



PRESIDENT'S MESSAGE -

"THE TREASURE BOX"...December 2017 edition

What I have discovered in our treasure box during this holiday season, is the spirit of giving. In the spirit of giving, I would like to share with you a special charitable project that was approved by your executive committee this past quarter. Under the direction of Past-past President Jonathan Haigh, and Past-President David Flanagan, the executive committee has formed a scholarship program in partnership with the Landscape Architecture Foundation.

For those of you who are not aware of the work of the Landscape Architecture Foundation, their mission is "to support the preservation, improvement and enhancement of the environment. The LAF invests in research, scholarships, and leadership initiatives to increase our collective capacity to achieve sustainability and support the next generation of design leaders." In order to foster the next generation of leaders in landscape architectural design, the LAF has a structured scholarship program in place supporting outstanding students to sustain and diversify the profession. We in ASLA Florida section are proud that the LAF foundation has accepted our application to establish a scholarship program that will fund scholarships for outstanding students enrolled in the landscape architecture programs in the State of Florida. These financial awards will support the education of new generations of landscape architects by rewarding superior student performance, encouraging diversity, supporting original research, and assisting students with unmet financial needs.

Beginning in January 2018, our executive committee will be advertising the opportunity for firms, vendors, and individuals to donate to the scholarship program so that we can reach our goal of an initial deposit of \$ 37,000 by next Fall. This initial deposit will be the down payment to fund the scholarship and get it initiated. During the next few years, our goal is to fully fund our scholarship program to build the endowment and watch it grow into a program that can help many students in perpetuity.

Such a grand philanthropic endeavor will take teamwork and generous hearts from the members of the ASLA Florida section. I am confident we will achieve our fundraising goals because landscape architects are generous with our talent, time, and love of our profession. As your President this year, I am energized and excited to be given the honor to assist with the launch of this scholarship program. I pledge to dedicate 2018 to fueling the momentum to make these financial rewards a reality for many students in the Florida universities studying landscape architecture, who are in need of the assistance. I look forward to collaborating with our scholarship committee and all FL ASLA members on ideas to fundraise to fortify our fund.

As a personal sidenote, Mr. Ted Baker, FASLA, who passed away this year, and who was a tremendous mentor of mine from my early days as a recent graduate from the University of Georgia searching for her first job in Miami would be PROUD. One of the last memorable and impactful conversations I had with Ted occurred while sitting outside of the FL ASLA conference expo in Ocean Reef in 2014: He was lamenting to me how FL ASLA does not 'give back' to the students quite enough. Ted, I hope you are seeing us now- we are listening.

In the spirit of the holiday season, Happy Hannukah, Happy Kwanza, have a peaceful Winter break, and Merry Christmas to all!

Warmly,

Deena Bell-Llewellyn, ASLA FL President 2018

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