

2021 WI ASLA Annual Meeting

# WIASLA

#### Mission

The mission of the Wisconsin Chapter of the American Society of Landscape Architects is to lead, to educate, and to participate in the careful stewardship, wise planning, and artful design of our cultural and natural landscapes.

#### Agenda

Acknowledgements

UW-Madison Landscape Architecture Program Update

UW-Madison Student ASLA Chapter Update

Trustee's Report

State of the Chapter

President's Report

Treasurer's Report

Committee Reports

Incoming + Outgoing Board Members

Questions

**Ethics Course** 

# WI ASLA Sponsors / Platinum





# WI ASLA Sponsors / Gold











Create a timeless moment.®







# WIASLA Sponsors / Silver

landscapeforms<sup>™</sup>

# WIASLA Sponsors / Bronze

Live Roof/Live Wall

Gerber Leisure Products

Forms & Surfaces

Ultimate Playgrounds

Madison Block & Stone

**Boland Recreation** 

Keeper Site Furnishings

# UW-Madison Landscape Architecture Program Report

BLA Program UW-Madison

Sam Dennis, PhD, ASLA | Chair, BLA Program

- Back in studios!
- Largest incoming class in a decade; we still need support recruiting incoming freshmen
- Largest group of students attending ASLA
  - LAF paid registration for all students
  - Department funded travel and housing (about \$3,500)
- Alumni continue to impress. Promoted to principals, partners, and directors. LARE pass rate is high. Job offers are increasing. More available internships than we have students to fill them.
- Finally, look for us at the UW alumni tailgate in Nashville. Everyone is welcome, regardless of alma mater.
- SAVE THE DATE: Jensen-Longenecker Banquet Friday, April 22, Memorial Union (room TBA)



# UW-Madison Student ASLA Chapter Report

## Student Officers

President / Tiara Wuethrich

Treasurer + Marketing / Thea Bergerson

Social Media/ Emma Wenman

Secretary/Olivia Mayne



# Trustee's Report



#### Year in Review

- Strategic Plan Update
- ASLA's Racial Equity Plan of Action
- National Committee Restructure
- SKILL | ED
- 2021 ASLA Conference on Landscape Architecture / Nashville, TN
- Mentorship program
- PreK-12 Awareness
- Financials Overview
- Alliance for Responsible Professional Licensing (ARPL)



ASLA Strategic Plan Update

# "Finding our future"

- How does the ASLA Fund evolve?
- How to we better serve our members?
- How do we better advocate for the profession?
- How do we bring more awareness to the profession?

**Proactive** 

Breaking outside the echo chambers

Reaching to our members instead of pulling them to us



#### ASLA Strategic Plan Update

- Nov 2020 / Process Begins. Firms hired to facilitate
  - The Raven Group, Beacon Associates, Raben Group
- Dec March 2021 / Data Collection
  - 1 on 1 interviews (Ex Comm, members, directors, staff, members),
  - Survey for lapsed members (500+), Membership survey (3,200+),
  - Focus group town hall meetings (6 types- by firm size, location, experience, gender, race. 17 hours of video)
- March 2021 / Board of Trustees town halls
- Aug 2021 / Board of Trustees small group virtual chats
- **Sept 2021** / BOT Strategic Plan review and Mission Statement review.
- End September / 2nd Round Board of Trustees town halls
- October 2021 / Board of Trustee review and comments for draft and final plan
- October 19 / Board of Trustees vote on strategic plan content
- Oct & Nov / Strategic Plan final document and design



#### ASLA's Racial Equity Plan of Action (March 202

"ASLA rejects bigotry and racism in all its forms, and anti-Black racism in particular, as wrong and fundamentally inconsistent with our mission and values."

#### **ASLA's Five-point Plan:**

- 1) Diversifying the Pipeline: Equipping Our Students and Institutions to Lead in This Work
- 2) Acknowledging Racism in the Profession and Honoring the Forgotten: Making It Clear Where We Stand and Where We Aim to Go
- 3) Reshaping the Conversation and Transforming Frameworks: Establishing Enduring Structures for the Journey Ahead
- 4) Leading Through Education, Conversation, and Policy: Developing and Disseminating Content on Advancing Racial Equity
- 5) Accountability: Maintaining Meaningful, Measurable Progress



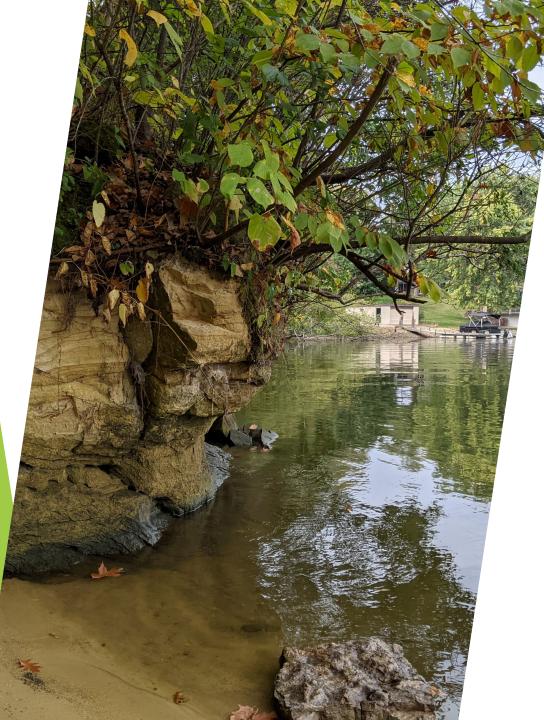
### SKILLED | ED

- A new virtual learning opportunity
- Designed to empower landscape architecture professionals as their job responsibilities grow.
- Build your business skill base and power up your career growth
- Live access to all three days, June 22-24, 2021
- On-demand access for 60 days following the event
- LA CES-approved professional development hours
- Networking activities
- 420 attendees (130 students, 60 emerging professionals, 50 non-members)



# National Committee Restructure

- Improved member engagement through committee and PPN restructure.
- There will be no call for committee service for next year.
- Notify your committee chair or staff liaison if you are willing to continue through 2022 or if you wish to roll off following the annual conference (Nov22).
- Next steps for 2023 service will be announced in early summer 2022.



#### ASLA Conference on Landscape Architecture

- Nashville, TN / Nov 19 22, 2021
- Emphasis on climate change and diversity, equity, and inclusion (DEI)
- ASLA Fund fall campaign raising funds to send students for free. 300+ students signed up so far. To donate, contact Judy Mehlman. 202.216.2366.
- All attendees and exhibitors will require masks indoors and proof of vaccination, or a negative COVID-19 test, consistent with current CDC advice.
- <u>https://www.aslaconference.com/covid-19/</u> for more information. Important to review before you depart.
- Book your hotel in Nashville! Three hotels are sold out!



# ASLA Mentorship Program

- Unique online networking and career development tool connecting and matching ASLA students with professional members
- Self-guided. Mentor and mentee work together to determine goals and timeframe of relationship. Paring can be within same city or span the globe
- 163 active relationships
- 35 have already been completed
- Additional mentors are still needed https://connect.asla.org/mentoring



# ASLA DREAM BIO with Design

- Sept 23 & 24, 2021
- Showcase landscape architecture and hands-on PreK-12 learning sessions for students through a dynamic forum among PreK-12 educators and ASLA members from across the country.
- Programs blend easily into existing PreK-12 STEM curricula.
- Educators can connect with our 49 local chapters to bring a landscape architect to your classroom
- Access to No-Cost Resources for home and classroom use
- Have questions? Email Lisa J. Jennings at <u>discover@asla.org</u>



# Spring 2021 Financials Report

- Weathered worst part of pandemic well financially.
- \$3.1 Million revenue loss in 2020
  - Mostly losses from conference going virtual.
  - Insurance is covering losses.
     Not all was received as of spring report.
- Trimmed expenses 9%. Saved 3.3 Million
- 2020 Audit received top rating.
- Revenue \$10.1 M, Expenses \$9.8 M



#### Alliance for Responsible Professional Licensing (ARPL)

- Promotes a responsible, balanced approach to professional licensing.
- Educate policymakers and the public on the importance of protecting rigorous licensing for professionals with high public impact.
- Provide best practices and practical solutions to help states solve occupation-specific licensing challenges.
- Oxford Report / ARPL commissioned Oxford
   Economics to produce a first-of-its-kind
   quantitative research study which explores the
   impacts of professional licensing in highly
   complex, technical fields.

# Alliance for Responsible Professional Licensing (ARPL)









American Institute of Certified
Public Accountants

American Society of Civil Engineers American Society of Landscape
Architects

The Council of Landscape
Architectural Registration Boards









National Association of State Boards of Accountancy National Council of Architectural Registration Boards National Council of Examiners for Engineering and Surveying National Society of Professional Engineers

# 2021 ASLA Fellow

#### Barbara Wyatt, PLA, ASLA

Leadership & Management

 Historian & Landscape Specialist, National Register of Historic Places and National Historic Landmarks Program

National Park Service / Frederick, MD

 Master of Science, Town & Regional Planning Utah State University / 1978

 Bachelor of Science in Landscape Architecture University of Wisconsin-Madison / 1990

 Bachelor of Arts, History Hartwick College / 1971





#### 2021 ASLA Fellow

#### Barbara Wyatt, PLA, ASLA

Leadership & Management

- During Barbara's 40+ years in federal, state, and local governments, in her consulting practice, and in volunteer efforts for professional groups, she has integrated cultural landscapes into the nation's historic preservation consciousness, laws, and programs.
- Her advocacy, mentorship, publications, and symposiums have positioned landscape architects in the national dialogue as important landscape historians, stewards, interpreters, and technical experts in the nation's historic preservation initiatives.
- She organized the National Register Landscape Initiative and published the proceedings, which convened some 50 preservationists from tribal, federal, and state historic preservation offices to discuss cultural landscape achievements and future visions.
- She spearheaded the National Maritime Cultural Landscape Symposium which reinforced the role of landscape architects in addressing the effects of climate change on maritime cultural resources and working collaboratively with archaeologists, tribal representatives, and scientists.



- 1991 / Bill Tishler, FASLA / Professional Writing
- 1995 / **Dennis Buettner, FASLA** / Service to the Profession
- 1995 / **Phil Lewis, Jr. FASLA** / Professional Instruction)
- 2000 / Jay Ferholtz, FASLA / Administrative Works
- 2002 / Rosheen Styczinski, FASLA / Service to the Profession
- 2002 / **Jim Ritzer, FASLA** / Administrative Works
- 2004 / Gary A Brown, FASLA / Administrative Works
- 2004 / Bob Brush, FASLA / Knowledge
- 2009 / Shawn Kelly, FASLA / Knowledge
- 2015 / Pam Linn, FASLA / Service to the Profession
- 2019 / Jason Wilke, FALSA / Service to the Profession
- 2020 / Brenda Williams, FASLA / Leadership & Management
- 2021 / Barbara Wyatt / Leadership & Management



# President's Report State of the Chapter

# Member Services & Support

- Monthly Newsletters (Monthly 2021-2022)
- Advocacy
- Continuing Education
- Profession Awareness
- Professional + Recognition Awards Program
- Student Recognition / Student Awards + Student Scholarships, National ASLA Conference assistance
- Job Postings
- ASLA Council of Fellows Nominations
- LARE Workshop
- Awards Juries / North Carolina Chapter
- WI ASLA Awards Jury / North Carolina Chapter

## Year in Review

- 2020 Board Retreat / Virtual
- 2020 WI ASLA Fall Annual Meeting
- 2020 Virtual Conference on Landscape Architecture
- Third Thursdays
- Fellows Nominations
- WI ASLA/ UW Madison Mentorship Program
- 2021 Student Awards
- World Landscape Architecture Month
- Virtual Jensen Longenecker Banquet
- Virtual UW-Madison Commencement
- Termination of Wisconsin Association Management
- Suspension of lobbyist services
- Hiring of Impact Association Management
- 2021 Virtual Awards Ceremony
- 2021 WI ASLA Field Sessions | Wausau and Madison
- 2021 Annual Meeting and Ethics Course

# **Upcoming Events**

- Budget Focused Board Retreat
- 2021 CPC/BOT/ November 19 & 20
- Conference on Landscape Architecture/ Nashville/ November 19-22
- 2022 Board Retreat
- 2022 WI ASLA Conference on Landscape Architecture: Re(connect) in Milwaukee/ February 17 & 18
- 2022 Jensen-Longenecker Banquet /April 22

#### **Potential 2022 Events**

- Additional WI ASLA Field Sessions
- WI ASLA Golf Event
- Future WI ASLA Sponsored Design Competition

Please reach out if you are interested in helping organize any of the above events!



#### admin@wiasla.com

For more information about Impact visit:

https://www.impactamc.com



Association Manager/Ann Smith



Financial Specialist &
Senior Association
Manager/ Heather Kramer



## Basic Package

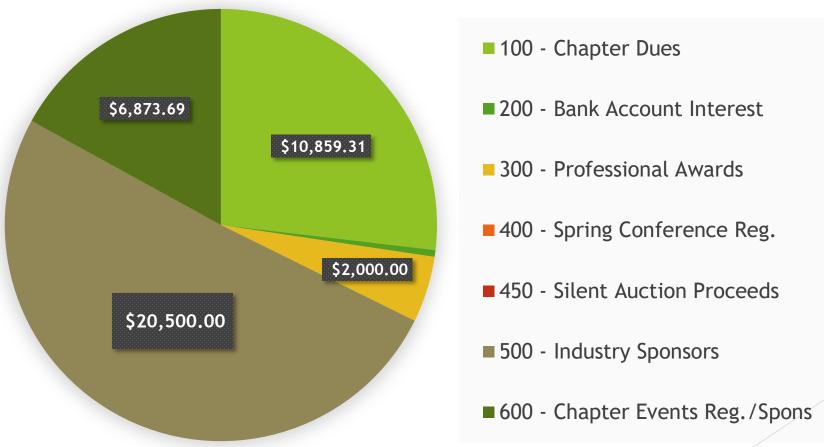
- Sponsorship
- Chapter Events
- Chapter Support
- Fundraising
- Financial

# Treasurer's Report Dana Schumacher

#### Financial Performance 2020-2021

• Ended the fiscal year with revenues of \$40,437.22 and expenses of \$30,147.65 for net income of **\$10,289.57**.





### Financial Performance 2020-2021

• Expense breakdown



#### Financial Performance 2020-2021

• Ended the fiscal year with a year-end net income of \$10,289.57 and balance sheet of \$52,606.20.



## Committees Reports



#### **COMMITTEE REORGANIZATION**

#### **EDUCATION**

Spring Conference Continuing Education L.A.R.E Prep Sponsorship

#### **ENGAGEMENT**

Emerging Professionals
Fellows
Membership
Mentorship
Social/Networking

#### **OUTREACH**

Advocacy
Public Awareness
Newsletter
Website
Professional Recognition/
Awards

# Education Committee

Rhonda James & Stephanie Wilson

Recap

 (13) Credits offered in partnership with New York, Ohio, and Michigan Chapters



#### Field Session Recap

- (2) 3 Credit Field
   Sessions Offered
   Summer 2021
  - Wausau
  - Madison
- Plan to offer (1)
   Field Session per year

(Your project could be next!)



#### WAUSAU RIVER LIFE FIELD SESSION

FRIDAY - AUGUST 27, 2021

Join WIASLA for a tour of the designed environment in downtown Wausau! Wausau has invested in establishing itself as a regional recreation, entertainment, commercial and residential waterfront destination. Join us to learn about improvements Wausau is making in their downtown and along the Wisconsin River.



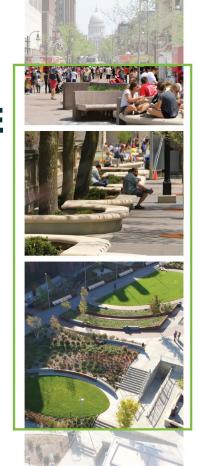




## ISTHMUS: PAST, PRESENT AND FUTURE FIELD SESSION

FRIDAY - SEPTEMBER 24, 2021

Join us as we cover topics about WI History, Cultural Landscapes, Complete Streets, and Designing Public Spaces for 3.0 CEU Credits. This walking tour starts at the State Capital, works its way down State Street, through State Street Mall, and ends at Alumni Park and the Memorial Union Terrace.



Register at <u>wiasla.com</u>
Early Birth Deadline: **July 30th**Registration Deadline: **August 20th** 

#### Ethics TONIGHT!

• (2) Credit Ethics Course



Coming Soon!

WI ASLA Spring Conference February 17/18th University of Wisconsin-Milwaukee



## Engagement Committee

Alex DeSmidt

Membership 2019-2021

2021 2020 2019

	WIASLA Chapter Roster	ASLA Chapter Roster			WIASLA Chapter Roster		WIASLA Chapter Roster			
	Affiliate ASLA	8			Affiliate ASLA	8		Affiliate ASLA	7	
-53%	Associate ASLA	7			Associate ASLA	7		Associate ASLA	15	
	3rd-year		2		3rd-year		5	3rd-year		6
	2nd-year		1		2nd-year		1	2nd-year		6
	1st-year		4		1st-year		1	1st-year		3
	Corporate ASLA	1			Corporate ASLA	2		Corporate ASLA	1	
-15%	Full Members	129			Full Members	145		Full Members	151	
	5th-year (Emerging Pro)		4		5th-year (Emerging Pro)		3	5th-year (Emerging Pro)		3
	4th-year (Emerging Pro)		2		4th-year (Emerging Pro)		6	4th-year (Emerging Pro)		2
	Full-Fellow	13			Full-Fellow	10		Full-Fellow	9	
	Honorary ASLA	2			Honorary ASLA	2		Honorary ASLA	2	
-14%		160				174			185	
	Student Chapter Roster				Student Chapter Roster			Student Chapter Roster		
+34%	Student Member	39			Student Member	18		Student Member	29	

Active Licenses: 219 in-state & 160 out-of-state Inactive Licenses: 241 in-state & 206 out-of-state

\*DSPS

Active Licenses: 215 in-state & 170 out-of-state Inactive Licenses: 229 in-state & 183 out-of-

state \*DSPS

#### Membership Demographics

GENDER	MEMBER TYPE	COUNT		
	Affiliate ASLA	3		
	Full Member	4		
Female	Affiliate ASLA	2		
Female	Associate ASLA	4		
Female	Full Member	43		
Female	Full-Fellow	4		
Female	Honorary ASLA	1		
Male	Affiliate ASLA	3		
Male	Associate ASLA	3		
Male	Full Member	82		
Male	Full-Fellow	9		
Male	Honorary ASLA	1		

ETHNICITY	MEMBER TYPE	COUNT
	Affiliate ASLA	4
	Full Member	45
	Full-Fellow	5
Asian/Pacific Islander	Associate ASLA	1
Caucasian, White	Affiliate ASLA	3
Caucasian, White	Associate ASLA	4
Caucasian, White	Full Member	80
Caucasian, White	Full-Fellow	8
Caucasian, White	Honorary ASLA	2
Hispanic/Latino(a)	Affiliate ASLA	1
Hispanic/Latino(a)	Associate ASLA	1
Native American Alaskan Native	Full Member	1
Other/Multi-Ethnic	Associate ASLA	1
Other/Multi-Ethnic	Full Member	3

54 Female (33%) 98 Male (61%)

#### 10 WAYS MEMBERSHIP MAKES A DIFFERENCE

- 1. Creates networking and fellowship opportunities to foster information exchange in support of members.
- 2. Informs members of the latest news and trends in the profession through Landscape Architecture Magazine, LAND, The Landscape Report, The Dirt, and The Field.
- 3. Provides educational opportunities, information, and technical resources to support diverse professional needs.
- 4. Promotes and defends licensure of landscape architecture throughout the United States and protects the of landscape architects to practice.
- 5. Advocates for laws and regulations that: enhance the design, planning, and stewardship of the natural and built environment; and foster a business climate that supports the practice of landscape architecture.
- 6. Advances the visibility, and understanding of the profession with client groups, public policy makers, allied professions, media, and the general public.
- 7. Promotes landscape architecture as a career option and fosters diversity in the profession
- 8. Provides career development tools and resources, including JobLink and LARE preparation resources
- 9. Celebrates the profession through national and chapter awards and honors programs.
- 10. Drives the growth and recognition of the profession around the world.

Chapter Membership Recruitment

#### Invite a Non-Member Friend or Colleague to JOIN WI ASLA

https://www.asla.org/Join.aspx

#### MEMBER BENEFITS

ASLA offers its members valuable benefits, all designed to give landscape architecture professionals the tools and resources they need to learn, connect with peers, and expand their business.

#### Explore benefits:

<u>Discounts with Affinity Partners</u> | <u>News and Information</u> | <u>Professional Development and Continuing Education</u> | <u>Professional Resources</u> | Additional Benefits for Students

Advocacy

Jonathan Bronk & Sarah McDonald

Blumenfeld & Associates services suspended

DSPS Landscape Architecture Board push

Advocacy in Wausau | Representative Synder



# Outreach Committee Mike Makris

## Outreach

#### Public Awareness

- Newsletters
  - Distributed monthly via email
  - Details on chapter activities and events
  - Make sure you are receiving the newsletter, contact us if you are not or have any questions.

# MARK your CALENDAR WI ASLA 3<sup>RD</sup> THURSDAY September 16<sup>TH</sup>

Trivia Night

Sponsored by Anova Furnishings
Starting at 7:00 pm

All activities will occur on Zoom. Registration is required to virtually attend events.

Check wiasla.com for registration information.



- Third Thursday Virtual Events
  - Various themes: Educational, Informational, Social
  - Typically, around a half-hour each event, starts at 7 pm
  - Great way to network and meet vendors and fellow Landscape Architects
- 2022 Initiatives
  - Newsletter Reformatting
  - Website Updates

## Outreach

2021 WI ASLA Award Winners



















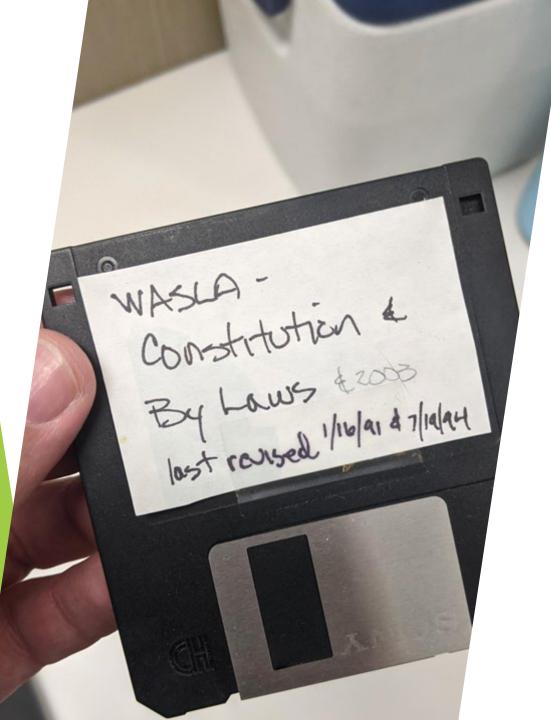






Thank you to all who submitted projects for this year!

# Bylaws Committee Jonathan Bronk



## Bylaws Update

- July 2021 / Vote for approval in WI ASLA Election
- August 2021 / As recommended by the Tellers Committee, WI ASLA Board elected to conduct a revote for the Bylaws.

Some members had issues accessing existing and draft documents as part of vote. Was brought to light as part of Teller's Committee review of election results.

- **September 2021** / ByLaws Revote
- October 2021 / Bylaws Update Passes
- Thank you to the Bylaws Committee!

Christa Shaefer, Kristin Sherfinski, Peter Truax, Jonathan Bronk (Chair)

## HALS Update Megan Turner

## HALS Update



Cheyenne Settlers Heritage Park commemorating a historic Black landscape in Vernon County, Wisconsin. (Photo by Megan Turner)

- Ongoing efforts focus on increasing awareness of HALS program
  - Informative monthly newsletter content
  - Networking
  - Speaking engagements
  - HALS Challenge entries
- 2021 Initiatives to expand HALS in Wisconsin
  - Began dialogue on ways to incorporate HALS into UW-Madison Landscape Architecture curriculum
  - Advocating for HALS page on WI ASLA website with map of HALS sites and documentation resources
- HALS Challenge winners to be published in December newsletter

## Changing of the Seasons

WI ASLA Board of Directors

### **ASLA Committee Members**

Shawn T. Kelly, PLA, FASLA / (Annual Meeting Education Advisory

Committee), COF Executive Committee, Tellers Committee

Jonathan Bronk, PLA, ASLA / Board of Trustees, Nominating Committee

Gary A. Brown, PLA, FASLA / Constitution and Bylaws Committee

Pam Linn, PLA, FASLA / Audit Committee

Sarah McDonald, PLA, ASLA, CLARB / Chapter President's Council

Alex Thill, ASLA/ Chapter President's Council

Christa Schaefer, PLA, ASLA / Women in Landscape Architecture PPN officer, HALS subcommittee

Brenda Williams, PLA, ASLA / Historic Preservation PPN Officer

Barbara Wyatt, ASLA / Historic Preservation PPN Officer, HALS Subcommittee

## Outgoing Board Members



Kristi Sherfinski, PLA, ASLA Secretary, Member-at-large, HALS Liaison, Emerging Professionals Chair

### 2021-2022 / WI ASLA Executive Committee (Nov 19, 2021)



President Alex Thill



Past President
Sarah McDonald



Trustee
Jonathan Bronk



**Treasurer**Dana Schumacher



**Secretary** Stephanie Wilson



Member-At-Large
Mike Makris



Member-At-Large Alex DeSmidt



Member-At-Large Abbie Moilien



UW-Madison
Dept of Planning &
Landscape Architecture
Dr. Samuel Dennis Jr.

## 2021-2022 / WI ASLA Committee Chairs



Alex DeSmidt Engagement Committee



Rhonda James Education Co-Chair



Stephanie Wilson Education Co-Chair



Mike Makris Outreach Committee Co-Chair



Rashad Tiam-Watt
Outreach Committee
Co-Chair



Sarah McDonald Advocacy Co-Lead



Jonathan Bronk Advocacy Co-Lead



Megan Turner
Hals Liaison

## Passing of the Torch



Alex Thill, ASLA President

## Questions?

## **Ethics Course**

To get continuing education credits, you will need to do 2 things.

- 1. Sign into Google docs sheet.
- 2. Fill out the questionnaire on Survey Monkey.

