ASLA Enhances Your Professional Development

By Phil Armstrong, ASLA

As your current chapter president, I encourage all in our profession to join our chapter. There is little limitation to membership; licensed or not, for those just beginning your career or experienced professionals. Please join or renew your membership with ASLA today. On a personal note, my membership with ASLA did not blossom until five years ago. As an industry professional with 30 years of experience, I can share that my professional life is richer, my perspective enlightened and my friendships expanded since becoming involved.

Now, more than ever, landscape architects are making a difference in the communities where we live and work. We need your support as we prepare to showcase our home town at the 2019 Conference on Landscape Architecture in November.

For nearly 125 years, the American Society of Landscape Architects has promoted the practice of landscape architecture and advanced the profession through advocacy, education, communication and fellowship. ASLA members enjoy many benefits and discounts with their annual dues, but the value of membership extends far beyond discounts.

Joining ASLA is an asset in your professional development. From students to full members, each category is structured to fit your professional needs at every stage of your career. Firm principals and seasoned practitioners already know the value of professional membership. We urge firms to consider covering all or partial ASLA dues as part of your employee compensation package. Encourage your colleagues and staff to join ASLA.

Associate membership starts at just $65 per year and ASLA offers flexible monthly dues payment via debit card. Enrich your professional life, meet other professionals and make a difference. For assistance to join or renew, contact Tracy Morgan Hollingworth at 619-283-8818 or apply online at ASLA.org.
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from the President

Who speaks for the trees?

Part of San Diego’s celebrated lore is the immortal Dr. Seuss and his poignant tale, The Lorax. Seuss’s environmental yarn tells of development run amuck with the over harvesting of ‘Truffla Trees’ that destroys the environment and home of the Lorax. The old forest creature Lorax battles for the conscience of the Once-ler trying to convince him that his deeds are devastating the environment for short term profit. The Lorax proclaims, “I speak for the trees since the trees have no tongues.” Nearly fifty years on, the story echoes a shade of reality in the former hometown of Dr. Seuss. As a region, we are in shifting sands of a new normal responding to severe weather, fire storms, and vagaries of climate change. Our profession is on the front line of resource allocation striving to strike a proper balance of developing the built landscape against the natural environment. We advocate for policies that work to protect and promote the natural landscape for the betterment of our neighborhoods, communities and nation.

As landscape architects, we facilitate and produce projects for the commerce of communities, create placemaking that inspires, and construct facilities that support the health, wellbeing and diversity of cities and towns. As designers, we bring diverse expertise to communities investing in projects to improve and upgrade the civic fabric and respond to public demand for proper and planned growth. We stand at a crossroads looking forward to promote policies that provide resiliency to our cities through leveraging green infrastructure over gray. One of the policy linchpins of creating that robust resiliency is the health and expansion of the urban forest.

Street trees often occupy shifting and contested real estate in cities. Where trees in private yards and public parks are afforded a level of care and protection, street trees are literally in the trenches and on the front lines of the urban environment. Street trees are surrounded by hardscapes, hemmed in by buildings, constrained by trunk cages and tree grates. Street trees are impacted by utility lines below, power lines above, and absorbing the literal and figurative impacts of cars in the urban landscape. For centuries street trees have played an important role in the development of cities in both the old and new world. Creating, bonding, and weaving together diverse neighborhoods and communities with linkages to the past, providing comfort in the present, and optimism for the future. They provide part of the physical and cultural foundation that we celebrate and organize our cities around.

Trees, as we all know, play an integral role in regulating climate, reducing the heat island effect, sequestering carbon, and alleviating storm water impacts. However, our urban forests are in decline. Tree cover in urban and suburban areas of the United States is disappearing at a rate of about 175,000 acres per year. This equals about 36 million trees each year! Estimated loss of benefits from trees in urban areas is conservatively valued at $96 million annually. ASLA San Diego members, landscape architects, and other professionals have been actively involved in the City of San Diego Community Forest Advisory Board. With Forest Board President Anne Fege, we have advocated for the health and expansion of our urban forest. The major concerns center around lack of quality soil and soil volume for tree health, ensuring proper maintenance inspection and pruning policies, updating antiquated planted and irrigation standards, and promoting vigorous code enforcement to protect trees from ‘infancy to old age.’ The City of San Diego has no cohesive policy standard that correctly guides city staff in the proper planning, planting, and maintenance of trees that will ensure a tree lifespan of 30 to 50 years. The city’s current Climate Action Plan goal for urban tree canopy is 35% by 2035. To meet this goal about 10,000 trees per year need to be planted. Yet only around 3,000 trees were planted in 2018. This year’s budget revision has further placed downward pressure on meeting these goals.

In closing, we need to make the ask of our elected leaders and government officials to make reasonable changes that promote the health and expansion of our urban tree canopy. We need to support groups and individuals advocating for the urban forest. Lastly, we need to all bring our collective expertise to bear in providing our clients the ‘right tree for the right place’ so installation is done correctly the first time. As the Lorax said, “the trees have no tongues.” So, who will speak for the trees?
CCASLA Legislative Update:
State Licensure Legislation in Assembly and Elected Official Site Tours
Richard Risner, PLA, ASLA

I serve as one of our chapter’s state directors on the Board of the California Council of ASLA (CCASLA). The CCASLA is composed of two directors from each of our California Chapters (Northern CA, San Diego, Sierra, and Southern CA). We meet monthly by phone to discuss the progress of various bills that we and our professional lobbyists track each month to make sure the legislation will benefit our industry.

The Licensure Sunset Review Legislation Senate Bill 608 (SB 608) was introduced at a hearing that I attended in March in Sacramento. In my last column, I reported that the legislation would enable our industry to keep our current licensing authority (the Landscape Architects Technical Committee or LATC), which is governed by the California Architects Board (CAB). The legislation moved from the Senate to the State Assembly with all yes votes. If all goes well in August, the legislation will be supported in the State Assembly and will go to the Governor for his signature. Our licensure will be safe for four more years.

Not wanting your eyes to glaze over when reading this column, I’d like to say that working with our elected officials is very important to the future of our industry. Often a new legislator gets elected and may have a specialty that they worked in before becoming an elected official. They can’t be expected to know what we do and the benefits we provide our communities in designing the outdoor infrastructure that is often paid for by a combination of local and state revenues. When we do meet with elected officials, they see that the dollars being spent on parks, play grounds, and trails are an excellent investment in their constituents’ health if they take advantage of these outdoor spaces designed by landscape architects.

As we met with our state legislators from December through May, we realized that many of them don’t know the difference between a contractor, designer and architect, and landscape architect. That’s why the CCASLA was created in the early 1970’s to stay in front of our elected officials to remind them of our value to their districts.

Take a moment to look at the legislation that we’re tracking in Sacramento this year on the CCASLA website (http://cc-asla.org/2019/) and know our four chapters are looking out for you and our profession.

Many ASLA Chapter members throughout the U.S. visited our congressmembers in Washington, DC in May during the ASLA Spring Meetings to discuss the Living Shorelines Act, water infrastructure, and parks legislation. ASLA staff encouraged our chapter leadership, who met with our congressmembers, to come back home and schedule Project Site Tours with our congressmembers during their summer break in August. We will be scheduling several Congressional Site Tours and include state elected officials to continue to educate them on the value of our profession. We’ll soon determine what locations to tour with them. We encourage any of our members to recommend projects that are in the five Congressional Districts in our region.

As former Speaker of the House Tip O’Neil said, “All politics is local,” so stay involved and help us continue to inform and educate our elected officials about the value of landscape architecture.

Please contact me at Rich@grounded101.com if you’d like to get involved.

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San Diego River bridge near Old Town after the 1916 flood

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Life is short. Sod it!
At our midyear Board of Trustees meeting in Washington DC, the message our National President of ASLA, Shawn Kelly, shared with us was to make our voice be heard. In that process there are lots of opportunities to educate our colleagues, clients, municipalities, and the general public. Perhaps we are moving from having a visibility issue to addressing an educational issue as a profession. We are certainly moving in the right direction! With that in mind, ASLA National has initiated a study to attend to cultural values as they relate to landscape architects, which included initial feedback from CELA, CLARB, LAAB, and ASLA. The study has four phases: Descriptive Research, Interviews of Non-Landscape Architects, Prescriptive Research, and Application and Dissemination. We are currently at the interview phase, and I look forward to updating you on the study findings as it progresses and the value it provides to the profession.

In the area of public awareness in April, World Landscape Architecture Month, in conjunction with Instagram ASLA was by recognized over 2.8 million followers, which included the Associated Press, Forbes, and the Boston Herald to name a few. We are keeping good company! Advocacy Day was a success and according to Roxanne Blackwell, ASLA Director of Government Affairs, chapter presidents, presidents elect, and trustees who visited their Congress members made her proud! Kudos to Roxanne and her staff, Advocacy Day is always organized and representatives are prepped by industry professionals. This year Stephanie Vance, also known as the “Advocacy Guru,” instructed us on how to communicate with our representatives. That was informative and humorous!

The financials for ASLA National are as follows: revenue is up with regard to the 2019 Annual Meeting, Professional Awards, and the Expo (being held in San Diego this year). There was a decline in revenue generated from the Landscape Architecture Magazine (LAM); this award-winning publication has seen advertising budgets decrease, and perhaps other types of social media may be impacting traditional advertising. ASLA National is recalculating revenue assumptions and expanding marketing. Membership was down amongst young professionals. There needs to be a conversation as to how to reverse this trend. Established landscape architecture firms may need to help subsidize membership for their younger staff.

The Board of Trustees holds elections for the national vice president positions during the midyear meetings. We elected the following: Marq Truscott, Vice President of Education; Matt Langston, Vice President of Governmental Affairs, and Jean Lucenda, Vice President of Communications. I’m happy to announce that Marq is a practitioner from the Sacramento area, a professor at the University of California, Davis and understands the education issues that we face in the San Diego area with no local university bachelors program. There was also a discussion about STEM (Science, Technology, Engineering and Math) and shaping the future of landscape architecture programs to be classified as a STEM program.

Lastly, we discussed potentially forming international chapters. There is interest and a critical mass of ASLA members in Shanghai, China. The American Institute of Architects (AIA) and the American Society of Civil Engineers (ASCE) have chapters outside the U.S. National is looking at the minimum number of members needed, issues associated with the cultural context, and the process needed for this to become a reality.

If you seek additional information on any of the topics above, don’t hesitate to contact me at ptrauth@rickengineering.com.
2019 Community Grant Recipient
Mercy Housing
Grant Update
Jose Aguila, ASLA, VP Community Outreach

The American Society of Landscape Architects San Diego Chapter is happy to report that the Mercy Housing Grant project is up and running.

On May 15, 2019, over 17 volunteers—including residents, Mercy Housing staff, representatives from San Diego City Councilmember Chris Ward’s office, and the United Way—worked throughout the morning to transform a once barren space into what will grow to be a place of refuge for residents, the Hillcrest community and employees of Mercy Hospital. The landscape was installed using drought tolerant planting throughout, along with a water conserving irrigation system that utilized point source emitters.

With about $2500 left to spend from Mercy Housing’s own budget, they are looking to complete the design with a plaque, benches, and a few plants along the main entry. In the weeks that have followed since installing the planting it was noted by Resident Service Coordinator Eric Ligare, “Everyone loves it, and it has brought our community together for a common cause. We are eager to continue the process and add more. Residents seem more engaged in the community and the morale of everyone onsite has improved.”

If you know of a non-profit community group that has a landscape project that could start late in 2019, that could use financial assistance, forward the 2020 Chapter Community Grant Application (located on our website calendar at www.sandiego-asla.org) to complete and return by the August 17 application deadline.

As Landscape Architects we know the importance of creating spaces that bring a community together. By providing these grants to non-profit organizations such as Mercy Gardens, we are strengthening communities and spreading awareness of the profession of Landscape Architecture. As a reminder, the funds for these grants come from the American Society of Landscape Architects San Diego Chapter annual golf tournament. This year’s golf tournament will be held on Friday, September 20th at Maderas Golf Club in Poway. A big thank you to all who have attended in the past, and thank you to all those who plan to attend in the future!

Landscape Architecture Month
Chapter Public Outreach

Chapter members stayed busy in April participating in the Earth Day Earth Fair in Balboa Park, the Asian Cultural Festival in Kearny Mesa and the Boy Scouts Landscape Architecture Merit Badge plant identification education sessions and tour of a local project.

See photos below of our members at the fairs and with the Scouts. Thanks to all the volunteers who worked hard to educate the public and local scouts about your profession in landscape architecture.
is pleased to announce our
40th Annual
SD ASLA
ANNUAL GOLF TOURNAMENT

Presented by Title Sponsor
ELDORADO OUTDOOR

to be held on
Friday
September 20, 2019

Registration 9:30 a.m.
Shotgun Start 11 a.m.
Dinner/Awards 5 p.m.

at

MADERAS GOLF CLUB
17750 Old Coacth Rd.
Poway, CA 92064

2019 ASLA ANNUAL GOLF TOURNAMENT
REGISTRATION FORM

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## 2019 ASLA ANNUAL GOLF TOURNAMENT - REGISTRATION FORM

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Membership
Membership Update

Jonathan Austin, ASLA
VP Membership

The San Diego Chapter was recognized by ASLA national as one of the top three Chapters for membership growth (thanks to you!). We encourage our local San Diego landscape architecture offices to support their staff with ASLA membership dues.

Welcome to new and returning members
• Chris Tiffany, ASLA; C. Tiffany Design & Consulting
• Mark E. Moss, ASLA; Schmidt Design Group, Inc.
• Rebecca Gedeon, Associate ASLA; Deep Rooted Designs

Membership Anniversaries
Congratulations to the following members for reaching membership milestones (member anniversaries in July through September are for continuing membership).

1 to 5 Years
2018 Charles Cattlett, ASLA; Annette Leon, Associate ASLA; Rick Crook, Corporate ASLA, Azlynn Hare, ASLA
2017 Loren Corey Phillips, Associate ASLA; Shawna A. Bortolussi- Harrison, ASLA; Brian Frederick, ASLA; Patricia Ferman, ASLA; Michael Watts, ASLA; Alexander G. Wade, Associate ASLA

6 to 10 Years
2013 Andrew Hatch, Associate ASLA;
2011 Edie Drar, ASLA; Kristen C. Gros, ASLA

11 to 20 Years
2008 Leigh Kyle, ASLA; Howard L. Greenstein, ASLA
2007 Neil Hadley, ASLA
2005 Michael Vail, ASLA;
2004 Timothy F. Pruss, ASLA
2002 Timothy F. Jachlewski, Jr., ASLA; Mitchell S. Phillippe, ASLA; James T. Engelke, ASLA; David M. Preciado, ASLA;
2000 James Neri, ASLA
1999 Greg Hebert, ASLA

21 to 30 Years
1998 Robert J. Streza, ASLA
1997 Keith A. Mittemeyer, ASLA; Amy Chevalier, ASLA
1996 Mark A. Caro, ASLA
1995 Robert V. Mekjian, ASLA
1991 Kelly G. Broughton, FASLA; James D. Burnett, FASLA;
1989 Mark A. LaRue, ASLA

31 to 40 Years
1988 Bruce Alan Rudd, ASLA
1984 Jon L. Powell, ASLA
1983 Don F. Ueno, ASLA
Thank You to our 2019 Sponsors

Thank you to all our 2019 annual sponsors. Without the support of our generous sponsors many of our ASLA SD events, activities, and community outreach programs would not be possible.

In the upcoming year ASLA SD will provide numerous opportunities for sponsors to interact with our members at social gatherings ensuring a strong relationship between designers and manufacturers.

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**Junior Achievement Summer Camp 2019**

Booth/Table Hosts Needed

JA Finance Park Summer Camp will host a Career Fair for 6th-8th grade students on **July 9th, July 16th and July 23rd**. We are looking for San Diego businesses from various industry sectors to host informational tables during our Summer Camp Career Fair. This is an opportunity for students to speak with professionals and learn about intriguing job opportunities for their futures, and an opportunity for you to showcase your business.

Contact: Jenni Preciado | Program Manager
Direct: 619.906.4921 | Office: 619.906.4921
jpreciado@jasandiego.org

**Summer Camp Career Fair**

Dates: July 9th, 16th & 23rd (attend one or more days)
Time: 9:30am - 11am
Optional lunch with the students (BYOL)

A table (5’x5’ & chairs are provided. The career fair will be indoors; however, with notice, outdoor space can be arranged. Feel free to bring any of the following: branded tablecloth & signage; laptop/tablets, take away information (pamphlets, flyers, activity sheets), & fun giveaways associated with your business or industry. Activities/demos are encouraged. Students will be prepped to ask questions and use networking skills.

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A world where the built and natural environments coexist in harmony and sustainable balance; where all peoples can express their diverse heritage and their individual desires to grow and thrive; and where we, as a profession, can substantially contribute to the process of achieving these ends.

Mission
To lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.

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