



**American Society of
Landscape Architects
Florida Chapter**

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PRESIDENT'S MESSAGE - November 2017

Dear ASLA FL members,

I have been honored and humbled by the trust you have bestowed upon me to lead our executive committee for the 2018 year. The confidence you have put in me, I do not take lightly. I wish to start by thanking each of you and expressing gratitude for allowing me to be part of such an inspiring group of landscape architects the past four years I have served on the executive committee. I hope to represent all of you and the profession we love dearly with professionalism, excitement, and grace.

“Rooted in Treasure” is our theme for the year: This is the concept our conference committee chose to build our July 2018 conference around, and I am inspired by the possibility of this message!

Landscape architects, because of our extensive training and education in many varied specialties, possess many talents. Our talents are our **‘treasures’** that we must not hoard, but we must share with others generously. During the past four years I have served on the executive committee, I have had the opportunity to meet and network with many landscape architects in the State of Florida and the Nation that have opened my eyes up to the broad areas of practice we employ from urban design, to storm water management, to the design of transportation infrastructures, to site planning for sports stadiums, to golf course design, to creating beautiful residential gardens, to master-planning parks, to documenting historic sites, to educating school children about our profession, to teaching and mentoring young designers, to marketing our field of knowledge, to creating environmental art installations, to designing with lighting, and to being entrepreneurs and political advocates. These talents are just a few that I have been impressed by as I have grown to know my colleagues on your ASLA FL executive committee.

During the 2017 year, under Past-President Flanagan’s leadership, our executive committee worked diligently to release two exciting and bold initiatives that I am especially proud of. This year, we must continue the momentum in ensuring the success of these programs: Firstly, we have launched a new scholarship program in partnership with the Landscape Architecture Foundation (LAF) which will give us the tools to reward deserving students from both of our State landscape architecture university programs at FIU and at UF. Secondly, the Future Landscape Architects of America (FLAA), conceived by our own Nicole Plunkett of the Palm Beach section, was born. This program to bring the details of our profession into the schools across the nation will develop and grow into reality this year.

During the 2018 year, I would like to raise a challenge to our membership to open up our **‘treasure box’** and generously share our gifts with others who may not realize our expertise is so broad. I thank you again, and look forward to being of service along with each of you.

Warmly,

Deena Bell-Llewellyn, ASLA FL President 2018