



ASLA Florida Chapter President | President's Message

September 2016

**American Society of
Landscape Architects
Florida Chapter**

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I'm writing this month's President's Message as football season begins and election season is on the verge of wrapping up. Because I like a themed message, I would like to give you an update on our Political Committee's impact on the election and recruiting for the future of our profession.

For those who donated to the [Friends of Landscape Architecture Political Committee](#) (FLAPC) this year, strategic contributions were made to the campaigns of several Senators and Representatives, both Democrats and Republicans, almost all of whom were elected or are projected to be elected. Thanks to the guidance of our lobbyist, Diana Ferguson, our support will be influential upon future legislation related to our profession. Thank you to all of our new and returning Friends!

Now is the time of year that even a Razorback fan, such as myself, can be optimistic! All of the recruiting, practice, and hard work those Hogs have put in have translated into huge expectations for success. While we all root on our schools to crush their rivals over the next several weeks, think about how all of the talented young recruits contribute to your team's success. Much like football recruiting, our profession is in a recruiting battle to convince the brightest and most creative students to discover and enroll in Landscape Architecture programs. In February, the Executive Committee met in Gainesville to start the discussion with University of Florida faculty, students, and their advisory committee. Next month, we will convene in Miami to meet with Florida International University and continue the conversation regarding discovery, recruitment, scholarship, and how to tackle the impediments to enrolling talented students into both schools.

Recognizing the importance of career discovery as the critical first step, The Florida Chapter has made an investment in Future Landscape Architects of America, to formalize a committee under our organization and to establish FLAA in our annual budgeting. As a result, FLAA is beginning to establish a web presence www.FLAAmerica.org, engaging people on [Facebook](#), producing activities for a variety of age groups, and starting to establish statewide contacts in preparation for the school year. Please be sure to [contact us](#) if you are interested in bringing FLAA to a school in your community.

Go team!

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