



February 22, 2017

### Florida Chapter Members:

ASLA conducted its winter Board webinar where 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.

- Media Relations and Public Awareness for 2017 there were 13,621 stories referencing the profession and 1,147 stories referencing ASLA. ASLA had 66,402 Facebook, 60,000 Twitter, and 39,100 Instagram new followers in 2017. While the growth in Facebook and Twitter followers fell short of ASLA's goals, Instagram growth far exceeded goals.
- New brand identity will be implemented in early 2018. Many have already received an email form national promoting the new logo.
- There was an increase in the number of Licensure & advocacy Grants applicants, from 6 in 2016 to 21 in 2017. There was a correlating increase in the number of grants awarded, from 6 in 2016 to 14 in 2017.
- Contact ASLA if you'd like a copy of the Landscape Architecture Licensure Handbook.
- 21 States dealt with licensure threats. Colorado and Alaska were successful defending licensure in 2017, the fight continues in 19 other states.
- Federal Advocacy 2017 priorities included Water Infrastructure Flexibility Act (passed 10/2017) and National Parks Service (Legacy Act, Equitable Access, Antiquities Act and the Executive Order reducing the size of National Monuments).
- Increasing reach with LAM online, Your Land publication, LAM Lectures, Spanish language versions of LAM articles, LAM Climate Reader and the Landscape Report.
- LAM is also trying to include more articles/information regarding Emerging Professionals, technological innovations, office practices, materials and construction.
- Member and Chapter Services has set focussing on students and emerging professionals, supporting Chapters/Chapter Leadership, member recruitment/retention and first-class customer service as their priorities.
- Full membership has shown slow steady growth over the last five but student, associate and affiliate memberships have declined. Associate membership decline is commensurate with the overall decreased number of students in the university programs over the last 10 years. The current retention rate for membership is approximately 80%, inline with industry standards.
- The 2017 Annual Meeting and Expo attracted 6,318 attendees with 750 of those being students. The meeting generated \$4.5 million dollars in revenue.
- Nashville will host the 2021 and Seattle will host the 2022 Annual Meetings.
- Business Operations for 2017: \$3 million in advertising sales, \$2.78 million in EXPO revenue (\$1.8 million already raised for 2018 EXPO), \$7.2 million for Center for Landscape Architecture costs to date and training/testing continue on the Information Security Awareness Program.

Landscape Architecture Magazine's is now in Spanish. Last month was the fourth feature translated into Spanish, this time about tsunami-defense strategies on the coast of Japan.

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ASLA is encouraging people to take action and write a letter to urge their 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.

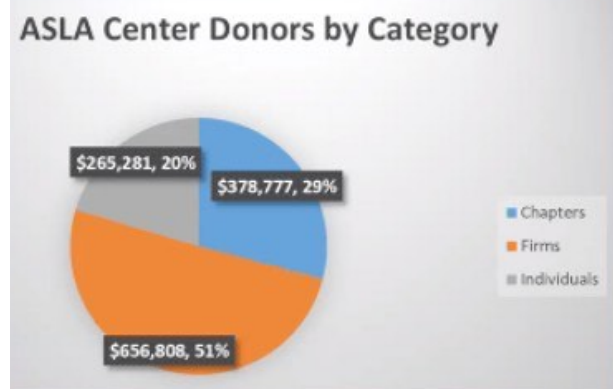
Activity on licensure issues continues across the U.S. Government Affairs continues to work with multiple chapters on licensure related legislation. Recently, thanks to the advocacy efforts of the Virginia Chapter, with support from ASLA National, landscape architects were removed from the licensure 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.

The Landscape Architecture Continuing Education System (LA CESTM) now has 246 active providers offering 1,212 courses. The 2018 Annual Meeting Call for Presentations closed on January 31 with 462 education and 39 field sessions received.

ASLA staff and member volunteers attended the 2018 National Association of Home Builders International Builders' Show in Orlando, FL, January 9-11. With a mission to increase awareness of the landscape architecture profession among an audience of large national builders, small local builders, architects, and designers, Managers Riddle and Lauren Martella, along with Library and Archives Technical Administrator Ian Bucacink, interacted with attendees at the ASLA exhibit booth on the show floor. Todd Bonnett, ASLA, volunteered during the Plan Review Sessions, meeting with attendees to review housing plans and discuss creative ideas to better meet the needs of today's homebuyers and builders. Todd and Dean Hill, ASLA, also volunteered their time at the ASLA exhibit booth, answering questions about the profession and helping to share ASLA's mission.

Pledges to the Campaign for the ASLA Center for Landscape Architecture now total \$1,300,766 or 86.7 percent of the campaign goal. ASLA continues to reach out to firms, individual practitioners, and companies providing products and services to the profession to raise the balance needed to complete the campaign.



Donations to the 2017 ASLA Fund currently total \$50,881, an increase of 68 percent over the same period last year.

The Fund's mission is to expand the body of knowledge of the landscape architecture profession, promote the values of landscape architecture, and increase public understanding of environmental and land-use issues and principles.

Please feel free to contact me with any questions or comments.

Best Regards,

A handwritten signature in blue ink, appearing to read "David Ferris".

David Ferris, RLA