

## FALL CONFERENCE – REGISTER NOW!

Patrick Dunn, Trustee, PLA, ASLA

Planning for this year’s fall conference is nearly complete and we are hoping to see all of you! As a reminder, the Fall Conference is Tuesday, September 17<sup>th</sup> at Lake Iowa Park in Ladora, Iowa. See below for a “Sneak Peak” of what you will experience...

### First Up:

ISU Landscape Architecture students will again kick us off with inspiring and spirited presentations of their own personal experiences.

### Keynote Presentation:

Most of us have heard the term “Agrihood” but few of us really know what it truly means and how these developments have been successful. We are excited to hear from three champions about a real world agrihood in eastern Iowa.

### Lunch... and a Show:

Awards, and more awards. You will see some of the best that Iowa ASLA has to offer. Many thanks to the California Sierra Chapter for jurying this year’s entrants.

### After Lunch... Impressive Group:

We have convinced not one, not two, not three, but FIVE diverse and relevant organizations to help us know them and connect our overall efforts. Come with your burning questions about the future of rural Iowa and how Landscape Architecture can play a key role.

### Best for Last:

Not just anywhere can you take a walk in the woods with three icons of Iowa Landscape Architecture. Each have founded their respective organizations, have successfully contributed for multiple decades, and each will share insights and lessons learned.

### Summary:

It is an honor to help organize this fall event each year and 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.

Still need to register?? Click [HERE](#)

Registration will close Tuesday, September 10, 2019!



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## PARK(ing) DAY 2019

Garret Munch, Public Relations, ASLA

On September 20, 2019, the American Society of Landscape Architecture (ASLA) - Iowa Chapter will be teaming with the Department of Landscape Architecture at Iowa State University to celebrate the annual worldwide event known as PARK(ing) Day.

PARK(ing) Day encourages community members, students, and designers to transform metered parking spaces into temporary parklets. Iowa ASLA is excited to collaborate with undergraduate students in Landscape Architecture at ISU, Des Moines businesses, and organizations to use this year’s PARK(ing) Day event to bring awareness to the creative landscape of Iowa’s



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unique metropolitan areas and the landscape architecture profession. The event is being planned to take place in the Historic East Village District of Downtown Des Moines. Specific parking locations are currently being discussed with local businesses and government agencies; however, we are hopeful all parties will support this engaging event.

ISU Landscape Architecture student teams will join forces with professional firms to design, create, and transform a typical metered, parking spot into something completely new. Iowa ASLA is challenging students to be creative and incorporate various design themes and features. We are challenging firms to sponsor a \$500 donation to help students with purchasing materials, tools and transportation, as well as volunteering to take part in a few review sessions during the student design process at Iowa State. The student project is tentatively planned to start on September 9<sup>th</sup>, in the 3<sup>rd</sup> year design studio. A review session with professionals will take place at Iowa State University College of Design on Friday, September 13<sup>th</sup>, from 1:30 pm – 4:30 pm to walk through final designs. After the review session, the students will start construction and plan how their designs will be transported to Des Moines and installed the day of the event. If your firm would like to be involved, please contact the Iowa ASLA Chapter **no later than Monday, September 9<sup>th</sup>** so the student teams can prepare accordingly.

The Iowa ASLA Chapter is very excited for this new adventure and being able to help provide an opportunity for student and

professional mentorship and collaboration. We have several firms who have already confirmed their interest and we hope that others will join in on the event. If you are interested in being involved or have specific questions pertaining to this year's PARK(ing) Day event, please email the Iowa ASLA Chapter at [ia-asla@assocserv.com](mailto:ia-asla@assocserv.com). We will do our best to get you an answer in a timely manner. We hope you are as excited as we are for the event.

## NEWS FROM THE DEPARTMENT OF LANDSCAPE ARCHITECTURE

Carl Rogers, PLA, ASLA

Hello fellow IA-ASLA Chapter Members. I hope this newsletter finds you well. It is hard to believe that summer has come and gone! The fall semester at ISU kicked off on August 26 this year and the academic year is shaping up to be an exciting one for the Department of Landscape Architecture. This marks the start of my third year as Department Chair. I am honored to be a part of a great team of faculty members who are committed to high quality education and innovative research and design. We welcome back faculty who are returning to their positions and offer a warm welcome to our new faculty members joining us for the fall and spring semesters. Look for more news about what the department is up to on our webpage, [www.design.iastate.edu/landscape-architecture/](http://www.design.iastate.edu/landscape-architecture/).

I am also honored to continue cultivating a great partnership with the Iowa ASLA Chapter. There are great things going on between the chapter and the department such as, working on National Park(ing) Day—see more information in this newsletter, creating a mentorship program between chapter members and ISU LA students, establishing the Iowa Students of Landscape Architecture (ISLA), and beginning to strategize how to recruit future students and future landscape architects. I look forward to seeing you at some event in the coming year.

Below are a few more details about what is happening in Ames related to landscape architecture.





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The undergraduate student organization worked with the state and national chapters to establish the Iowa Students of Landscape Architecture (ISLA) of the American Society of Landscape Architects. ISLA aims to bring students together through organized activities that align with the purpose of ASLA in order to enhance understanding of ASLA, the profession and related disciplines. We look for ISLA to continue participating in ASLA activities as well as enhancing its ability to connect students with the profession.

Our department welcomed 27 second-year students to the undergraduate program and 7 students to the graduate program this fall. This is lower enrollment than anticipated and follows a similar trend at the university as well as national levels. It is critical for landscape architecture to retool its message about the value and promise of the profession. A primary goal for the department this year is student recruitment. We are actively involved in recruitment events throughout the Midwest and we are strategizing how to reach out to educators across the state of Iowa. We will be communicating with the Iowa ASLA chapter in the next few weeks and months to partner in speaking with Iowa high schools and organizations. We welcome anyone who would like to collaborate with us in getting the word out about landscape architecture. I encourage all members to start conversations in your community to seek out future landscape architects. Stay tuned!

The department is celebrating the 20<sup>th</sup> anniversary of the Traveling Savanna Studio. These second year undergraduate landscape architecture courses introduce students to landscape architecture and takes them on the road for a hands-on learning experience. We are excited that these courses have been taught for the past 20 years and know that it is the most unique aspect of the undergraduate program. This year faculty will take students to Minnesota, South Dakota, Wyoming, Colorado, Nebraska, Missouri, Oklahoma and Texas to learn about how the landscape was formed and how humans have altered it to create some of the most dynamic landscape architecture work in the United States. As part of this fall semester, the department is having a “Savannabration.” The department invites alumni, former faculty, current students, and department friends for a 2-day celebration, October 18-19, 2019. Events during the 2-day celebration include open design studios, social happy hour, sharing memories with classmates, and culminates with a barbeque and bonfire at Gary Hightshoe’s residence. For those of you who participated on Savanna, you will know that Gary organized the very first Savanna trip in 2000 and was instrumental in the success of Savanna over the past 20 years. Look for more information through the College of Design and the Iowa ASLA Chapter.

This academic year, the department will go through an accreditation review of both the bachelors and masters level programs. The Landscape Architecture Accreditation Board, LAAB, will establish a team of members to conduct the review. The review consists of a self-evaluation report, written by the department, and a site visit by the accreditation team. The report is due December 16, 2019 and the site visit is March 8 – 12, 2020. I am working with faculty to draft the report and I will be reaching out to alumni to get feedback on the two programs as well as on the report. This is an important milestone for the



department and the goal is for both programs to be re-accredited after the LAAB review period.

Please feel free to reach out to me via email, [rogersc@iastate.edu](mailto:rogersc@iastate.edu), if you want to learn about what is happening in the department or if you want to schedule a visit to the College of Design. Take care!

## MENTORSHIP & MEMBERSHIP

Zach Petersen, President-Elect, PLA, ASLA

Help engage the future of the profession! Be a Mentor.

During my attendance at the Spring Chapter Presidents Council Meeting back in May, the main topic of focus concerned an in-depth discussion of recruitment, retention, and engagement within the organization. And for good reason... Membership levels are down and the organization as a whole is concerned.

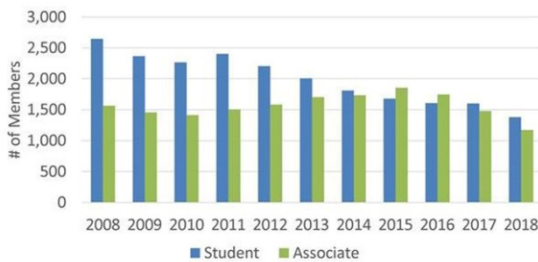
The good news is that the Full Member levels have remained steady. The bad news is that Associate Membership levels have remained stagnant while Student Membership has been on a steady decline in the ten-year span since the start of the Great Recession. It doesn't take a whole lot to understand that if these trends continue and a new generation of members is not brought on to replace the base that will be lost to attrition, the organization will be in decline and with it, the ability that ASLA

has to deliver member services will be diminished. This is of critical concern as the frequency of legislation being introduced to de-regulate the profession continues to rise and many of our organizational values appear to be losing priority during these polarized political times.

Why is membership declining in spite of a healthy(ish) economy and low unemployment? That is the million-dollar question. Some will immediately point to the cost. While cost may be a factor (especially to students on a limited budget), THE reason is multi-faceted and membership values are changing. The bottom line is there is more we can do as an organization to welcome, engage, and ultimately retain new members.

As an initial step to engage the future of the profession, Iowa ASLA is looking for a few good volunteers to help launch a student mentorship pilot program in partnership with the ISU Department of Landscape Architecture starting with the Fall Semester 2019. Be on the lookout in the next week for a BRIEF questionnaire to share your thoughts on the proposed program and to become a volunteer. Your critical feedback will help us establish program parameters and ensure successful project launch.

Please feel free to contact me at [zpeterson@ci.davenport.ia](mailto:zpeterson@ci.davenport.ia) for more information or if you are interested in serving as a mentor.



ASLA Membership Trends: Emerging Professionals (2008-2018)



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