



**American Society of
Landscape Architects
Florida Chapter**

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PRESIDENT'S MESSAGE

"The Treasure Box" May 2018 Edition

ASLA has a new logo! (heads up)

The state Chapters are officially replacing our own individual logos to be consistent with our new national identity to create a graphically unified aesthetic. You will see this fresh new logo replacing our 'vintage' blue and green Florida ASLA graphics during this month. So, save your old clothing, caps, and stationary, as they are officially collectors' items now.

Members from your Executive Committee and I have just completed a terrific week in Washington, D.C. where we were advocating for our profession on Capitol Hill. Those who accompanied me on the trip were President-elect Kevin White, Trustee David Ferris, Government affairs committee member Emily O'Mahoney, Kay Williams retired educator from University of Florida and ASLA parliamentarian, and two students from the landscape architecture program at UF- Ivy Henderson, and Daniel Rodriguez. We attended advocacy training seminars and were set up with personal meetings with staff members of our State senators, Bill Nelson and Marco Rubio. I was also scheduled to meet personally with Ms. Ileana Ros-Lehtinen, my representative from Miami-Dade, who will be retiring this year after a long career as a respected congresswoman.

We were coached and prepared with talking points on how to effectively advocate and were thrilled to know that the main talking points we were to verbalize had to do with the design of sustainable coastlines and natural water management solutions. We landscape architects in the State of Florida know how to lead projects involving shoreline and water issues, so we were well-prepared and confident that we were effective in communicating our message with our congressmen.

After we attended congressional meetings on the hill, I attended CPC meetings (Chapter Presidents' Council) with the other Presidents and President-elects from around the nation. These meetings arm us with tools to be effective and enthusiastic leaders within our chapter and our profession. A few important 'take-aways' from the CPC meetings were finding out that Florida ASLA ranked 3rd in the nation in new members so far this year! Also, we were recognized at the podium as being one of the State chapters with the best fellows application process- we were called a 'fellows generating machine'.....congratulations to our membership and fellows committees!

Attending these advocacy meetings and being involved with the chapter presidents' council has been one of the many highlights of serving with my friends on your executive committee. We learn a tremendous amount about effective leadership and feel like we are part of a large community of landscape architects doing amazing things. Please see photos of our experience on our Facebook page and in our chapter newsletter.

Sincerely,

Deena Bell-Llewellyn, ASLA, PLA

ASLA Florida President 2018