



PRESIDENT'S MESSAGE – Bruce Niedermeyer, PLA, ASLA

As we quickly approach the end of the first quarter of 2018 (and we feverishly gather information to share in this newsletter), please know that the 2018 Iowa ASLA Executive Committee is working hard on your behalf to execute a fantastic year supporting efforts in advocacy, education, communication and fellowship. This year, we again prepared and rolled out the Partnership Program to allow our group and our corporate sponsors to better plan for the year ahead and it was a success. The program has provided our chapter with a great framework for understanding exactly what we can accomplish this year. We continue to be so very thankful for our Partners who constantly support landscape architecture throughout our state. If you see any of our 2018 Partners, please share your gratitude for their continued generosity and support!

Winter Social

The new Executive Committee hit the ground running in late 2017 and carried that momentum through the beginning of 2018 in orchestrating multiple events – the first of which being the Annual Winter Social, hosted by Becky Whelan from Victor Stanley! This year's Winter Social was held at Della Viti in Des Moines' East Village where we took turns sampling libations, savoring locally sourced chocolates and catching up with our fellow landscape architects. A number of Iowa State University Landscape Architecture students shared a presentation about their experience at the ASLA Annual Meeting and EXPO, which

took place in Los Angeles in October of 2017. It is always exciting to see our profession through the lenses of young college students and we are grateful they were able to share their experiences with us. Their presentation reminded us of the importance of continuing our financial support for student endeavors such as this.

Advocacy in Iowa



2018 IA ASLA Legislative Breakfast

On February 20th, our chapter once again hosted a Legislative Breakfast at the Iowa State Capitol in Des Moines. Many representatives from multiple Iowa landscape architecture firms were able to show off projects from across the state while talking to our legislators. We work closely with our lobbyists (Cope Murphy + Co.) to plan and execute this day of advocacy in our state and I believe it provides unparalleled opportunities for building relationships with our state legislators. Plus, spending a couple hours in the Rotunda is always a fun time! I have heard from multiple people that this year's showing was the best yet. We look forward to the challenge of surpassing it next year on February 19, 2019... mark your calendars!

Our current Iowa Chapter Treasurer, Eric Doll, also participated in this year's Design Professionals Day on the Hill, hosted and coordinated by AIA Iowa. Supporting other design professions in our state continues to be important for our chapter and with AIA's advocacy platform focusing on livable communities, resiliency, and quality design, how could we not participate?



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Spring Conference & Awards

As you may know, we are finalizing our plans for the Iowa ASLA Spring Conference and Awards Program, which will be held at the Gateway Hotel and Conference Center in Ames on Monday, March 26th. The Oklahoma ASLA Chapter is currently jurying the Design Awards and award recipients will be notified of their impending award one week prior to the conference. After our conference presentations are complete, we are inviting attendees to join us at the College of Design on the Iowa State campus for two lectures that are part of the school's annual Lecture Series. These lectures are open to the public. See our website (www.iaasla.org) for more details – we hope to see you there!

Looking Ahead

Many events are set on the 2018 ASLA calendar and we hope you will join us for all of them! After our Spring Conference is complete, we encourage you to also attend the ASLA Central States Conference, held in Kansas City this year and hosted by the Prairie Gateway Chapter. Check out www.centralstates.org to see all that is being offered during what is sure to be a fantastic 3-day event! After that, keep your eyes peeled for invitations to review student work at Iowa State University in Ames, as the semester comes to an end before we know it! Professors really appreciate our willingness to volunteer our time for student reviews, and the students themselves LOVE having the interaction with professionals – go make their day!



UPCOMING EVENTS

March 26, 2018 – IA ASLA Spring Conference, Ames, IA

April 2018 – World Landscape Architecture Month

April 11-13, 2018 – Central States Conference, Kansas City

June 8, 2018 – IA ASLA Annual Golf Outing, Polk City, IA

Watch your email for specific dates and locations.

TRUSTEE'S REPORT – Patrick Dunn, PLA, ASLA

Many Thanks

Matthew Carlile's Service: Over the last 6 years, the Iowa Chapter has been very fortunate to have the dedication and service of Matt Carlile. Last fall, Matt and I co-attended the Board of Trustee meeting and I witnessed the respect and admiration Matt gained during his time as Trustee. He has set a high bar and will continue to be a mentor to all of us on the Executive Committee. Thanks Matt!

Entrusting Me: It is an honor to be serving as your new Iowa ASLA Chapter Trustee. I will strive to build on past successes and foster initiatives important to members throughout Iowa. Please reach out to me... I would love to understand your thoughts.

Building on Past Success

My first charge is to understand issues that have been and are currently important to both Iowa ASLA and National ASLA. The list below represents some of the most pressing:

- o **Climate:** 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.





- **Infrastructure:** The Trump administration recently released its long-awaited infrastructure plan, which seeks to roll back the National Environmental Protection Act (NEPA) and other environmental and permitting processes for infrastructure projects. The plan also calls for states to accept workers with out-of-state licenses for projects. ASLA is working with coalition partners to determine next steps in addressing some of these issues. ASLA is also urging policy makers to adopt ASLA’s infrastructure recommendations “Landscape Architects Leading Community Infrastructure Design and Development,” which calls for fixing our nation’s water management systems, upgrading to a multimodal transportation network, recognizing parks and public lands as critical infrastructure, and designing for resilience.
- **Land and Water:** Recently, the Trump administration also released its fiscal year 2019 budget proposal, which calls for a 98-percent cut to the Land and Water Conservation Fund (LWCF). Landscape architects utilize LWCF state grant funds in communities across the nation to plan and design community parks and other outdoor recreational spaces. Currently, LWCF is set to expire on October 1, unless Congress can pass legislation to reauthorize the program. We need your help making our voice heard!

- **Career Development:** Young folks considering Landscape Architecture are more than often choosing another path. We hate to hear this, but we need to face the facts and commit to change. Recent actions at the Iowa Chapter and National ASLA level are prioritizing ways we can all help. Our chapter will soon be asking for your help and suggestions.
- **Diversity and Inclusion (DI):** In June of 2018, ASLA will again host a Diversity Summit to address our profession’s challenges and opportunities. As a “grassroots” part of ASLA and this DI topic, we all need to ask... “What bias do I have and what are the results?” Our chapter is committed to helping with resources and education on this topic. I recently attended a Diversity and Inclusion conference and gained valuable insights for our profession and myself. Let’s embrace this challenge and become DI leaders within our allied design industry professionals.

Focus on the Future

Over the last few months, the Executive Committee has been looking to the future of our chapter and Landscape Architecture. Three of these visionary discussions are represented below:

- **ASLA Rebranding:** As many of you know, the last year has seen our organization explore our image/brand and ultimately settle on a new logo. If you have not yet seen this, I encourage you to understand its creation and meaning. In addition to the logo itself, 2018 will be a year filled with various “brand” touchpoints with our members and the public, which is a unique opportunity for all of us to reinforce our passions. Stay tuned for more details in the coming months.



STRATEGIC PLANNING – Josh Shields, PLA, ASLA

On February 23 and 24, Julia Lent (Managing Director for Member & Chapter Services with National ASLA) facilitated a strategic planning session with 15 different chapter members and 1 student SSLA representative. During the Friday session, we identified Strengths, Weaknesses, Opportunities and Threats (SWOT) to the Chapter. This discussion served as a basis from





which to begin forming goals and objectives. It also corroborated many of the comments we received from chapter members who participated in the Stakeholder Survey sent to members in late January in advance of the Strategic Planning Session. The Executive Committee would like to thank everyone who took the time to participate in that survey. Your comments were vital to the conversations forming our new Strategic Plan.

A few of the items discussed were the opportunities to better leverage technology as an aid in communication; especially with updates to the Iowa Chapter website. We also identified a need to better engage members across the state; especially as landscape architecture continues to grow in key areas. Another main topic served as a ‘call to arms’. Though we know the value landscape architects provide, many of our legislators (State and National), members of the public, and school age children and high school seniors looking at starting their collegiate careers are not aware or do not really know what landscape architecture is. In this way, we all have an incredible duty to connect with the



public to extoll the virtues of landscape architecture as a relevant field of study and valued profession seeking to improve the health, safety and welfare of our communities.

Saturday’s session began with a recap of our SWOT analysis and the initial goals identified with Friday’s discussion. The rest of our time was spent with greater discussion on each of the 4 key areas that will form the backbone of our 2018 Strategic Plan:

Advocacy & Awareness, Membership & Support, Career Discovery/Emerging Professionals and Management & Governance. Julia has taken the notes from our discussions back with her to National and is in the process of formatting a final report for our use in continued support of our member’s needs. Upon receipt of the report, the Executive Committee will review the document to decide if any additional conversation needs to occur in formulating actionable items before unveiling this to chapter members.

PUBLIC AWARENESS SUMMIT– Garret Munch

ASLA hosted its annual 2018 Public Awareness Summit January 5 - 7 in Austin, Texas. This was the seventh year for the Public Awareness Summit and the first year the group met since being formally recognized as the Public Awareness Coalition. The new coalition was introduced at the national convention in Los Angeles in October and has since replaced the Public Awareness Committee.

The summit brings together representatives from ASLA’s 49 chapters to collaborate and discuss public awareness strategies and tactics that ASLA will implement nationally and locally for the year. This new coalition allows representatives from each chapter to play a bigger role in moving strategies forward.

Major agenda items included World Landscape Architecture Month (WLAM), Park(ing) Day, and the rebranding of ASLA. Also discussed were new educational programming for children and teens teaching them about landscape architecture, how to make state and student chapter interaction more beneficial to future professionals, and lastly, the overall promotion of landscape architecture as a profession.

World Landscape Architecture Month (WLAM) happens annually in April. For the past couple years, cards printed with “Designed by a Landscape Architect” and “This is Landscape Architecture” were used in photos of spaces designed by a landscape architect or showcased a form of landscape architecture. Last year, we incorporated this by doing an Instagram Takeover, allowing each chapter to manage National’s Instagram account for one day





and post photos from their state or region representing landscape architecture. Due to positive feedback from the Instagram Takeover, the coalition has decided to do it again. This year the student chapters from around the country will take over National's Instagram for a day. Iowa State University's student chapter will take over on April 14, 2018!



The other major topic discussed was the rebranding of ASLA. ASLA has been going through a rebranding effort for the past few years to help define us as a more cohesive and recognizable organization. This effort includes the design of a new logo for ASLA national and locally. It will also include the reorganization of the website and the creation of additional material to promote landscape architecture. Look for additional information in April.

Chapters that are already implementing some innovative ideas presented several great case studies. The Great Plains Chapter presented on Multidisciplinary Outreach, California-Sierra Chapter presented on Student Outreach, Texas-Dallas Chapter presented on Showcasing Member Work, and the Louisiana Chapter presented on Web Development.

Overall, the summit this year was a success. It is always a rewarding experience seeing and hearing from other chapters about things that have and haven't worked over the past year. Our goal is to take some of these ideas and see if they are something that we can implement in Iowa. As a first step, we are collaborating more with our student chapter and trying to get out into schools to promote the great things we do. We look forward to sharing more throughout the year.

Feel free to reach out to the executive committee with any specific questions or ideas about any of these topics. We would love to have more membership engagement to help implement these exciting new ideas.

2017-2018 IOWA ASLA EXECUTIVE COMMITTEE

- President:** Bruce Niedermyer, PLA, ASLA, LEED AP
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- Member at Large:** Hans Klein-Hewitt, PLA, ASLA
- Associate Member at Large:** Sara Davids, Associate ASLA
- Public Awareness Representative:** Garret Munch, Associate ASLA



2017-2018 Iowa ASLA Executive Committee

Just a Reminder – Firm Listings!

The Iowa Chapter has space on its website for Firm Listings and Job Postings. Firm Listings are an inexpensive way to market your company to the public. Listing job openings with the local Chapter is also an effective way to target applicants; whether you are looking for entry-level candidates or seasoned staff.

