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PRESIDENT'S MESSAGE

"The Treasure Box" August 2018 Edition

Our much anticipated 2018 State conference in Bonita Springs is a "wrap", and your executive committee is busy collecting conference attendance data, calculating revenue and expenses, and preparing a final conference report to account for our successes. Even though we do not have all the data on paper just yet, we do know in our hearts that this conference was extremely successful in all aspects.

This year, our focus was on our treasures: I, as President, discovered many treasures while spending time and getting to know everyone who attended and participated in our many events and programs. The weekend began with a well attended executive committee meeting where we finalized last minute details, got the 'war room' as we call it up and running, and enjoyed fellowship at our annual conference family dinner. Thursday morning came quickly and tours began. Always a highlight is the Board of Landscape Architecture meeting where we could be part of having a voice with issues related to our profession at the State level.

Another thrilling role of President at conference is having the pleasure of mingling with our keynote speakers, elected officials, sponsors, and honored guests. I was honored to meet and spend time getting to know Mr. Dan Burden and was amazed with his knowledge of the design of transportation corridors in cities. At the opening reception, it was fun becoming acquainted with elected officials from the Bonita Springs area, and spreading the word of how landscape architects lead the design of public spaces. The fellows breakfast, even though really early in the morning, was a pleasure to attend. I was humbled by the experience and landscape architectural legacy gathered in that room!

During my address to the society at the business luncheon, I'll not forget having the honor of introducing our newest Jeffrey Siegel Award winner, Mr. Stephen Trudnak (and no one will forget his colorful jacket)!

We learned of a new threat to our licensure and right to practice occurring in Broward County currently. Now is an important time to contribute funding to the "Friends of Landscape Architecture" to energize our advocacy efforts.

The classroom experience was made so pleasant with informative sessions; we love scanning our badges for credits and going digital in the evaluation process. The Expo Hall was full to capacity and was a lively space to shop, learn and make new business connections. The vendors were all top notch and we appreciated their participation and support of our collective success.

Of all the amazing memories made at conference this year, I think I am personally most proud of the decision made to bring the golf tournament back to conference. The "first annual" conference golf tournament had wonderful attendance and raised much needed funds for our newly created scholarship endowment through the Landscape Architecture Foundation (LAF), which will distribute two \$5,000 scholarships annually, once fully funded.

Past-President Flanagan, I give huge thanks to you for your leadership, guidance, always pointing me in the right direction, and the manual of useful acronyms! Lastly, I must spread heart felt thanks to all of the executive committee, our executive director and team, and our full membership for sharing many treasures with me the past few weeks.

Sincerely,

Deena Bell-Llewellyn, ASLA, PLA

ASLA Florida President 2018