



**ASLA**  
ILLINOIS

December 27, 2021

Hello Illinois ASLA Members!

I am honored to kick off the 2022 calendar year as the ILASLA President with you all! I would like to provide you with some inspirational thoughts that I heard during the Chapter President's Council (CPC) Meeting, held at the 2021 Conference of Landscape Architecture in Nashville last month.

At the CPC Meeting, the Presidents and President-Elects from every state chapter, meet to be trained on the rules and regulations of running a chapter and are given access to available resources for chapter success. National staff members and Elected Officers highlight almost every aspect of the organization, such as Membership, Honors and Awards, and Advocacy.

Three new encouraging items were highlighted this year: **the new ASLA Strategic Plan, CLARB Uniform Standards for Licensure, and new funding programs.**

#### **ASLA Strategic Plan 2022-2024**

ASLA's CEO Torey Carter-Conneen introduced the new Strategic Plan. It includes 5 Focus Areas: **Community, Connection, Innovation, Scale, and Voice**. The plan is such an important issue that Torey walked us through his Vision of what ASLA will look like in 2030 during his keynote presentation at the conference. It was exciting and encouraging to see landscape architects at the forefront and how we are positioned to provide service and expertise to help solve many of the biggest challenges our nation is facing such as climate change, social justice, and repeated attacks on licensure. [You can read the Strategic Plan pamphlet here.](#) The new ASLA Mission Statement is: "Empowering our members to design a sustainable and equitable world through landscape architecture."

Soon, our own Chapter Executive Committee will be reviewing our current Strategic Plan to align with these goals.

#### **CLARB Uniform Standards**

Veronica Meadows, CLARB Chief Strategy Officer, spoke about the CLARB Uniform Standards for Licensure. She stated that there has always been a disconnect between states and uniform standards required by regulation boards. CLARB is proposing policies to present to each state board over the next several years. The basis of the change is due to a strong case for alternative paths to licensure.

The next step in the Uniform Standard discussions is for the ASLA Board to vote on CLARB Uniform Standards and then propose it to be brought to the general membership for their vote. Stay tuned.

### ASLA Fund and Store

Daniel Martin, Hon. ASLA, Director of Development, presented several ways ASLA will be raising money. These include new Corporate Memberships, the launch of an ASLA Store, and reimagining the ASLA Fund by broadening the type of support offered to members through world education about the contributions of landscape architecture. ASLA will also be reaching out to non-member sources such as corporations and foundations to hopefully provide a diverse and noticeable increase in revenue.

I want to close my letter with a few messages:

1. Congratulations to all Illinois winners and representatives at the Conference: Design Awards to site and students of UIUC; medals to Ernie Wong, FASLA, for Service and Maggie Aravena, ASLA, for Emerging Professional, and Bradley McCauley being installed (officially) at the National level as the Vice President of Membership. A special thanks to Keven Graham, FASLA for serving as Vice President of Advocacy for the past two years.
2. Please sign up to be a mentor for the ASLA Mentorship Program. The students and emerging professionals are looking for our wisdom. <https://connect.asla.org/mentoring>
3. Register for the Winter Spritzer at Spin Chicago on Thursday, January 6, 2022, from 6-8 pm. Please join me in the fun!

Happy Holidays!

*Adam De Foor-White*

Adam De Foor-White, President ILASLA

Conference Photos l-r:

President's Dinner: President Adam De Foor-White, ED Susan Ragaishis, Ernie Wong, FASLA, Trustee Alan Watkins

IIT Student Attendees

UIUC Student Attendees

