2017.** To volunteer for service on [one or more of the committees](#), please fill out the [committee appointment form](#). Contact [Corporate Secretary Curt Millay](#), ASLA, with any questions.
- **Midyear departmental progress meetings** have started. A new results "scorecard" is being finalized; the scorecard, which will be published in tandem with the quarterly Program and Operations Reports, focuses on top-level results and is intended to serve as a good indicator/summary of overall operations.
- Planning is underway for the **design development kick-off meeting for the Chinatown Green Street Demonstration Project** team, task force, and key stakeholders. Preliminary work with key District of Columbia agencies continues, as do discussions with potential funders.
- Special Assistant to the EVP Keith Swann hosted Boston landscape architect David Warner, ASLA, with a building and green roof tour last week. Warner, president of Warner Larson Landscape Architects, discussed the company's complete street project in Washington, D.C., that his firm is working on with Corporate Secretary Millay.
- EVP Nancy Somerville, Hon. ASLA, and Managing Director Susan Cahill, Hon. ASLA, met with **Jim Urban, FASLA**, and Eric Smith, CEO of the **TREE (Tree Research and Education Endowment) Fund**, to discuss mechanisms for supporting/promoting Fund research that reflects landscape architects' priorities.
- Recently EVP Somerville attended the annual **Real Estate and Built Environment CEO** summit where a key agenda item was review of the concept for an **online talent development (aka career discovery) collaboration**, developed as a result of discussion at last year's summit. The agenda also included discussions on advocacy priorities and the current political climate, membership trends, and governance.

Government Affairs

- On June 1, President Trump announced that his administration is withdrawing the United States from the **United Nations Framework Convention on Climate Change, a landmark accord also known as the Paris Agreement** signed by former President Barack Obama in 2015. Recently, EVP Somerville hand delivered a [letter](#) signed by nearly 2,000 landscape architects and others, addressed to Environmental Protection Agency Administrator Scott Pruitt urging the administration not to withdraw the United States from the Paris Agreement, and to discontinue its current efforts to roll back U.S. climate policies.
- On April 26, President Trump signed [Executive Order 13792](#) instructing the Department of the Interior to review national monuments designated since 1996 under the Antiquities Act and that are larger than 100,000 acres, or where Interior Secretary Zinke determines the designation was made without adequate public outreach or support. In conjunction, the Department of the Interior also announced the first ever, formal public comment period on monument designations under the Antiquities Act, and on a [list of monuments](#) under review under the president's executive order. **ASLA is encouraging members and chapters to [submit comments](#) on this important issue, which are due by July 10.** For additional information or questions, contact ASLA Government Affairs Manager [Mark Cason](#).
- ASLA has endorsed [the Water Infrastructure Flexibility Act](#) (S. 692, H.R. 2355). The bipartisan legislation would promote the use of green infrastructure to address local stormwater and wastewater management issues. Specifically, the legislation would allow local communities and municipalities to

incorporate green infrastructure projects into integrated planning permits to meet Clean Water Act compliance. ASLA is working with Senate and House staff to move the bill through the legislative process.

- The Environmental Protection Agency has produced a guide titled [Green Infrastructure in Parks: A Guide to Collaboration, Funding, and Community Engagement](#) to encourage partnerships between park agencies and stormwater agencies to promote the use of green infrastructure on park lands. The guide includes recommendations on the types of projects that are most likely to attract positive attention and funding, and which provide a wide range of benefits.
- Occupational licensing continues to be an active issue in several states. Recently, the Idaho Lieutenant Governor signed an [executive order](#) directing a **comprehensive review of Idaho's occupational licensing requirements**. On June 2, **Colorado Governor John Hickenlooper signed into law SB 17-218, legislation continuing landscape architecture licensing in Colorado** through September 1, 2028. Additionally, on June 6, **Michigan state representatives introduced HB 4693, HB 4694, and HB 4695, bills that would deregulate landscape architects**. The Michigan Chapter and ASLA State Government Affairs staff have met and are devising an advocacy strategy.

Landscape Architecture Magazine

- Last week, **Kassandra Bryant, Student ASLA**, joined us as *LAM's* summer intern. Kassandra is an MLA candidate at Virginia Tech's Alexandria campus. She will be working on the *LAM* Climate Reader, an online compendium of our pieces about climate change.
- **The July issue of LAM is off to press!** The cover article is an interview with **Martha Schwartz, FASLA**, about her recent move back to the United States after a dozen years in London, plus two recent projects by Schwartz's firm in Beijing. We also feature **Liz Sargent, FASLA**, and her practice in documenting cultural landscapes; and an article on collecting data through public fixtures such as park benches. Departments include stories about carbon-cutting concrete by **Meg Calkins, FASLA**, podcasting about landscape architecture, and an introduction to readers of the Center for Landscape Architecture.
- Kudos to Senior Editor Jennifer Reut for having worked **patiently to have LAM's pieces added to the Google Alerts**. People with landscape-related alerts will now receive notices of pertinent articles from *LAM* online.

Member and Chapter Services

- The **Member Services Committee** will host a **Membership Chair Webinar** on June 21 at 3 p.m. EDT. This webinar will review roles and resources for membership chairs as well as explaining the value of membership. An Outlook Meeting invitation was sent with the call-in information to chapter membership chairs. For more information, contact
- On June 13, **the Emerging Professionals Committee held an "Ask Me Anything" event**, featuring **Barbara Deutsch, FASLA**. It was streamed live on the ASLA Facebook page and remains available for viewing. So far, it has been viewed over 2,000 times.
 - **Student and Associate Advisory Committee nominations are due June 30**. The purpose of these committees is to increase the ability of ASLA to gain insight on the priorities of emerging professionals and learn how best to provide membership value to student and associate members. Committee selections are made from candidates who have been [nominated by the chapter president of the professional chapter](#). Contact [Managing Director Julia Lent](#), Hon. ASLA, for more information.
- Membership continues to show a slight drop overall from 2016, yet a modest increase from 2015. **Full members are growing at a rate of nearly two percent since 2016 and up four percent since 2015**. While associate membership has dropped since last year, **student membership is on the rise**, up nearly six percent since 2015.

Member Type	5/16/2016	5/16/2017	Change %
Full Member	10,558	10,768	2.0
Associate	1,984	1,624	-18.1
Student	1,633	1,668	2.1
Total	15,444	15,314	-0.8

Public Relations and Communications

- **Dana Davidsen started on June 12 as the intern for PR and Communications.** Davidsen is a first-year graduate student of landscape architecture and environmental planning at the University of California, Berkeley. She will be contributing to *The Dirt* blog as well as researching and updating resource guides on climate change, sustainable transportation, residential design, and other topics. She also served as scribe for the ASLA SuperSummit, held June 9-11, and will draft a report of the proceedings.
- The **student awards jury convened June 2-4 and selected 26 award recipients from the 295 submissions received.** This is a just under a 10-percent increase from 2016's 271 submissions. The winning entrants were notified this week, and the awards will be announced in late August to coincide with the release of the September issue of *LAM*, which will feature the student and professional awards ceremony. Jury comments will be compiled and shared with the non-winning entrants to assist them in improving entries for future competitions.
- **Work on the rebrand** continues. The rebranding task force will hold an update webinar with the design team prior to the summer Executive Committee meeting.
- As an outcome of the **Diversity SuperSummit** (see Education, below), staff are conducting an **audit of asla.org** to ensure inclusive coverage in text and images.
- A **press release announcing the 2017 Honors recipients** was distributed yesterday via several wire services. Early interest has come from *Archinect.com*, *Bustler.net*, *PRISM*, *Landscape Architect and Specifier News*, *Seattle Daily Journal of Commerce*, and [World-Architects](#).
- PR Manager Karen Grajales yesterday attended an executive committee retreat hosted by the D.C. Environmental Education Consortium (DCEEC). The committee members revised DCEEC's strategic plan.
- Yesterday, EVP Somerville was interviewed by Kriston Capps, a staff writer at *CityLab*, from *The Atlantic*. Capps is writing a story about the future role of landscape architects in cities reshaped by autonomous vehicles and drones.

Education and LAAB

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **238** active providers offering **1,061** courses. There are **three** new provider applications pending review.
- On June 1, Career Discovery and Diversity Manager Shawn Balon, ASLA, attended the **Smart Growth Network Partners Meeting** via conference call. The meeting included presentations on *Prince Georges County Urban Stormwater Retrofit* by Adam Ortiz, Director, Prince Georges County Department of Environment, and *Maryland's Purple Line* by Rob Chappell, CEO, Purple Line Transit Partners. Balon provided updates to the group regarding the 2017 ASLA Annual Meeting and EXPO in Los Angeles.

- This past weekend, June 9-11, ASLA hosted the **2017 Diversity SuperSummit** at the ASLA Center for Landscape Architecture. The SuperSummit invited all past attendees back to Washington, D.C., to: review past summit discussions and ideas; identify current, real-world obstacles; create action items for ASLA and the new career discovery and diversity role; and discuss the future of the Diversity Summit. Twenty-three past attendees attended for the culmination along with six new attendees. The SuperSummit was facilitated by **Juanita Shearer-Swink, FASLA**, and Manager Balon.
- On June 6, Education Programs Director Susan Apollonio, LAAB Accreditation and Education Programs Manager Kristopher Pritchard, and Manager Balon met with Sharon Lynch, Ph.D., George Washington University Professor, and Naamal De Silva, GWU Doctoral Candidate, to discuss STEM, Career and Technical Education (CTE), and review how a curriculum can be developed for after-school programs.
- The **Landscape Architectural Accreditation Board's (LAAB) intern, Nathania Martinez, Student ASLA**, started this week. Nathania is currently an undergraduate student entering her 5th and final year at the University of Florida's landscape architecture program. She will be working with Manager Pritchard, reviewing data submitted by programs in the LAAB Annual Report to provide more helpful information for the programs.

Professional Practice

- Today, ASLA's Online Learning presentation was *Creating Pollinator Habitat Along Roadsides* (1.0 PDH) presented by Jennifer Hopwood, Robert LaRoche, **Jessie Byrd, ASLA**, and **Ellen Barth Alster, ASLA**. There were 34 registrants. The next presentation will be on June 19: [Designing Trees into the Urban Landscape & Integrating Stormwater Management](#) (1.0 PDH), presented by Jeremy Bailey and hosted by the **Sustainable Design and Development PPN**. Today's presentation was hosted by the **Transportation PPN**.
- On June 6, ASLA staff toured 600 Massachusetts Avenue with Gould Properties staff and **Rodrigo Abela, ASLA, of Gustafson Guthrie Nichol**, who designed the building's many landscaped terraces and streetscapes. Gould Properties is one of the main stakeholders for the Chinatown Green Street Demonstration Project.
- Manager Linette Straus, ASLA, is working with the **Washington and Nevada Chapter** presidents along with GBCI to plan for the SITES workshops that the chapters won through the SITES AP chapter contest. Manager Straus will co-lead the half-day workshops along with GBCI.
- Two **SITES education sessions** will be presented during the 2017 ASLA Annual Meeting and EXPO. Straus will be co-presenting the SITES Workshop with GBCI. ASLA is again organizing a SITES AP exam opportunity at the annual meeting. Discussions are ongoing with GBCI for their SITES events planned during the annual meeting. Two sessions with a focus on SITES have been approved for the 2017 Greenbuild Conference.
- Director Ron Sears and Manager Straus collaborated on a **grant submission to the EPA Clean Water State Revolving Fund for the Chinatown Green Street Demonstration Project**. The grant would be in addition to the recent grant award (\$1.295M) from the DOEE on behalf of the Clean Water State Revolving Fund. The purpose of the grant would be for the cost of construction for the roadway portion.
- On June 1, Professional Practice Coordinator Alexandra Hay attended [Urban Expeditions: Exploring Sustainable City Solutions](#) at National Geographic headquarters in Washington, D.C., the first in an event series exploring the interrelated and critical issues facing cities, including climate, transportation, food, and sustainable urbanization. Also on June 1, National Geographic opened the call for submissions for its [CHASING GENIUS Challenge](#), which focuses on three critical issues: sustainable planet, global health, and feeding nine billion people. The call for submissions closes July 31.

- The **Public Practice Advisory Committee** held its monthly webinar to advance its work on developing online learning opportunities aimed at students and emerging professionals highlighting the scope of work within the public realm within the field of landscape architecture.

Deadlines and Reminders

- The call for [committee](#) service closes on **June 30, 2017**.
- The [Leadership Calendar](#) can be accessed on the web.