



ASLA Florida Chapter President | President's Message

November 2015

Florida Chapter Mission: to advance landscape architecture through advocacy, communication, education, and fellowship.

FLORIDA CHAPTER
AMERICAN SOCIETY OF
LANDSCAPE ARCHITECTS

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* - Non-Voting Members

Greetings, Florida Chapter!

As I prepare to start my term as Chapter President, I am energized and inspired to advance our missing and to make a difference in the way our membership interacts with the Florida Chapter. In the 2014 ballot for my election, I outlined four goals, relating directly to our mission, that I will pursue during my term:

- **Continued Advocacy Excellence:** The Florida Chapter is actively influencing the issues and legislation that affect Landscape Architects in Florida. I have been engaged with our government affairs committee and am in constant communication with our team to actively support or fight legislative issues. If you have a passion for legislative issues and would like to volunteer on our Government Affairs Committee, please reach out to [Jim Couillard](#), Member at Large for Advocacy and Licensure:

I am most proud that we have made great strides in partnering with our allied professions to work together on issues, rather than work against each other. We are currently engaged in a working group that involves representatives from other professional societies to work through a potential revision to aspects of CCNA. During Dave Ferris' presidential term, FLASLA placed landscape architect representatives on Urban Forestry Council board, an FDOT landscape industry advocacy group, and on the board for the Florida Coast to Coast trail. I will continue to seek opportunities to partner with our allied professions and to position landscape architects to influence all aspects of our profession.

Lastly, our Historic Landscapes lead and new ASLA Fellow, [David Driapsa](#) is actively seeking volunteers to help document Florida's historic landscapes. As Florida's population grows, it is important to encourage the documentation, preservation, and restoration of our historic landscapes. The 2016 HALS challenge is to document Florida's properties on the National Register of Historic Places. Look out for a call to participate soon!

- **Advancing Effective Communication:** The Chapter's communication to the membership through a variety of methods has been somewhat stale; this I endeavor to improve. I am excited that [Adam McCollister](#) will be our next Member at Large for PR and Marketing. His energy and passion for our profession is infectious, so look out for ways in which we will cultivate better social media output, improve upon our email newsletter, and establish more opportunities for membership interaction. If you have an eye for graphic design, a special talent for social media, or have ideas on how we can improve, please contact [Adam](#).
- **Education Options and Opportunities:** I will work with [Patricia Castellano](#), our Member at Large for Education and Research and [Theresa Wymer](#), our new Education Committee Chair, to improve Chapter-sourced online learning opportunities and to maintain the high quality education sessions we provide at our annual conference.



I am also working with University of Florida and Florida International University representatives to better engage the Universities in our conference education session planning, determining potential opportunities for research partnerships, and improving FLASLA's interaction with the Student Chapters.

- **Meaningful Fellowship:** I am working hardest to prepare our Section Chairs for an active year! I am challenging each Section to host quarterly events that will occur statewide to help bring our members together for meaningful networking, continuing education opportunities, community service, and fun. Be sure to participate in upcoming Section Planning meetings that will be held before the end of the year to help guide what types of events will happen in your Section.
- **Membership Growth:** I will work with our new Member at Large for Leadership and Membership is Deena Bell Llewellyn to increase our membership. Please send her an email if you can recommend someone as a candidate for membership. With more members, we can more effectively dedicate people and resources to promoting and advocating for the profession.

I am passionate about making a positive impact on our profession and helping to improve our professional influence in Florida. I appreciate the opportunity and honor of representing you. If you have read this message and are inspired to assist the Chapter in achieving these goals, please contact me at president@flasla.org.

A handwritten signature in blue ink, which appears to read "Jonathan Haigh".

Jonathan Haigh, PLA, ASLA
2015-16 Florida Chapter President
North Palm Beach, FL