

PRESIDENT'S MESSAGE

Keith Billick, PLA, ASLA

As the president of IA-ASLA, I would like to thank you for being a member and supporting landscape architects statewide and nationally. We, as the Executive Committee, are continually looking for ways to bring value and purpose to your membership and our profession. This happens in multiple ways including scheduled social events, continuing education opportunities and advocacy.

COMMITTEE UPDATES

As part of our Strategic Plan, we are working on setting up committees that will focus on membership value and profession visibility. The committees are as follows:

- Advocacy / Public Awareness
- Member Service
- National Recognition
- Emerging Professionals
- Future of the Profession

Each of the committee chairs are currently working on writing a committee mission statement and will ultimately be looking for volunteers to help achieve those missions. As we work to set up these committees, please feel free to contact the executive committee for more information or to volunteer.

PARTNERSHIP PROGRAM

I would like to thank each of our Sponsors who have been so generous and supportive of our members and profession for the upcoming year. We couldn't do what we do without your partnership. Here's to an exciting and engaging 2019!

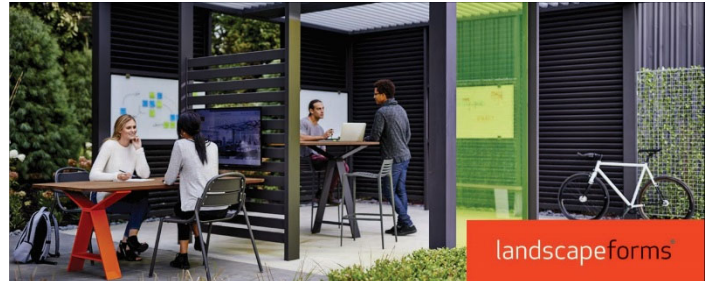
UPCOMING EVENTS

March 25, 2019 – Spring Conference, Ames, IA

April 3-5, 2019 – Central States Conference, St. Louis, MO

May 17, 2019 – Golf Outing, Bos Landen, Pella, IA

Sept. 17, 2019 – Fall Conference, Iowa Lake Park, Ladora, IA



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2019 SPRING CONFERENCE

Carl Rogers, PLA, ASLA, IA Department Chair

Hey all you Iowa ASLA Chapter members!

The 2019 IA-ASLA Spring Conference will be held on March 25, 2019 at the Iowa State Gateway and Conference Center in Ames, Iowa. The daylong conference kicks off at 8:30am with registration and a Welcome at 9:00am. Conference attendees have the opportunity to earn at least 6 CEU, HSW, credits throughout the day. This year, Iowa State University's Department of Landscape Architecture helped organize the sessions and topics, which focus on landscape architecture and higher education.

Campus landscape architects at both Iowa State University and University of Iowa will present the first session. Cathy Brown and Rhonda Martin from ISU will talk about the role of the landscape architect at the university from project management, capital improvement projects and landscape maintenance. Brett Seelman from the University of Iowa will talk about his role on the design and project management team at the university. During this session, there will be plenty of opportunity to ask presenters questions and learn about the many different opportunities and challenges facing campus landscape architects.



Iowa State University Extension and Outreach faculty will present the second session. Jennifer Drinkwater, Assistant Professor in Arts and Visual Culture as well as a Cultural Arts Specialist will speak about the role that art plays in creative place-making throughout Iowa. Courtney Long, Program Coordinator of the ISU Community Food Systems programs will share her expertise in working with Iowa communities to increase local food initiatives within these communities. Finally, Jon Wolseth, Community Development Specialist, will speak about his work utilizing community engagement strategies in Iowa's Latino communities. This session offers conference attendees an inside look at the work of Iowa State University's Extension and Outreach programs that work with communities and Iowans across the entire state.

Department of Horticulture faculty at ISU will present the third session. Professor and Chair Jeff Iles will present his research on woody landscape plant evaluation, landscape plant establishment and maintenance. His work has been well published in leading journals on plant science and horticulture and he is well recognized for his teaching and extension work at Iowa State University. Assistant Professor Grant Thompson will present research on sustainable landscape management, particularly plant establishment and growth in urban, post-construction soils. This session provides the opportunity to learn more about the science behind landscape systems and management.

Department of Landscape Architecture faculty at ISU will present the fourth session. Assistant Professor Caroline Westort examines the role of landscape computing as it relates to 3D modeling of terrain, parametrics, computer programming and algorithms, automated machine guidance and geodesign. Assistant Professor Ben Shirtcliff researches the benefits of urban design and city play to support heterogeneous relationships between people and place, particularly vulnerable populations like youth. Assistant Professor Hans Klein-Hewett, the department's newest faculty member, will speak about his work in understanding the changing understanding of the American landscape as it relates to the sublime. All three of

these presentations highlight the work of faculty to advance research in the field of landscape architecture.

The conference concludes, in the evening, with the 2019 P.H. Elwood lecture delivered by landscape architect Roberto Rovira. Mr. Rovira practices and teaches in Florida and he will present the work of his firm, Studio Roberto Rovira, www.robortorovira.com. The firm is dedicated to projects of uncompromising design quality that works at the edge of the built and the natural. The firm's built work seeks larger connections between ecology, plants, history, time and the imperative to inspire and engage.

On behalf of the Department of Landscape Architecture and the Iowa Chapter of ASLA, I want to invite you to the spring conference. The daylong activities will inspire landscape architects and engage everyone in critical dialogue about the current as well as the future of landscape architecture. I hope to see you in Ames on March 25th.

TRUSTEE'S REPORT

Patrick Dunn, PLA, ASLA

As of this writing, the sun is shining, and winter is starting to let go of its tight grip. This year, we all look forward to the end of this season.

Please see below for some highlights of recent national and local items that may be of interest to you.

LEGISLATIVE BREAKFAST

The 2019 Legislative Breakfast was held on Tuesday February 19th at the State Capitol. We had 5 firms represented and met with 12-15 elected state representatives and other interested people. The firms that participated were again able to highlight projects designed by landscape architects that are integral to the communities in which they've been constructed. In addition to meeting with state representatives, several of us also got a chance to sit in on a sub-committee review of a bill directly related to Landscape Architecture and the Iowa licensure board.

It was a unique and fun opportunity to see our legislative process at work.



ADVOCATING FOR ASLA

Iowa Chapter leaders will be in Washington DC in May to advocate for ASLA items. There may be opportunities for Students to join in... please reach out to me if you have any suggested students.



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Advocacy

STATE LEGISLATION

All 50 states and the District of Columbia have recognized that regulation of landscape architecture is necessary to protect the public health, safety, and welfare.

Legislation continues to be introduced throughout the country to either deregulate various occupations and/or institute occupational licensing reform measures. While the work of landscape architects clearly affects the public's health, safety, and welfare, it is not uncommon for state legislators to include our profession in broad occupational licensing reform proposals.

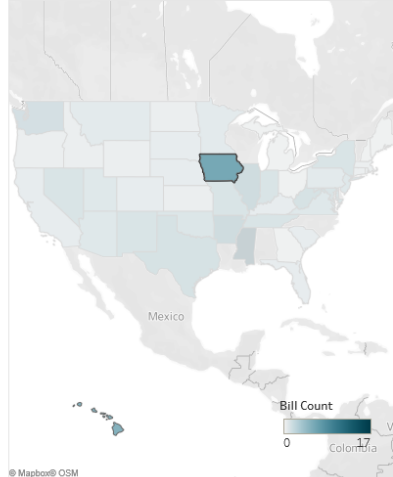
It's imperative that your chapter actively work to educate your state and local lawmakers about the profession and its effect on health, safety, and welfare.

We can all easily stay in touch with legislative items happening here in Iowa. Currently, there are some bills being introduced that relate to our profession. Below are a few screen shots from the ASLA website that give us all great, detailed information about these bills. Please take a few moments and review the ones of interest to you.

The map below provides an interactive overview of occupational licensure and landscape architecture bills in each state.

[Download the Current Occupational Licensure Report](#)

Select a state to filter bills by legislature



Select a bar to filter by issue area

Occupational Licensure

Landscape Architecture

Bill Number	Title	
HSB 94	A bill for an act modifying provisions relating to the licensure of pr..	➔
HSB 169	A bill for an act relating to computer software verification requirem..	➔
SSB 1173	A bill for an act modifying provisions relating to the licensure of pr..	➔
HF 288	A bill for an act relating to military and veterans benefits. (Former..	➔
HSB 94	A bill for an act modifying provisions relating to the licensure of pr..	➔
HSB 180	A bill for an act relating to professional licensing, including by prov..	➔
SSB 1065	A bill for an act relating to military and veterans benefits.	➔
SSB 1173	A bill for an act modifying provisions relating to the licensure of pr..	➔

SUMMARY

As always, please reach out to me at any time... I am here to serve. Feel free to call me on my cell phone 515.681.5272... I look forward to hearing from you.



PUBLIC RELATIONS UPDATE

Garret Munch, ASLA

2019 PUBLIC AWARENESS SUMMIT

ASLA hosted its annual 2019 Public Awareness Summit January 4 - 6 in New Orleans, Louisiana. This was the eighth year for the Public Awareness Summit and the second year the group has met since being formally recognized as the Public Awareness Coalition. The summit brings together representatives from 49 ASLA chapters to collaborate and discuss public awareness strategies and tactics that ASLA will implement nationally and locally for the year. This new coalition allows representatives from each chapter to play a bigger role in moving strategies forward.

Major agenda items this year included World Landscape Architecture Month (WLAM), Park(ing) Day, and an update on how the rebranding of ASLA went throughout the year. Other items discussed were the continued need to focus on advocacy among kids and teens to bring awareness of the profession to today's youth. We brainstormed ideas on how to get better representation for national and local awards and lastly, we talked about how ASLA should be evolving with change in marketing trends and how we might use videos to promote **WHY** landscape architecture is important.

There were several great case studies presented again this year by 4 different chapters that have been having success implementing some of their ideas. The Kentucky Chapter presented on their yearly publication called TERRAIN, California-Sierra Chapter presented on "WHY Landscape Architecture", the New York Chapter presented on their annual awards and how to get submissions and showcase winners, and the Tennessee Chapter presented on how to successfully do the Instagram Takeover. National presented on how to increase traffic on social media and how to implement the rebranding web standards if you are building a new website.

Once again, the summit overall was a great time and I learned a lot about what other states have been able to accomplish and also share what success Iowa has had in promoting the



profession and interacting with membership. Our goal now is to take some of these ideas and see if they are something that we can implement in Iowa. Last year our goal was to start partnering more with our student chapter and trying to collaborate more with them. We have been making some great progress with this and have planning a group activity for Park(ing) Day 2019 so stayed tuned for more information on that.

If you have any specific questions or ideas about any of these topics feel free to reach out to the executive committee or myself. We would love to have more membership engagement to help implement these exciting new ideas.

WORLD LANDSCAPE ARCHITECTURE MONTH (WLAM)

World Landscape Architecture Month (WLAM) happens annually in April. For the past couple years, cards stating, "Designed by a Landscape Architect" and "This is Landscape Architecture" were used in photos of spaces designed by a landscape architect or a form of landscape architecture. Last year, the student chapters from around the country took over National's Instagram for a day and it was a big hit.

Iowa State University's student chapter took it over on April 14th and they had great representation and received great feedback. This year, we will be going back to the previous year's concept and having each chapter take over the National account. Each



chapter will be posting photos that represent landscape architecture in each state, whether that be project photos or sketches. The Iowa Chapter will be taking over the account on April 20th, so please follow @nationaasla and @iaasla to see all the cool things we will be posting. If you personally post something or your firm posts something, please tag @nationalasla and @iaasla and hashtag #WLAM2019 and #thisislandscapearchitecture so we can repost and share it.

(park by Northwest Community Center)

DETAILS: The Mayor's Annual Ride and Run is usually one of the first rides of the season. Runners and riders of all ages are welcome to kick-off spring. Proceeds from the event will go towards the newest phase of the Des Moines River Trail. Volunteers will assist along the route to make sure our riders are taken care of and stay well hydrated. Please be at the rest stop at **9:30 a.m.** to help set-up water and snacks. We will need you to help check rider wristbands and clean-up after all have passed through.

WEATHER: Please dress for the weather, wear sunscreen, bring an umbrella if raining and you may want a chair and water if you'd like for while you are waiting. We are on rain or shine unless it is a downpour and becomes dangerous. If it is we will update our volunteer rainout hotline at 515-248-6399.

SIGN-UP:

<https://cityofdesmoinesparksandrecreationdepartment.volunteelocal.com/volunteer/?id=35457>

Let me know if you have any further questions. We hope you can join!



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MAYOR'S ANNUAL RIDE AND RUN (MARR)

The Iowa Chapter ASLA has once again committed to helping out with the Mayor's Annual Ride and Run on April 20th. For those that don't know, the Mayor's Annual Ride is a fundraising event for Des Moines area trails where bicycle riders join together and bike a roughly 25-mile loop on our city trails... and yes, the Mayor of Des Moines leads the ride. For the past several years, our chapter has been volunteering at the Franklin Shelter Rest Stop. At the rest stop, we hand out snacks and water to bicyclists while also promoting landscape architecture. Every year we reach out to membership to see if anyone may be interested in volunteering. If you can only commit to part of the time, we would still love to have the help. If you are interested, please send me an email at gmunch@shive-hattery.com and I can help you get signed up. The details are listed below and on our website www.iaasla.org under the Events tab.

WHEN: Saturday, April 20, 9:30 a.m.-12:00 p.m.

WHERE: Franklin Field picnic shelter, 5200 block of Franklin

