



ASLA Florida Chapter President | President's Message

October 2016

Greetings, Florida Chapter!

As I prepare to end my term as Chapter President, I am truly humbled by my experience. I came in with big plans and I am proud to say that some of these have been accomplished or we have made strides toward implementing improvements to our Chapter. We still have a lot of work to do, however.

- **Continued Advocacy Excellence:** Our advocacy efforts statewide have revealed that we will likely see proposed legislation to deregulate certain professions, including landscape architecture. While we are continuing to educate Florida's legislators about our profession, we will need your help and the help of all of Florida's landscape architects.

As I mentioned during the FLASLA Business Lunch in Jacksonville, our Chapter's advocacy efforts are far and away the most worthwhile reason for membership. Our Lobbyist, Diana Ferguson, and our various advocacy-related committees have the pulse of Tallahassee, FDOT, and several other other statewide regulating authorities. We have further strengthened our Government Affairs Committee by adding an FDOT and Trails - focused subcommittee that will be dedicated to promoting landscape architecture related concerns to FDOT.

Lastly, the Florida Chapter made an investment to invigorate the rapidly-growing [Future Landscape Architects of America](#) (FLAA) program as an advocacy effort to promote our profession to school age children. We have BIG future plans for FLAA and we hope to get more members involved in this effort.

- **Advancing Effective Communication:** We are still struggling to improve communication to our members. We aren't where we want to be, so I hope to continue working on this during my term as Past President and beyond. If you have a passion for communications, please email me – I could use your help.
- **Education Options and Opportunities:** We have been actively engaged with the Universities throughout my term and will continue to do so under David Flanagan's term. We realize the importance of engaging the students and faculty and partnering on a variety of efforts, including conference, statewide education efforts, and FLAA.
- **Meaningful Fellowship:** I hope that you all have taken advantage of attending a Section event this year. Several of our sections have been very active and have provided social, networking, philanthropic, and educational opportunities throughout the state.
- **Membership Growth:** In 2017, we will need you and new members more than ever to help us achieve our goals, stave off deregulation, and strengthen our influence and impact on our state. Please encourage your colleagues to join and participate to help us achieve our goals!

I appreciate the opportunity and it has been an honor representing you. Thank you all!

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