



## ASLA Florida Chapter President | President's Message

December 2015

As we all work furiously in preparation for the holidays, allow me to prepare you for the inevitable question you will receive when spending time with you [friends](#) and [family](#).

***"Tell me again... [what is it that you do?](#)"***

We have a profession that is very difficult to describe. We have a profession that is very diverse in that our practice area is vast and aspects of our services overlap many other professions. Individually, we may specialize in a certain client work type or we may dabble in a bit of everything. We work for governments and government agencies, we work for a large corporations, and we work for ourselves. All of this variety contributes to the difficulty we have in answering "the question".

Because of this identity crisis, numerous awareness campaigns by ASLA and other professional societies that serve landscape architects have been waged. We have had [proclamations](#) read in local municipalities, tagged our work as "[Designed by a Landscape Architect](#)", posted our works to [social media](#), and participated in [Parking Day](#). We are permeating entertainment - Landscape architects have appeared as characters on [television](#), in [movies](#), and on home improvement [reality shows](#). One landscape architect has played in the [NFL](#)! And yet, despite all of this, we still need to explain [what we do](#) to friends and family.

We need a transcendent shift in the way Landscape Architecture is perceived by our future clients, lawmakers, professional peers, and... our friends and families. ASLA has recognized this and understands that the best possible way for us to tackle this is through our individual members - everyone needs to pitch in and be deliberate with our outreach.

We need your help, Florida Landscape Architects! Here's what you can do to pitch in:

- Intelligently describe our profession and our practices
- Introduce our profession to school age children
- Participate in ASLA's awareness campaigns
- Reach out to policy makers to introduce yourself and your services
- Actively advocate for the profession

Do some or all of this, and not only will your parents finally know what you do for a living, but you may also receive ancillary benefits in educating future clients, expanding your practice, or even becoming an influencing force on the future of landscape architecture in Florida. Even the smallest of efforts can raise our profile and make a huge impact on the industry. Please [email](#) me if you want to help.

Happy Holidays! Merry Christmas! Happy Hanukah! And... Cheers to a great and prosperous New Year!

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