



**American Society of
Landscape Architects
Florida Chapter**

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PRESIDENT'S MESSAGE -

"THE TREASURE BOX"...January 2018 edition

The beginning of a fresh new year is always the time we set new goals and make new resolutions. We landscape architects, being naturally talented at planning and organizing, are certain to create elaborate designs in our minds for how we anticipate our 2018 to evolve. Some of us may set goals to become physically fit, or to become financially fit. Others may set goals to find a satisfying relationship, start a family, or even kick an unhealthy habit. Following through with resolutions such as these are certain to make our year more rewarding and meaningful. However, let's not forget to make resolutions for our professional lives that ensure our success as landscape architects.

To lead by example, I will share with you a personal story of how setting a simple professional goal back in 2013 turned into a monumentally career-changing opportunity in 2017. In 2013, the economy was poor, and it seemed our recovery from the economic crash of 2009 was moving at a snail's pace. As a small business owner, I had lots of un-productive free time on my hands, and I began volunteering to make new business contacts. During this period of uncertainty, I received an un-expected phone call from a FL ASLA friend asking me to share my skills for planning by leading the team planning the upcoming Key Largo Conference. That one enrolling and flattering phone call turned into a term as Ocean Reef Conference chair, as well as a term as Miami section chair. After section chair came member at large for leadership and membership, which quickly turned into the opportunity to be the future FL ASLA President.

During the few past whirlwind years on the FL ASLA executive committee, I have been enriched beyond measure through opportunities to network with talented landscape architects, and amazing professionals in allied fields. Last Summer, I read in the paper that one of my Miami section peers was being honored in a ribbon cutting for a new streetscape project, and I attended to offer support to my fellow landscape architect. Representing FL ASLA at that ribbon-cutting turned into a job opportunity to become the new landscape architect on staff as landscape projects coordinator for the City of Coral Gables- a life-changing job!

I am thankful for that one call from a friend four years ago telling me FL ASLA needed me and I am thankful for my willingness to say 'yes' to the opportunity.

If any of you are making resolutions and creating goals for your professions for 2018, joining one of the various committees in FL ASLA would be a rewarding start. Contact me to share your interest in volunteering, and I'll introduce you to the committee where your talents would be most useful and beneficial for your career.

Here's to health and wealth in 2018 !

Deena Bell-Llewellyn, ASLA FL President 2018