



FLORIDA CHAPTER ASLA TRUSTEE REPORT

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Welcome to the 6th piece of this report series, 'Your ASLA Membership', telling you just a few notes from our national organization over the last month. Remind people who may have lapsed in their membership to rejoin and that *payment options* are available. Please feel free to contact me at Trustee@FLASLA.org if you have any questions or concerns about ASLA issues. *If you and/or your section did an event for National Landscape Architecture Month, please let me or President Jeff Brophy know.* National is looking to compile all the events.

I am just back from the Mid Year Meeting for the Board of Trustees which was combined with National Advocacy Day in Washington DC. This was my first meeting (two per year) as your Trustee and I am still getting the hang of it. Part of my responsibility is to make you aware of all the activity that goes on at the national level. The other is to bring Chapter requests and comments forward.

The Florida Annual Conference registration is open! I hope to see you there in July. We have such a wonderful opportunity to stay in the very exclusive Ocean Reef. There is a **Garden Tour** (7+ properties) planned that you do not want to miss! And ASLA 2014 Meeting & Expo is in Denver Colorado right before Thanksgiving. This registration has also just opened up. Denver offers the most affordable room rates that I have seen in many years so take advantage.

In the near future there will be a call for committee members to ASLA Committees. I will make sure that you are aware when this opportunity is open. It is rewarding to sit on a national committee where the work of ASLA is done – ok, Staff makes things happen too!



FLORIDA'S NEW DEAL PARKS

1. HIGHLANDS HAMMOCK STATE PARK
2. MYAKKA RIVER STATE PARK
3. HILLSBOROUGH RIVER STATE PARK
4. RAVINE GARDENS STATE PARK
5. GOLD HEAD BRANCH STATE PARK
6. O'LEND STATE PARK
7. FORT CLINCH STATE PARK
8. FORT CAVERNS STATE PARK
9. TORREYA STATE PARK

On the local front Florida is looking to execute the **HALS Challenge** to document the 9 New Deal Parks in Florida as short histories. Please contact me if you are interested in doing one of the parks noted in this map. Let's make a splash in the HALS arena. David Driapsa will organize us and help us achieve this goal.

GOVERNANCE AND ADMINISTRATION

- **ASLA's work to earn the ENERGY STAR rating again this year and to help Washington, D.C., rank second on the [U.S. Environmental Protection Agency's \(EPA\) 2014 list](#) of top U.S. cities has now been covered by [Forbes Magazine's website](#).** EPA has been actively promoting the new city rankings and ASLA is reaping the benefits of the agency's PR efforts, as **they are constantly promoting the green roof and the ASLA brand!**
- **President Mark Focht, FASLA, and EVP Nancy Somerville, Hon. ASLA, attended the American Planning Association (APA) annual meeting in late April.** Focht participated in a moderated panel discussion with the presidents of the APA and American Institute of Architect,

which focused on demographics, market realities, and trends. Focht and Somerville also attended the APA Board dinner, APA President's reception, and awards luncheon among other events. Somerville served as a juror for the 2014 APA awards.

- Special Assistant to the EVP Keith Swann participated in the **Architect of the Capitol-Senate Environmental and Environmental Showcase** on Capitol Hill last week. The theme was “Do Your Part...Reduce, Reuse, Recycle,” and was open to the Senate staff. **ASLA promoted the green roof, the new Energy Star ratings, and knowledge about landscape architecture. Many expressed interest in visiting the green roof in the future.**
- **Recent green roof tours have been quite successful.** For the group of 65 grade- and middle-school students from Georgia, **many children, along with the chaperones, had great questions about the green roof after the presentation.** One teacher (and parent) who teaches high school environmental science said how impressed he was with the green roof program here. Another asked about students getting into landscape architecture; he was referred to the newly redesigned [Career Discovery](#) pages. The following day a group of professionals with the International Landscape Design Industry Association from China toured the green roof and were very enthusiastic as well. **Five international memberships were captured from the group** after discussing the benefits of the organization, and promoting the awards program and the publication of the winners in *Landscape Architecture Magazine*.

Government Affairs

- The annual ASLA Advocacy Summit will be held August 8-10 in St. Louis, Missouri. Florida will be sending a representative to this informative event.
- [ASLA Advocacy Day 2014](#) is upon us. Nearly 200 landscape architects and landscape architecture students went to Capitol Hill to meet with their legislators to talk about transportation issues important to the profession. Timing was perfect for this event and the agenda, as Senate Environment and Public Works Chair Barbara Boxer (CA) had just released her [surface transportation reauthorization proposal](#) and policymakers and staff are focused on transportation issues. This year the Florida Chapter welcomed two emerging professionals to ASLA Advocacy Day. **Laura Snider**, a recent UF grad, and **Andrea Sandoval**, a recent FIU grad, made great impressions on the Hill.

Publishing and Resource Development

- **Marketing** is coordinating **promotion of the [annual meeting and EXPO](#) through all channels**, Look for the information in via email and mail. **All are encouraged to plan early and to book airfare. With the meeting ending Thanksgiving week, flights to Denver will fill up fast.**

Membership and Chapter Services

- **Today's membership total is 15,378** (see details below):

MEMBER CATEGORY	TOTAL
Affiliate	616
Associate	1,665
Corporate	114
Full Member	9,451
Full-Fellow	728
Honorary	144
International	193
Student Affiliate	367
Student	2,100

PUBLIC RELATIONS AND COMMUNICATIONS

- The **Alliance for a Resilient Tomorrow**, of which ASLA is a part, released a joint statement recently committing to the cause at an event at the National Building Museum. Some 20 design and construction organizations have signed on, and EVP Somerville participated in a panel discussion with a sampling of related CEOs.
- Federal Government Affairs Director Roxanne Blackwell, Director Poltrack, and PR Manager Grajales participated in a call with the **National Complete Streets Coalition** to coordinate the public release of ***Dangerous by Design***, a comprehensive research projects on streetscapes. ASLA is a partner and participated in the May 14 kick-off webinar for the public. **Seven Spears, ASLA**, of Design Workshop, will represent ASLA.

PROFESSIONAL PRACTICE AND INFORMATION TECHNOLOGY

- ASLA once again **will serve on the National Planning Committee for the [New Partners for Smart Growth conference](#)**. The [2015 conference](#) will be in Baltimore, January 29-31. Manager Debbie Steinberg, ASLA, will serve as the point person, lead ASLA's assistance with the session reviews, as well as planning the Parklets project, which ASLA has led for the past two years. The [Local Government Commission](#) organizes the conference and invites ASLA to participate as a sponsor at the Patron level.
- Recent **Professional Practice Network activity**: the [Women in Landscape Architecture PPN](#) (WILA) finalized a set of interview questions that will be sent to a range of landscape architecture professionals. The interviews will appear on *The Field* and will highlight the diversity of career paths in landscape architecture and the role of mentorship for both emerging and established practitioners. The PPN is also organizing new resources for members, including information on how to find your local network and a toolkit that students can use to set up their own WILA groups. The [Urban Design PPN](#) has outlined plans for a *Field* post this summer, an Online Learning presentation this October, and PechaKucha-style presentations for their PPN meeting in Denver.
- On May 1, ASLA donated 118 books, 181 journals and two videos to the Virginia Tech WAAC Library in Alexandria, VA, as part of the ongoing ASLA VA Tech Inter-Library program. ASLA staff and members have access to the library by appointment.

Note: **President Focht** will be speaking at the FLASLA State Conference in Key Largo at the Ocean Reef July 24-26, 2014 so come and meet him.