

Nancy Sommerville, Executive Vice President – Status of the Organization

The Washington DC annual conference held in 2010 was the highest grossing conference ever. Landscape Architecture Magazine revenues has been strong and ASLA is the envy of other professional organizations. ASLA is keeping a conservative approach to the organization's management. ASLA has been able to return \$500,000 back to reserves. Membership was at its height in 2007, and we've dipped under 16,000 members or about 14%. Most of the losses were due to lost jobs or the inability to initially secure a job. Small dues increases have offset membership number losses. Many members are brought in through the annual meeting, where non-members essentially pay for a year's worth of membership at the conference. However, fees generated through this process stay associated with the annual conference financials, and not the general membership financials.

Richard Hawks, Vice President of Education - Accreditation and reciprocity task force

Does ASLA want to allow non degree granting programs to be reviewed for accreditation by LAAB? A task force (of which Trustee Jolene Rieck is a member) has been studying the issue. Further discussion of this topic will be held at the annual meeting in San Diego.

Brad McKee, Editor - LAM redesign

Brad is pleased with the outcome. The typography size has been an issue. It is a delicate balance with the white space, length of articles, pictures and text. Changing ad sizes have received no push back from advertisers. April's free Zinnio promotion generated about 20,000 unique hits, which is about equal to the typical circulation. The new LAM design is up for a professional jury award. Newsstand sales have increased. Will do a free Zinnio again in July. Will roll out a gift subscription program. Expanding the web presence. The digital interest is increasing. They have not moved past the Zinnio because it's a really good app, will consider Kindle and Amazon. Right now we have an exclusive agreement with Zinnio. [I told Brad to encourage Zinnio to get an Android app.]

Strategic objectives of the organization

Three groups contribute to a survey, the BOT, the CPC and staff regarding ASLA's strategic objectives. The biggest variation between the groups was the LAM editorial. Visibility and public relations has consistent number one ranking. Licensure and laws and regulations were two and three. They also ranked the effectiveness. Almost strong consistency among the groups for our effectiveness. Overall general effectiveness moves up slightly every year.

Review of objectives, suggestions included adding sustainable sites, and outreach to unemployed professionals.

Finance – Vaughn Rinner

Finished 2010 in the black. Our budgets were near 95% of projected actual. The biggest revenue is membership 33%, 24% in advertising and 22% on expo. Biggest expenditures are salary, followed by meetings and expo. The audit report is a clean opinion.

1st quarter has operational loss, which is typical due to our revenue cycle. Capital improvements: the rooftop heat pumps have been replaced; and copier leases were renegotiated. Future improvements include new carpet on stairs and lease on phone system. Overall we have a \$3.5 million dollar budget.

Sustainable Sites Initiative

The SSI is a partnership, started by ASLA members in response to the lack of LEED based credentials. Sometimes our partners feel a bit left out in the media, so please mention our other partners when dealing with SSI. SSI is in the pilot project phase now. There will be some changes to the standards, and open enrollment is scheduled for 2013. 159 pilot projects in 34 states, plus Canada, Iceland and Spain. The first certifications will come in the summer or fall of 2011. They will finalize the professional accreditation plan similar to LEED-AP.

Public relations and visibility

The website is THE resource for whatever information that professionals and the public would ever need. The tool is to start at a macro level and works deeply to the micro level. The Dirt blog is listed among the top 10 websites for design issues. This has helped to establish ASLA as the leader in sustainable issues. Each year we plan on showcasing 10 case studies. The green roof is highly successful to drive traffic to the website, which increases advocacy.

Public Awareness Campaign

August 17, 2011 each chapter will issue a public awareness event on the streets. Each chapter has a public awareness designee [Jim Mihan is the ID/MT Chapter] The representatives are in a 2 year term. The theme is to get out the word "landscape architecture" in the media. I like the efforts and strategy of this campaign. A+ on the work for this PR campaign.

Government Affairs

"Every day is advocacy day," this was our battle cry for this year. In addition to influencing federal regulation, we are starting to influence administrative process, citing the EPA case studies and more recently encouraging feedback on the SBA's proposed changes to size standards.

On the state level, Florida had to defend repeal and New Hampshire also faced potential deregulation. ASLA noticed many boards facing changes though combining with other technical professions.

Government affairs presented a revised ASLA public policy on housing. The BOT voted to adopt the revisions.

Administrative staff presented a revised policy for archival documentation and records retention. In addition, they presented an update to the conflict of interest and ethics policy. The BOT voted to raise the dollar limit for freebees to \$150.

Jolene needs to follow up with staff to get permission to acquire the media quotes ran on Saturday's power point & permission to use it on the chapter's website.

Membership Qualifications

International members: Julia Lent discussed the process that the licensure committee used to research and investigate the issues. The first phase was a research phase to learn about allied organizations. The outreach phase included disseminating the information to the trustees and from the chapter levels. Full members with a degree from a LAAB or certificate program, plus three years of experience and reside in North America.

Barbara Drobbins explained the issues surrounding international membership. It is my opinion that at the time the qualifications for international membership remain the same, however, the complicated loopholes for international status needs to be reviewed.

Julia Lent discussed the recommendations from the licensure committee regarding requiring a license for full ASLA membership, similar to AIA's program. It is interesting that younger professionals are not seeking licensure and women are less likely to seek licensure over men. Dues revenue is a significant source of revenue and in my opinion, reducing membership would drastically impact our mission.

The BOT put forth a motion to change the international requirement to country versus place of residency. The BOT made a motion to allow international members to be fellows. Both motions passed & I voted with the majority.

The BOT put forth a motion to not change the membership requirements. Motion passed & I voted with the majority. The BOT put forth a motion to charge staff with working with CLARB to develop a common credentialing system. The motion passed & I voted with the majority.

Respectfully submitted,

Jolene Rieck, ASLA
ID/MT Chapter Trustee