



NICKLAUS

PETER S. RUMMELL
CHIEF EXECUTIVE OFFICER

January 27, 2009

To Whom it May Concern:

I am writing this letter in support of Joe Brown of EDAW and his nomination for the American Society of Landscape Architects medal.

I have known Joe for at least 15 years in my capacities as Chairman of Walt Disney Imagineering and Chairman and CEO of The St Joe Company.

In each case, Joe has been instrumental in our planning efforts and has been the project leader for various efforts.

He was everything we had hoped for and more.

He leads a unique organization of talented individuals who perform well together, but I have been doing this long enough - 38 years - to know that organizations don't happen by accident. They are the result of leadership and Joe is the unquestioned leader and creator of this culture of effectiveness that is now so well known and respected.

In addition to a superb mind - a good starting point but never enough - he has the organizational sense that it takes to make it all work.

And in addition to all that, he is a great planner and has a wonderful sensibility for style and design - which in the end, is their product.

I hope you give serious consideration to Joe for this high honor. I have not worked with all of his competitors over 38 years, but certainly enough of them to know that Joe is in a class by himself.

Sincerely,

Peter S. Rummell



January 29, 2009

American Society of Landscape Architects
ASLA Medal Selection Committee
636 Eye Street, NW
Washington, DC 20001-3736

To Whom It May Concern:

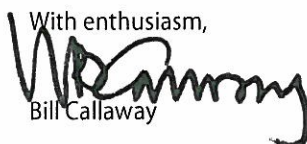
Joe Brown is one of history's greatest landscape architects who has made many enduring contributions to the profession. Most recognized has been his re-imagining of EDAW as a force not only within the profession but among all the design and planning practitioners (including public agencies). He has overseen the training, mentoring and enabling of hundreds of landscape architects many of whom went on to teach or start their own practices. He expanded their scope of thinking by emphasizing interdisciplinary practice and holistic thought processes that included economics, social issues, environmental, engineering among others. He created more leadership roles for more landscape architects than anyone else.

His aggressive ambitions for the profession challenged not only his staff and partners but other practitioners (me included) to think big, be bold and be proud of what they do. By starting the CEO Roundtable (I came along for the ride) in 1999, he brought hundreds of landscape architects to ASLA and increased their participation by re-engaging some of the more potent practitioners along with their people. The Roundtable brought the public sector and academia together as well as ASLA (it should be noted that the then ASLA Executive Director was co-founder). The Roundtable is stronger today than ever.

Professionally Joe is, I think, underrated. His skills as a big idea generator and strategist are as important to a private or public client as the more glamorous role of designer. Trained as an urban designer he realizes that economics and politics are as important to the success of the environment (built or preserved) as the design or master plan. I have personally worked with Joe on large, physically and politically complicated projects (1996 Atlanta Olympics for one) where I was there from the start and saw his leadership (within EDAW, with challenging colleagues (me) and a multi-headed client) not only as a strategist but as a design provocateur.

Joe was among the first (and certainly the most successful) to build an international landscape architectural practice. The internationalization of landscape architecture is surely one of the major advances of the profession in its second hundred years. I admire the rebuilding of central Liverpool which is again a case of not only conceiving an overall strategy but of assembling the right people to make it world class.

I'm sure I have missed major accomplishments of Joe's because he has been tireless in pursuing excellence not only for himself and EDAW but for the entire profession.

With enthusiasm,

Bill Callaway

René Bihan
William Callaway
James Lee
Ross Nadeau
Corazon Unana
Gerdo P Aquino
Kinder Baumgardner
David Berkson
David Bickel
Scott Cooper
John E Cutler
Marco Esposito
Tom Fox
Cinda Gilliland
Loreen Hjort
Ying-Yu Hung
Roy Imamura
Robert Jacob
Richard Law
Hui-Li Lee
Ken Lee
John S Loomis
James Maloney
Charles S McDaniel
Sean O'Malley
Timothy Peterson
Lawrence Reed
R Joseph Runco
Kevin Shanley
Elizabeth Shreeve
Wendy Simon
Monica Simpson
Scott Slaney
David P Thompson
John L Wong

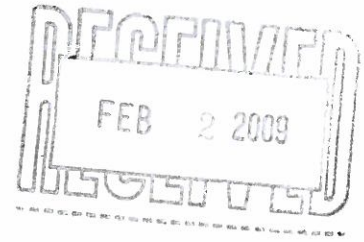
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January 27, 2009

ASLA Medal Nominations
c/o Carolyn Mitchell
636 Eye Street, NW
Washington, D.C. 20001-3736



Dear Colleagues:

With considerable enthusiasm, I am honored to endorse the candidacy of Joseph Brown for the 2009 ASLA Medal. He leads EDAW Inc., the largest landscape architecture firm in the world. For many years, EDAW has produced consistently outstanding work. The size and the quality of EDAW is a direct result of Joe Brown's leadership and commitment to design excellence.

In addition to his role as EDAW's Chief Executive Officer (CEO), Joe Brown plays a direct role in many award-winning projects around the world. As he has advanced landscape architecture practice globally, Joe Brown has contributed much to education. For example, he engaged EDAW's Summer Student Program in Suzhou, China, in 1996. This program not only influenced the renewal of historic Suzhou but also jumpstarted landscape architecture education in China. Mr. Brown and EDAW published a thoughtful, reflective book documenting the Suzhou experience, which has had a lasting influence.

Joe Brown's leadership extends beyond EDAW. Among the many contributions to ASLA, he co-founded the CEO Roundtable. In this capacity, he advocated the creation of new academic programs in landscape architecture and new scholarships through the Landscape Architecture Foundation. He has served the Urban Land Institute in various significant roles and, in doing so, advanced landscape architecture within this influential, cross-disciplinary organization.

Few in Joe Brown's generation of landscape architects can match his achievements as a designer and a planner. He is without peer when it comes to leadership. His contributions will have a sustained impact on the public welfare. He is a passionate spokesperson for landscape architecture. As a result, Joe Brown has my highest possible endorsement for the 2009 ASLA Medal.

Sincerely,

Frederick R. Steiner
Dean
Henry M. Rockwell Chair in Architecture

FS:asa



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Gary Hack
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Dean Emeritus
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February 5, 2009

ASLA Medal Nominations Committee
c/o Carolyn Mitchell
636 Eye Street, NW
Washington, DC 20001-3736

Dear Members of the Committee:

Joe Brown is a calm but determined revolutionary in the field of landscape architecture and planning. He deserves the ASLA's highest honor.

Joe's aspiration has been to make landscape architects the leaders of design teams, drawing upon their ability to envision the full scope of change over the long future. He has believed that landscape architects are the natural orchestrators of the largest and most complex settlement projects. In that sense he follows in the line of Burnham and Olmsted and Church and Sasaki, all of whom gained their energy from the size and complexity of projects.

By leading EDAW to become the preeminent landscape planning and design organization in the world, and more recently leading the creative efforts of the multi-disciplinary design firm AECOM, he has elevated the stature of what landscape architects bring to the table. Who could have imagined a landscape architecture firm of 1500 professionals working on all continents? Of course, he has not done this alone, but by working with and mentoring a cadre of outstanding colleagues. That is precisely the point: large and important projects are never the work of the lone creative mind, but require the skills of management, entrepreneurship and risk taking on behalf of others. Joe handles these with verve, good humor and abiding loyalty to his clients and colleagues.

I could speak of the many projects that Joe has led, and the design quality they demonstrate, or about his dedicated public service working with organizations such as ULI to improve the built and natural world. These would only add to the compelling case for the profession to honor him.

Awarding the ASLA Medal to Joe Brown would honor the profession as well as him.

Sincerely,

Gary Hack

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ASLA Medal Nominations
c/o Carolyn Mitchell
636 Eye Street, NW
Washington, DC 20001-3736

PERSONAL AND UNOFFICIAL

Re: the Nomination of Joe Brown for the ASLA Medal

To Whom It May Concern:

I am writing in support of the nomination of Joe Brown for the ASLA Medal.

As President of the American Academy in Rome, a not-for-profit organization that annually confers the Rome Prize on 30 Americans chosen from a pool of applicants that includes scholars in the humanities as well as architects, landscape architects, historic preservationists and conservationists, writers, composers of music, and visual artists, I had long known about Joe Brown before I met him. Once we did meet, we became good friends as I have on several occasions served on juries, committees and a board with him, and have enjoyed every minute.

Known for his professionalism and leadership, he is highly respected by his immediate peers and also by those on the fringes of his world who simply see him as an effective person. In my experience, there are a handful of people one meets who both radiate and inspire confidence, and Joe is one of them.

In the years that Joe has been president and now CEO of EDAW, a sequence that began at a relatively young age, the firm has seen extraordinary growth, tremendous recognition, and great success. Joe has long been the visionary, the strategic thinker, the spokesman, and the public face of EDAW and in those capacities, he has been brilliant. He has done a great deal for the global expansion of the firm and has encouraged the incorporation and appreciation of collaboration among the design disciplines, and the individuals and teams that make up the EDAW workforce. This is a trademark for EDAW, and a difficult task for an enterprise that is spread so far and wide. He has travelled constantly and accomplished great things.

But aside from these initiatives, Joe has never forgotten his roots, and he exemplifies the profession of landscape architecture, having directed many of the firm's best known projects including the redevelopment of Denver's Stapleton Airport site; the Florida Lands Strategic Plan; the Monumental Core Plan in Washington, DC; Parc Diagonal Mar in Barcelona, Spain; and the Roppongi Neighborhood in Tokyo, Japan.

Joe has already had great recognition from the field and his peers. He is a Fellow of the American Society of Landscape Architects. He holds a BA in Architecture from Catholic University and an MLA in Urban Design from Harvard University Graduate School of Design. Additionally, Joe is involved with the Urban Land Institute (ULI), and is a member of the ULI's executive committee and Vice Chairman of its Board of Trustees; Chair of the Gerald Hines Urban Design Competition; and jury chair of the J.C. Nichols Prize for Visionary Leadership in Urban Development.

Joe has done great things for his profession, for his firm, and for the world. He has taught others what it means to lead, teach, and design, and he has done this with immense good cheer, intelligence, originality, patience, and determination. I cannot imagine a better candidate for the ASLA Medal. Joe would be a credit to the Medal, and the Medal would bring much deserved recognition to a worthy man. I recommend him with the greatest possible enthusiasm. Thank you.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Adele Chatfield-Taylor". The signature is fluid and cursive, with a large initial "A" and "C".

Adele chatfield-Taylor, FAAR'84
President and CEO

8 February 2009