

# COF Nomination Preparation Webinar



Susan Jacobson, FASLA - *Chair, COF Executive Committee*  
Pat Caughey, FASLA - *Past Chair, COF Executive Committee*  
Dale Jaeger, FASLA - *Past Chair, COF Jury*  
Curt Millay, ASLA - *COF Staff Liaison*  
Kelli Bland - *COF Staff Liaison*

January 21, 2015

- Introductions and Eligibility
- Choosing a category
- Using the template
  - Narrative*
  - Testimonials*
  - Awards/Recognition*
  - Images*
- Deadlines and Submitting to ASLA



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# eligibility and process

The designation of Fellow is conferred on individuals in recognition of exceptional accomplishments over a sustained period of time.

Individuals considered for this distinction must be full members of ASLA in good standing for at least ten years and must be recommended to the Council of Fellows by the Executive Committee of their local chapter, the Executive Committee of the ASLA, or the Executive Committee of the Council of Fellows.



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# choosing a category

**KNOWLEDGE**

**LEADERSHIP/MANAGEMENT**

**SERVICE**

**WORKS**

An individual may be nominated in up to two categories, but two separate nominations must be submitted, one for each category.

A nominee may opt to be considered in a different category during jury review, check box on form.



## WORKS

### LEADERSHIP/MANAGEMENT

### SERVICE

### KNOWLEDGE

- Specific influence of the nominee's accomplishments on the profession and on the public's knowledge base of landscape architecture.
- Personal role in advancing education and the profession
- Creation of significant new knowledge that advances landscape architecture or the communication of knowledge to others with exceptional effect.

Creation of new knowledge may be in the form of:

- research or scholarly inquiry that has been recognized by peers as worthy of publication.
- teaching or mentoring\* in either the university or the workplace that has been recognized as outstanding by students, graduates and peers.
- published works or other media (film, software, CDs, etc.) that conveyed important ideas about landscape architecture with appropriate critical acclaim.

This category is not specifically designated for educators, but includes the broader vision of knowledge within the profession.

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# choosing a category



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# choosing a category

WORKS

KNOWLEDGE

SERVICE

**LEADERSHIP/MANAGEMENT**

- Influence and impact of work on profession and contribution to public advancement of the profession
- Personal leadership role and administrative ability demonstrated in project initiation or design, policy formation, or planning.

Should document exemplary leadership, administrative and managerial ability of people, projects, policy, and programs that have had a significant effect on advancing the practice of landscape architecture or a significant effect on public recognition of issues that are significant to the design, planning or management of the land. Leadership abilities may occur in public, private, non-profit, and academic practice settings.



## WORKS

## LEADERSHIP / MANAGEMENT

## KNOWLEDGE

## SERVICE

- Exceptional accomplishments as a volunteer at the local, state, national and/or international levels sustained over an extended period of time that are truly inspiring and serve as an example to others.
- Activities that contribute to the advancement of the profession
- Activities that advance public recognition of the profession

Should document service activities sustained over an extended period of time that have significantly advanced the profession and landscape architecture in the eyes of the public, and serves as an example for other local, regional, national, or international efforts.

Service to ASLA is not enough; explain how the service to ASLA benefited the profession and the public (licensure, public relations, public education, etc.). Emphasize results. Clarify whether paid or *pro bono* service.

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# choosing a category



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# choosing a category

LEADERSHIP/MANAGEMENT

KNOWLEDGE

SERVICE

**WORKS**

Exceptional accomplishments in planning and/or design

- Outstanding quality and significant impact on public and profession

Should document mastery of design in significant completed works of landscape planning or design which has advanced the art, stewardship, and social responsibility of landscape architecture. While planning projects need not be implemented, projects should have received recognition.

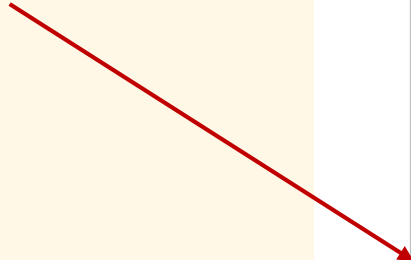
Works may include small or large, public or private, or local, regional, national, or international landscapes; and range from conception represented by plans, or other illustrations, to built works.





# using the template

experience/recognition



List accomplishments in **chronological** order beginning with most recent.

## EDUCATION

Degree (Bachelor of Landscape Architecture/MLA), Institution, Year  
Degree (Bachelor of Landscape Architecture/MLA), Institution, Year  
Certificate, Discipline, Institution, Year

## SELECTED HONORS AND AWARDS

National Awards [Year, Honor/Award, Issuing Organization]  
Regional/Local Awards [Year, Honor/Award, Issuing Organization]

## EXPERIENCE

Year- Present  
Current Position, Current Company  
Year- Year  
Position, Company  
Year- Year  
Position, Company  
Year- Year  
Position, Company  
Year- Year  
Position, Company  
Year- Year  
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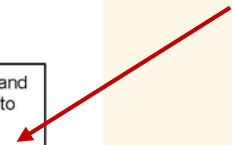
## First name Last name, ASLA

Current Position, Company/School/Organization  
ASLA Council of Fellows Nomination: [CATEGORY]

On behalf of the Executive Committee of the [ ] Chapter /ASLA/ASLA Council of Fellows], it is my privilege to nominate \_\_\_\_\_, ASLA, for your consideration.

**Executive Summary:** Describe how and why the nominee is outstanding and exceptional in their field. Limit 250-300 words. Use the remaining narrative to reinforce the summary.

executive summary



the narrative



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*Insert a testimonial here in "italics" which might be sought from a client, peer, public official, and/or allied professional. It should attest to the nominee's accomplishments as specifically described in the narrative and should not exceed 75 words.*

**Avoid using testimonials from supervisors.** Insert a testimonial here in "italics" which might be sought from a client, peer, public official, and/or allied professional. Insert a testimonial here in "italics" which might be

testimonials



# the narrative

# using the template

## Jim Schuessler, ASLA LEED AP BD+C

Director of Landscape Architecture & Planning Studio | BNIM  
ASLA Council of Fellows Nomination: WORKS

### EDUCATION

Master in Architecture, The University of Kansas, 2002

Bachelor of Landscape Architecture, Kansas State University, 1996

### EXPERIENCE

2002 – present  
Director of Landscape Architecture & Planning Studio, BNIM

2000 – 2002  
Project Manager & Landscape Architect, Jacobs Facilities Inc., Kansas City, Missouri

1999 – 2000  
Designer, DLR Group, Overland Park, Kansas

1996 – 1999  
Designer, Sverdrup Facilities, St. Louis, Missouri

### HONORS AND AWARDS

Stormwater: from Kansas City to the Sea  
2011 Honor Award, Communications, ASLA National Award of Excellence, ASLA Central States (ASLA CS)  
2011 Merit Award, PGASLA  
City of Greensburg Main

On behalf of the Executive Committee of the Prairie Gateway Chapter, it is my privilege to nominate Jim Schuessler, ASLA LEED AP BD+C for your consideration to the ASLA Council of Fellows. Mr. Schuessler has been steadfast in his dedication to the landscape architecture profession, has made significant contributions to the professional practice and has been recognized with numerous national awards. Mr. Schuessler's work has transformed sites and communities throughout the Midwest and beyond in a manner which has inspired other designers to challenge the way they approach projects. His work both thoughtful and transformative, consistently develops new and progressive ways of solving design challenges.

### TRANSFORMING THE INDUSTRY'S APPROACH TO SUSTAINABLE PLANNING

Jim's involvement leading progressive master planning efforts is transforming both communities and the way in which the industry approaches large and small scale planning. Jim utilizes a 3-part approach for creating model communities that encompasses:

**Sustainable Planning:** Thoughtfulness of action is inherent to envisioning a more vibrant, connected, and livable community. In Greensburg, Kansas, Mr. Schuessler's Sustainable Comprehensive Master Plan for the rebuilding of a sustainable community is considered one of the industries first and best models. This growing community is frequently visited by leaders from across the globe as they look to Greensburg for advice and recommendations on how to better design their communities for disaster resiliency.

**Leveraging Natural Assets:** Jim's planning efforts reflect his deep understanding of the value of natural assets as community amenities - providing public open space, improving mobility, naturally managing stormwater, and enhancing the beauty and function of neighborhoods. His work employs natural capital to enhance health, vitality, connectivity, livability, and a broad range of community goals.

**Community Transformation:** Jim's planning efforts incorporate integral and progressive methods of community engagement. With the support of BNIM, Jim and his team have transformed traditional methods of communi-

Structure narrative to address accomplishments for the criteria

Begin with 'how' and 'why' the nominee is outstanding in their area

Follow-up with examples throughout the narrative that argue the point

### tips:

- Focus on nominees best, most significant achievements
- Address the "so what" factor by proving the value of the work
- Be enthusiastic and substantive about the nominee's accomplishments
- Use bullets and sub-headings to break up the narrative for ease of review
- Make it easy for the jury to read and understand!



# the narrative

# using the template

*"Peter has been a strong advocate for introducing scientific theory into the practice of design. He is a dedicated researcher, diligently mining the available data and developing relationships within the network of researchers in fields outside of landscape architecture. Peter seeks to engage arborists, ecologists, soil scientists, and engineers, making presentations at their meetings and pulling their expertise into his own work. His findings are eloquently delivered back to the profession as usable information for the practitioner."*

James Urban, FASLA  
Urban Trees and Soils

## EDUCATION:

Bachelor of Landscape Architecture,  
(Honors) University of Minnesota,  
1985

Architecture Certificate, Nanjing  
University, China, 1982

2 Year Certificate in Amenities  
Horticulture (Full Scholarship),  
National Botanic Gardens, Ireland,  
1980

Certificate in Horticulture, Royal

## L. Peter MacDonagh, ASLA

Director of Science and Design, The Kestrel Design  
Group, Inc.

Adjunct Faculty, University of Minnesota College of  
Design, MLA and MSc Arch

ASLA Council of Fellows Nomination: Knowledge

On behalf of the Executive Committee of the Minnesota  
Chapter ASLA, it is my privilege to nominate L. Peter  
MacDonagh, ASLA, for your consideration.

For more than 27 years L. Peter MacDonagh has been at the forefront of the sustainable landscape architecture movement. He is an internationally recognized authority on low-impact stormwater management, green infrastructure, lake and river restoration, natural area management, green roofs, and soil bio-engineering. The firm he founded in 1990, Kestrel Design Group, has completed more than 150 master plans and built works in 43 states and 9 foreign countries.

The hallmark of Peter's career is his coupling of scientific knowledge and the landscape architecture design process. His empirical understanding of ecology, soils, hydrology, and plants allows him to bring environmental credibility to designs for clients as diverse as public entities, schools, corporations, mining companies, and energy companies. In all his projects, Peter uses knowledge gained through lifelong scientific study of natural landscapes to ensure the resultant master plans, management plans, parks, and campuses reflects the local, native environment and are ecologically sustainable.

In 13 years as adjunct faculty at the University of Minnesota, Peter introduces students to the design of sustainable sites and water

## Annette Wilkus, ASLA

Principal, SiteWorks Landscape Architecture LLC

ASLA Council of Fellows Nomination:

LEADERSHIP & MANAGEMENT

On behalf of the Executive Committee of the NY Chapter ASLA, it is my privilege to nominate Annette Wilkus ASLA, for your consideration.

Annette Wilkus deserves elevation to the Council of Fellows in recognition of her leadership in managing the construction of many of the world's most recognized, beloved and often technically challenging landscape initiatives. Over the last 30 years, Annette has worked side by side with the world's leading landscape architects, architects and engineers as the landscape construction specialist who has brought their designs to life and in so doing, has heightened the public's awareness of these landscapes in particular and the profession at large.

## Leadership in Craftsmanship

Annette's career has evolved from her passion for the technical aspects of landscape architecture to a recognized expert in the construction management and implementation of complex landscapes. The wide knowledge base that she possesses with regard to site related issues includes design, documentation, implementation, construction and life-cycle cost analysis and construction sequencing. Prior to starting her own firm, Annette worked for several prestigious projects both in the Midwest and New York City. Working for the City of Rochester in 1985 Annette was part

*I have had the pleasure to witness Annette's professional development in New York over the last two decades. Annette distinguished herself as a young professional with a passion for construction and supporting designers – always an asset which numerous firms were lacking. I cannot think of a better candidate for Fellowship in Leadership and Management than Annette as her career has been spent in the pursuit of advancing the visibility and intrinsic value of Landscape Architecture.*



# the narrative

# using the template

In Rio, she volunteered to coordinate a workshop for 40 non-design professionals from 10 countries who studied ways of making historic Mount Sugarloaf more accessible and ecologically healthy. The workshop

*St. Edward's University Master Plan and Landscape Projects*, Austin, Texas. 2002 – 2013. Role: Principal in Charge, and designer of all projects through Design Development.

In the 1990's, in Cambridge, MA, Ms. Jones provided *pro bono* planting design and arranged for donations and installation of plants for Chilton House, a hospice for AIDS and other terminally ill patients. Having read a newspaper article that illuminated lo-

Clearly state the specific role(s) of the nominee

Be precise in giving actual attribution for the work.

Be clear on the nominee's role in group or team efforts.

When leading a project, what did the nominee do?

How did the nominee lead?

## tips:

- Use action verbs: Led, Directed, Designed, Managed, Organized, Created, etc.
- Provide evidence of impact. Not enough to serve on a committee—what were the results?
- Clarify, clarify, and clarify.



## the testimonials

*When we started our journey to build on the Iowa Capitol Complex, we were cognizant that our modern model building and landscape would need to meld with the established Capitol grounds. Jim Schuessler's vision and work did exactly that. The natural prairie vegetation thrives via filtering the runoff of not only the site, but an area double the size of our property. The combination of Mr. Schuessler's plant selections with innovative stormwater strategies delivered beauty, neighborhood practicality and sustainability on a modest state budget.*

Judi K. Cooper | Executive Secretary, Iowa Utilities Board

*Jennifer illustrates the power of designers to create a welcoming context for people. She organized and led day-long charrettes for us at Pão de Açúcar in Rio de Janeiro and Kiyomizu-dera Temple in Kyoto as part of international conferences on Universal Design. With her experience and facilitating approach, she brought together a global set of [professionals] along with people with disabilities to explore how to make these major cultural treasures into places for everyone.*

- Valerie Fletcher  
Executive Director  
Institute for Human  
Centered Design  
Boston, MA

**Testimonials should be specific to the nominee's work**

**Should relate to the category criteria and to accomplishments addressed in the narrative**

**Should reflect testimonial writer's experience with nominee—do not use generally-worded recommendations.**

**Diversify testimonial writers - use clients, municipal officials, others that show the nominee's breadth of influence.**

### tips:

- Avoid using supervisors of any kind.
- Do not use too many ASLA officers as testimonial writers. (ASLA officers should use their business affiliation in their references)
- Try to go outside ASLA to show impact of nominee's work.



## awards & recognition

### Multi-variate Study of Storm-water BMPs

2011 Honor Award, Research Category, ASLA National  
2011 Honor Award, PGASLA

### City of Greensburg Sustainable Comprehensive Plan

2009 Honor Award, Analysis and Planning Category, ASLA National

2008 Sustainable Cities Award, Financial Times & Urban Land Institute

2008 Daniel Bumham Award for a Comprehensive Plan, APA National

2010 Honor Award, AIA Central States (AIA CS)

2008 Honor Award, PGASLA

### Noisette Community Plan

2005 Award of Excellence, Analysis and Planning Category, ASLA National  
2005 Honor Award, PGASLA

### AWARD-WINNING PROJECTS

Visual Impact Assessment Process, MnDOT. Honor Award, ASLA-Minnesota, 1994.

TH 33 St. Louis River Bridge, MnDOT. Cloquet, MN. FHWA Excellence in Highway Design, Honorable Mention-Structures, 2002.

TH 57 Zumbro River Bridge, MnDOT. Mantorville, MN. Award of Excellence, Biennial Concrete Bridge Awards, Portland Cement Association, 1998.

Triangle Expressway Aesthetic Design Guidelines, NCTA. Charlotte, NC. Outstanding Planning Award, APA-North Carolina, 2008.

Legacy Parkway and Preserve Context Sensitive Solutions, UDOT, Salt Lake City, UT. FHWA Environmental Excellence Award – Excellence in Ecosystem Habitat and Wildlife, 2007; 10 Best U.S. Highway Projects, *Roads and Bridges*, 2008.

Accelerate I-465 Context Sensitive Solutions Design Guidelines, INDOT. Indianapolis, IN. Award of Excellence, ASLA-

### COMPETITION AND AWARDS JURIES

2012: Jury member: Maryland Chapter, AIA Awards Jury

2008: Jury Member, Colorado Chapter AIA Awards Jury.

2006: Jury Member, AID Housing, International Design Competition, Haeundae, Republic of Korea.

2006: Jury Member, Northern Virginia Chapter AIA Awards.

2001: Jury Member, Atlanta Regional Commission Awards of Excellence,

1998: Jury Member, Indiana Chapter AIA Awards Jury.

1996: Jury Member, Alabama Chapter AIA Awards Jury.

1995: Jury Member, Tennessee Chapter AIA Awards Jury.

1991: Jury Member, Mississippi Vietnam Veteran's Memorial Competition.

Nominations should show evidence of recognition over a sustained period of time

Include national and local awards (ASLA and other relevant, allied organizations) and recognition that support the category of nomination.

Recognition does not have to be awards, can be evidence that nominee is viewed as expert in the field – speaking engagements, invitations to sit on juries, etc.

### tips:

- Provide a sense of time and when specific accomplishments were achieved in relation to the nominee's career.
- Organize all sidebar information in chronological order
- Clarify which awards are national, regional, local



# the images

# using the template



Aquino Image 01  
Zobon Sculpture Garden  
ASLA National Honor Award, 2009

A cantilevered overlook and private rear terraces allow residents and visitors to engage the 'Sky Garden' reflecting pond. The pond system utilizes a combination of vegetation and organic filters to sustain an active koi fish population.

WORKS is only category that requires/allows images

20 images only using PowerPoint template provided on website.

Include nominee's name, image number, title of project and a descriptive caption of no more than 50 words.

Projects included in the PowerPoint should be addressed in the narrative. Do not include a project not in narrative.

## tips:

- Provide succinct caption of why the image is important
- Use professional photography
- Update old photography if possible.
- Photoshopped images should be labeled as such
- Include award information in caption if applicable



# the images

# using the template



Thompson Image 5  
OCT Bay

The master plan was designed to create publicly accessible programmed water front around the re-created lake with excursion boat docking, promenades, fountains and cafes. The man-made beach and green roof theater building can be seen in the background. Shenzhen Bay and the mountains of Hong Kong lie beyond.



Schuessler Images 01 and 02  
Greensburg Implementation Projects - Main Street

Deteriorated Systems - The tornado destroyed 90% of the town. The crisis presented opportunity to create a streetscape focused on pedestrian experience and community interactions.

Renewed Hope - As a result of meticulous, thoughtful design, the national ASLA award-winning streetscape regenerates the community and reintroduce commerce to the town.



Multiple images are allowed are one page, however, each image must be numbered individually and counts toward 20-image limit. 20 images not 20 pages.





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# deadlines & submission

## chapter nominations

Nominations are due to ASLA headquarters by COB Friday, February 27, 2015.

## international members\*

Submissions are due to ASLA headquarters by COB Friday, February 6, 2015. Materials will be reviewed by the COF Executive Committee for possible nomination to the Council. If nominated, the submission will be included with chapter nominations during jury review.

\*Domestic members who are not affiliated with a chapter may also submit to COF Executive Committee by this deadline (this includes individuals who move a lot or live/work in multiple states and may fall under radar of a chapter).

## submission

Submit documents electronically via Dropbox. Create separate files for nomination form (signed by chapter president only), nomination statement (five-pager), and PowerPoint, if applicable.

If using Publisher or InDesign, please submit PDF files.

Jury convenes May 7-8, 2015.



## Questions?

*Contact:* Curt Millay, Corporate Secretary  
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