

# San Diego, California

## ASLA Board of Trustees

October 29–30, 2011 Annual Meeting  
**Indiana Trustee Report**

Meeting called to order by President Jonathan Mueller. Meeting minutes from the 2011 Mid-Year Meeting in Washington, D.C. were approved by the Board. Throughout the course of the meeting, reports and presentation summaries were given to the board from:

- ASLA Student Representative – Ryan Sotirakis
- APA Report – Paul Farmer, EVP & CEO of APA
- LAAB Report - Whitney Talcott – ASLA LAAB Representative
- LAF Report – Heather Whitlow
- IFLA Report – Desiree Martinez
- CLARB Report on the 2012 LARE Transition – Joel Albizo, CLARB Executive Director
- CELA Report – Pat Taylor, Executive Director
- CSLA Report – Liane McKenna, President

Specific summaries of items that required Board action in some manner as well as the notation of that specific action on the presented issues are highlighted below.

### **1. Programming and Operations Report –**

*Presented by Nancy Sommerville, Executive Vice-President ASLA*

Highlights of the report were updates on membership, Public Awareness Campaign, & Advocacy, including:

- Membership loss slowing - As of September 26, ASLA's membership totaled 16,060 members, an increase of 2.97 percent from year-end 2010, still down 14% from 2007 (record high 18,428 members – current membership is 15,597). New membership communications and programs continue to be developed and refined, including a prospective telemarketing campaign, firm principal campaign and mid-year new staff hire.
- Publishing and Resource Development – Expo revenue 7% higher than 2010, annual mtg. sponsorships record of \$233k; LAM Sales 92% of \$2.8M budget.
- HALS – update on status to appoint local chapter liaison position, with the idea of coordinating a 2011 HALS Challenge effort
- 2012 Annual Meeting & Expo – Expecting approximately 6,000 attendees at the annual meeting. Annual meeting education sessions were pre-approved by the Landscape Architecture Continuing Education System (131/111 HSW), the American Planning Association (67), the American Institute of Architects (47), the U.S. Green Building

Council (75), and the state boards of Florida (120) and New York (105). Expo sales are approximately 7% higher than 2010.

- LACES Update – currently 146 active providers, including 22 chapters.

**Board Action:** Review of the Programming & Operations Report was requested by the Board.

## **2. Sustainable Sites Initiative Progress Report –**

*Presented by Ed Czynscon, Vice-President Professional Practice & Susan Cahill, Managing Director, Professional Practice*

- The Sustainable Sites Initiative™ (SITES™) pilot project phase is now in year two and the project staff at the Wildflower Center are focusing on: answering questions and providing guidance to the pilot project teams; review of documentation submitted to date; and discussions with the Green Building Certification Institute regarding best practices/procedures for project review/certification and initial planning for hand-off of project certification to GBCI. Currently, 156 projects are actively participating in the SITES pilot program, including projects in Canada, Iceland, and Spain.
- Primary governance focuses are: ongoing discussions with the Green Building Certification Institute regarding SITES project certification and professional credentialing; discussions with the Institute for Sustainable Infrastructure (ISI); and development of a new Memorandum of Understanding among the SITES partners. The Letter of Intent (LOI) between SITES and GBCI was signed on June 30. The LOI allows discussions with GBCI on project certification and professional credentialing to proceed. A market survey developed by SITES and GBCI has been released and will remain open until November 2.

**Board Action:** No action was requested by the Board.

## **3. Public Relations and Awareness Campaign Update –**

*Presented by Mark Focht, Vice-President Communications & Terry Poltrack, Director, Public Relations & Communications*

- As a result of Board action during the 2010 annual meeting, the creation of a focused Public Relations campaign was initiated. The Public Awareness Summit and subsequent campaign launch of 08.17.11 were tremendous successes. Forty-seven of the 48 chapters sent representatives to the Summit on July 22-24 (held in conjunction with the annual Advocacy Summit) to discuss strategy and tactics and prepare for the August launch events. Summit attendees met jointly with Advocacy Summit attendees to align messaging and map the year ahead. To support the public awareness campaign, national staff created a graphic identity, held a series of pre- and post-event webinars, and distributed some 30,000 pieces of collateral including recruitment posters and videos, an online platform in Facebook, t-shirts, flyers, buttons, single-sheets, and

business cards. All referred to a central education site, [asla.org/design](http://asla.org/design), which defines the profession for the public in easy-to-understand terms.

- 08.17.11 participation and outcomes:
  - 259 events (137 events with landscape architects interacting directly with the public, 122 events indirectly engaging the public (signs, videos, chalking); 1,000 volunteers total; 20 volunteer participant average per chapter; 10 percent nonmembers; 80 news stories, including multiple broadcast stories, reaching an estimated 15 million people.
- Identified 2012 events: Two anchors: April — NLAM + 04.26.12, a reprise of 08.17.11 on Olmsted's birthday; and in early September, re-dedication of parks across the country.
- Quarterly themes for outreach: Q4-11, Transportation; Q1-12, Green Infrastructure; Q2-12, Public Health, Q3-12, Re-discovering Your Landscapes
- Would be encouraging firms to tap into the resources on the website for the PR campaigns
- Will be hosting a Public Awareness Summit again in 2012

**Board Action:** No action was requested by the Board.

#### **4. State & Federal Government Affairs –**

*Presented by Stephanie Landregan, Vice-President Communications & Julia Lent, Director, ASLA Government Affairs & Roxanne Blackwell, Manager, Federal Government Affairs*

- **FEDERAL ADVOCACY:** It continues to be a challenging year for issues important to landscape architects. Tight budget battles have put programs important to landscape architects in jeopardy. In the states, both cost-savings and anti-regulatory fervor have threatened licensure. U.S. House Republicans continue to propose deep spending cuts to federal programs important to landscape architects, including funding for the Land and Water Conservation Fund (LWCF), Transportation Investment Generating Economic Recovery (TIGER) Grants program, New Starts, Community Development Block Grants, and the Sustainable Communities Partnership. However, recent attacks on the Transportation Enhancements (TE) program have been extremely aggressive, with House Republican leaders John Boehner (OH) and Eric Cantor (VA) singling out TE as a program for complete elimination. Further, Senator Tom Coburn threatened to “hold up” the entire extension of the nation’s surface transportation law and the Federal Aviation Administration law, unless the TE program was stripped from the bill and eliminated immediately. ASLA, working with allied organizations, was able to stave off Senator Coburn’s and Senator McCain’s recent efforts to eliminate the TE program. However, future attacks are planned by Senator Paul and Senator McCain and ASLA must continue to be diligent in advocating on behalf of the program. Additional Federal Advocacy issues include: 1) Work to catalogue and format the 479 green infrastructure case studies submitted to the EPA earlier this year was completed and the full database of projects was unveiled on the web in September. 2) ASLA also joined the Obesity Action Coalition, the American Association for Physical Activity and Recreation, the American College of Sports Medicine, and others, in supporting Congresswoman Marcia

Fudge's (OH) H.R. 2795 Fit for Life Act of 2011. This bill could create opportunities for landscape architects to demonstrate their design expertise by helping communities, especially low-income communities, create the active living spaces. 3)ASLA is supporting H.R. 674 and S.164 that is legislation to repeal a federal law that would require federal, state and local governments to withhold 3% of payments to contractors and vendors. As a result of this law, many small businesses would be disadvantaged because of the up-front tax withholding that restrict cash flow. ASLA also joined in supporting congressional efforts (H.R. 674, S. 164) to repeal the yet-to-be-implemented law that requires federal, state, and local governments to withhold three percent of payments to vendors, contractors, and others for certain properties, goods, and services. The withholding could disadvantage small businesses, including landscape architecture firms, by severely restricting cash flow.

- **STATE ADVOCACY** - On the state side, most state legislatures adjourned for the year in late spring and early summer, ending a tumultuous first half of 2011. During this time, a number of states faced legislation to deregulate landscape architecture, and attempts to merge licensing boards, including individual landscape architect boards with allied design professions. Overall, ASLA has been able to successfully thwart attempts to deregulate the profession or to change the way the licensing boards do business.
- **ADVOCACY SUMMIT 2011** - The annual Advocacy Summit was held July 22-24 in coordination with the new Public Awareness Summit. This year 34 chapters, covering 37 states, were represented at the Advocacy Summit which focused on building chapter level advocacy capacity, preparing tools to react to restraints to practice, and working to proactively protect hard fought licensure gains. Highlights of the summit included a presentation from the Florida Chapter, which successfully beat back legislation that would have deregulated the profession in the state. Thirty-seven chapters participated in the two-day workshop that coincided with the first annual Public Awareness Summit, reinforcing to chapters the necessity of a close working relationship between advocacy and public awareness volunteers. As a result of the summit, ASLA is convening quarterly advocacy training sessions to provide critical advocacy tools and best practices, and to build on the lessons learned during the workshops.
- **ADVOCACY NETWORK** - ASLA advocates have been successful in opposing major cuts to programs that bring jobs to landscape architects and investment in communities. None of this success would have been possible without the grassroots power of the Advocacy Network. Thus far this year, ASLA advocates have sent nearly 10,000 messages (surpassing our 2010 year-end total by the end of July) to their elected officials this year encouraging them to learn more about landscape architecture, defending programs important to the profession, and urging Congress to act on important legislation.

**Board Action:** No action was requested by the Board.

## 5. **2012-2013 Operating Budgets –**

*Presented by Nancy Sommerville, Executive Vice-President ASLA and Susan Hatchell, FASLA President-elect*

- The Annual Operating Plan (AOP) outlines ASLA programs, their objectives, and specific goals for the coming year. The AOP responds to the Board's evaluation and ranking of strategic objectives and programs. At the 2011 Mid-Year Meeting, the BOT evaluated and ranked these objectives and goals for 2012. A specific highlight of the plan included the continuation of the Public Relations Summit, to be held in coordination with the Advocacy Summit. In the post-50 by 2010 phase, continue to support chapters' licensure advocacy efforts, including protecting landscape architecture practice and licensing boards from attack, through regular advocacy training webinars, chapter visits, the advocacy summit, the advocacy grant program, and the distribution/posting of relevant licensure information. Partner with CLARB to enhance preparatory materials for the licensing exam, both for the current exam and the transition to the new exam. A goal for 2012 is to also achieve 2 percent growth and a retention rate at or above 86 percent for full and associate members. Grow student membership by 3 percent and increase retention rates for students to 60 percent.

**Board Action:** Proposed Motion: Motion to approve FY 2012 Annual Operating Plan as presented. Board voted to approve Motion unanimously.

## 6. **Finance & Budget –**

*Presented by Vaughn Rinner, ASLA Vice President of Finance and Michael O'Brien, ASLA CFO*

The three major topics covered under the Finance & Budget discussion included:

- **2011 Finance and Investments Report** - The Society's net loss of approximately \$1.3 million is in line with the 2011 budget for this period as well as for the prior year. It seems odd to report a large loss as an *expected* result, but in this case it is. Until the annual meeting closes in November, the Society will be in a net loss situation. Notwithstanding that fact, in 2011, ASLA was able to add \$1.1 million to the short-term reserve, which as of August 31, 2011 was \$2,000,000. It has been a tough few months for the long-term reserve losing approximately \$360,000 through September 28, 2011. These are important facts to consider as the organization prepares for its annual meeting. Continuing to execute the current year budget will be the key to success in 2011. Program directors are essential to this success by actively monitoring and adjusting budgets and spending plans based upon monthly results. The above table below *actual* revenue and expense numbers for individual programs for the first eight months of 2011 to *annual* budgeted revenue and expense numbers for those same items.

Program	Actual Revenue	Budgeted Revenue	Actual Expense	Budgeted Expenses
Executive Offices	-	-	563,000	895,000
Finance & Building Operations	2,000	80,000	992,000	1,535,000
Member & Chapter Services	2,312,000	3,597,000	516,000	833,000
Government Affairs	-	-	374,000	568,000
Meetings & Special Programs	20,000	3,850,000	829,000	2,819,000
Education & Academic Affairs	160,000	157,000	207,000	302,000
Professional Practice	41,000	66,000	307,000	443,000
Information Technology	-	-	112,000	264,000
Landscape Architecture Magazine	1,881,000	3,130,000	1,548,000	2,441,000
Publishing & Resource Development	507,000	654,000	186,000	425,000
Public Relations & Communications	-	-	569,000	689,000
<b>Total</b>	<b>4,923,000</b>	<b>11,534,000</b>	<b>6,203,000</b>	<b>11,214,000</b>

- **2012 – 2013 Operating Budgets** - The 2012 revised budget reflects a number of changes to the proposed 2012 budget presented at last year's annual meeting. For a greater level of detail, please refer to the attached budget spreadsheet at the end of the presentation. A summary of management's changes are discussed below:
  - Membership revenue is increased by approximately two percent or \$70,000 in 2012. The projected increase is based on a review of the August 2011 membership iMIS data.
  - ASLA JobLink revenue is increased \$20,000.
  - Salary expense is increased by \$210,000 to create a three-percent salary pool for cost of living and merit increases and a fifteen percent set aside to cover an increase in health insurance premiums.
  - Salary expense is increased \$30,000 to restore the vacant membership marketing and chapter relations manager position (midyear hire).
  - ASLA Online and iMIS depreciation end in 2011, reducing non-cash expenses by \$166,000 in 2012.
  - Funding for chapter recruitment support is increased by \$5,000.
  - Funding for limited training and partial membership dues for NAED increased expenses by \$5,000.
  - In 2010, the Executive Committee introduced the use of financial triggers. A financial trigger may only be executed to the extent net income for that year exceeds the approved or revised amount. Management recommends the following triggers for 2011 and 2012:
  - Restore the employee bonus pool of \$75,000 (eliminated as part of FY 2009 budget cuts). Restore the employer contribution (two-percent contribution plus two-percent match) to the staff's 401(k) plan balance estimated to be approximately \$75,000 (also included in FY 2011 as a trigger).

**Board Action:** Proposed Motion: Motion to approve the 2012 Operating Budget Board voted to approve Motion unanimously. Motion to approve FY 2012 Operating Budget with approved amendment. Board voted to approve Motion unanimously.

- **2012-13 Capital Expense Budget:**

**2011 Interim Activity:** ASLA has been very busy in 2011, replacing and rewiring the rooftop heat pumps (\$60,000); replacing the carpets in the stairwells (\$20,000); leasing copiers for office operations (\$20,000); and replacing the accounting server (\$10,000), which is no longer covered under a maintenance agreement. Capital improvements for 2011 could total \$120,000 at year-end.

**2012 Plan:** Management proposes increasing the 2012 capital expenditure plan by \$40,000 to \$100,000. This includes \$50,000 for developing additional content and functionality for the website to augment the popular online public awareness resources. The budget would also include \$50,000 to upgrade the office phone system.

**2013 Plan:** The 2013 capital expenditure plan includes \$100,000 for upgrades to the membership database (iMIS) and for additional ASLA website development.

**Future plans:** Renovation of the first floor (library and learning center) and the conference room on the lower level has been placed on hold until such time as the Executive Committee and Board of Trustees identify it as a priority

**Board Action:** Motion to approve 2012-13 capital expenditure plan. Board voted to approve Motion unanimously.

## **7. Universal Licensure Designation Policy –**

*Presented by Stephanie Landregan, ASLA Vice President of Government Affairs and Julia Lent, Director, ASLA Government Affairs*

- At its May 2011 meeting, the Board of Trustees charged the ASLA Licensure Committee with developing a policy to identify and promote a universal designation for licensure for consideration by the board at its October 2011 annual meeting. The committee developed this proposal, which has been reviewed and recommended for adoption by the Policy Committee. An update regarding the policy development, including the identification of PLA (professional landscape architect) as a universal designation, was sent to the Board of Trustees and to state licensing boards in July.

The draft policy encourages landscape architects to use a uniform *post nominal* designation after their names to signify licensure. The ASLA Licensure Committee has selected PLA (Example: Jane J. Smith, ASLA, PLA) as this designation for two key reasons:

1. PLA will not conflict with the existing legal terminology (licensure and registration), thereby allowing for universal usage; and



2. PLA is consistent with existing *post nominal* abbreviations for related disciplines such as engineering (PE) and land surveying (PLS).

A universal designation will better identify licensed landscape architects to the public and potential clients, similar to the way that PE provides that identification of licensed engineers. A licensure-specific designation will better differentiate between those who are licensed and unlicensed throughout the profession, covering both ASLA-member and non-member landscape architects.

In recognition of the expertise of licensing boards, CLARB has participated in the development of this ASLA policy, contributing both to the policy intent and ongoing strategy for implementation. The use of PLA by landscape architects is not expected to require additional rule development for licensing boards, given that it would fall under current title restriction provisions that restrict the use of any title (or abbreviation) that indicates the individual is a landscape architect.

**Board Action:** Motion to Approval of the Universal Licensure Designation Policy as developed by the Licensure Committee was recommended for adoption by the Policy Committee. Board voted to approve Motion with 9 opposed. Motion passes as it exceeds the 2/3 vote requirement. ***NOTE: It should be a discussion with local chapters to promote this policy for usage at the local level and being supportive to state boards and CLARB with usage.***

#### **8. Task Force on Accreditation and Reciprocity –**

*Presented by Richard Hawks, Vice President Education & Julia Lent, Director of Government Affairs*

- At the April 2010 ASLA Board of Trustees meeting, it was suggested that a task force be created to explore the impacts related to the inability of the Landscape Architectural Accreditation Board (LAAB) to accredit non-degree-granting programs. The Task Force on Accreditation and Reciprocity was formed, with the charge to:

*Identify potential advantages, disadvantages, and challenges for expanding the role of the Landscape Architectural Accreditation Board (LAAB) to evaluate other degree-granting and non-degree-granting programs. Specifically, the task force should review the impact of the status quo on licensure eligibility for professionals without a degree from an LAAB-accredited landscape architecture program, including graduates of the California certificate extension programs.*

- The task force makes the following recommendation:

*The ASLA Task Force on Accreditation and Reciprocity recommends that the scope of the Landscape Architectural Accreditation Board should be expanded to include non-degree granting first-professional landscape architecture programs. These programs must be able to meet the same standards that are used to evaluate degree-granting programs. There are areas where the accreditation standards will need to recognize the*



*institutional model of the certificate program, in the same way that the existing standards recognize the differences between bachelor's and master's degrees, and care must be taken to maintain the existing standards for accreditation of all programs. The task force believes it is essential to the integrity of accreditation that certificate programs require a bachelor's degree as a prerequisite to entry into a certificate program. This recommendation is intended to expand the eligibility for accreditation to programs that provide an education equivalent to that of degree-granting programs. The task force acknowledges that it is the responsibility of LAAB to determine whether any program meets the accreditation standards.*

**Board Action:** Motion to approve the proposed the report and recommendation of the Task Force on Accreditation and Reciprocity. LAAB provided the Board with a letter stating their request to table the issue until further review by LAAB and CLARB. Board voted to approve this motion. The Constitution and Bylaws Committee is now charged with writing the necessary changes to the bylaws to implement the Task Force recommendation.

#### **9. Constitution & Bylaws Amendment –**

*Presented by Mary Hanson, ASLA Secretary*

- In response to the board's action at midyear, the Constitution and Bylaws Committee, Corporate Secretary Hanson, and Member and Chapter Services Director Drobins conducted a thorough review of the ASLA Constitution and Bylaws and the corresponding Chapter Model Constitution and Bylaws. The proposed amendments establish International Member eligibility for Fellowship and replace or remove residency as a professional membership qualifications criterion. The revisions replace residency as the sole criterion in the case of International Members and remove references to it in the case of Full and Associate Members, thus basing qualifications for all three member types in the professional membership category on where the landscape architect earned his/her degree and/or is officially authorized to practice landscape architecture.
- In addition, it is recommended that the requirement for inclusion of a chapter dues schedule in the chapter bylaws be repealed, i.e. Section 605 of the ASLA Bylaws and Sections 506-508 of the Chapter Model Bylaws. Actual dues dollar amounts were removed from the national bylaws some time ago, and chapters will still be required to establish annual dues and provide written notice to national headquarters of any change in chapter dues levies at least one-hundred-and-twenty (120) days prior to the first day of the financial year of the Society under ASLA Bylaws Sections 714 and 715 and Chapter Model Bylaws Sections 501 and 505.

**Board Action:** Motion to approve Constitution and Bylaws Amendment Bills 2011-03 and 2011-04. Motion approved unanimously. ***NOTE: Our state chapter's Constitution & Bylaws should be reviewed and amended if appropriate to come in line with these new changes.***

## 9. ASLA Fund –

*Presented by Gary Scott, ASLA Immediate Past President*

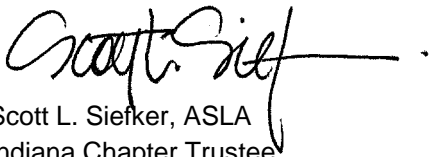
- At its annual meeting each year, the Board of Directors elects its successors to hold office for a term of one year upon ratification by the Full Voting Members for the ASLA Fund, a 501c3 organization. (The Voting Members of the ASLA Fund are the BOT of ASLA). High priority programs for the ASLA Fund include:
  - Sustainable Sites Initiative - ongoing
  - Headquarters Green Roof Research and Promotion - ongoing
  - Study of the Economic Impact of the Profession – project deferred due to lack of funding
  - Collect Prints and Drawings Collection – delayed due to lack of funding
  - Public Awareness Sub-Site for ASLA Online: Designing Our Future – Sustainable Landscapes - Total cost of the project was estimated to be \$100,000. A National Endowment for the Arts grant proposal was submitted earlier this year to help fund a new website feature that will present a comprehensive "flyover" of a city and its surrounding suburbs that will allow visitors to get a full picture of all sustainable landscape practices in context, with the ability to zoom in on features for a complete view of a truly sustainable metropolitan area. Everything from urban infrastructure to commercial and public development to residential practices will be highlighted. The interactive exercise will also include a quiz to measure how much users learned from the site, and it will be positioned both as a game to play and a learning tool for teachers. NEA grant decisions will be announced in November 2011; grant funds, if awarded, become available in 2012.

**Board Action:** Motion to approve the 2012 ASLA Fund Board of Directors. Board voted to approve Motion unanimously.

The Board facilitated breakout sessions to discuss and develop the 2012-2015 Strategic Objectives and conducted a SWOT analysis regarding ASLA programming and budgets. The meeting concluded with open forum discussion.

The next meeting of the Board of Trustees will be conducted at the Mid-year Meeting, May 11-12, 2012 in Washington, D.C.

Respectfully submitted,



Scott L. Siefker, ASLA  
Indiana Chapter Trustee