



ASLA NEW YORK

AMERICAN SOCIETY OF
LANDSCAPE ARCHITECTS
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Honorary ASLA Nominations
c/o Honors and Awards
636 Eye Street, NW
Washington, DC 20001-3736

RE: Honorary ASLA Membership Nomination: Matt Alcide

Dear ASLA Executive Committee and Board of Trustees,

The ASLA-NY Chapter is thrilled to submit this ASLA Honorary Membership nomination for Matt Alcide, Partner of Div32, Professional Advisor for LaBash, Editor and former owner of Land8. Matt has amplified and supported landscape architecture for well over a decade through his work with The Landscape Architecture Foundation, Land8 and support of LaBash. He has elevated the engagement of students and emerging professionals, an important and long-term goal of ASLA's strategic plan. Matt is an avid supporter of the landscape architecture profession and his selfless contributions to our members make him an excellent candidate for Honorary Membership.

Background

A native of Long Island, Matt is a graduate of James Madison University and holds a degree in Political Science and History. With a business development background, he has worked for various organizations and nonprofits, including the Landscape Architecture Foundation, the Alice Ferguson Foundation and Inscape Publico where he has enhanced business operations and utilized his creative approaches to raise revenue. Matt's experience also includes being a sales representative for Anova Site Furnishings and now his own firm, Division 32 serving the design world with select landscape architecture products and custom design. He is a former managing partner and current editor of Land8, a popular online resource for landscape architects, and a professional advisor to LABash, a landscape architecture conference for students, by students. Matt has a long history of volunteering and is actively engaged in multiple ASLA chapters and was recognized by the Potomac Chapter for exceptional service.

Landscape Architecture Foundation

In 2011, Matt was hired by the Landscape Architecture Foundation as Development Director to utilize his skills in their efforts to promote their 50th anniversary and New Landscape Declaration initiative. In 2013 the Landscape Architecture Foundation launched the 100 Firm Campaign – a campaign to increase the number of firms participating in the work of the Foundation through their financial support and thought leadership. Matt was instrumental in the campaigns success, encouraging a collaborative effort to pool resources to provide critical market development services at a scale greater than what can be done by individual firms alone. This includes supporting the next generation of landscape architects, developing the market for sustainable landscape solutions, investing in research, and creating resources to advance the profession.

On June 10-11, 2016, with Matt's help in planning, over 700 landscape architects with a shared concern for the future were assembled by the Landscape Architecture Foundation (LAF) at the University of Pennsylvania in Philadelphia. Inspired by LAF's 1966 Declaration of Concern, LAF crafted a new vision for landscape architecture for the 21st century. The impact of this call to action has inspired so many landscape architects and designers to step up their game, to create places that serve the higher purpose of social and ecological justice for all people and all species, create places that nourish our deepest needs for communion with the natural world and with one another and to serve the health and well-being of all communities.



ASLA NEW YORK

Land8

Matt's business acumen and love of landscape architecture became exactly what was needed to catapult the top resource for students and emerging professionals. Land8 was founded in 2008 by emerging professionals of ASLA as Land8 Lounge, the social network for landscape architects, and it has grown to become one of the top five resources for landscape architects online. In 2015, Matt became managing partner and owner, transforming the platform to be more engaging with far more content to reach a wide audience. Matt provided the dedicated editorial support to Land8 which enabled the platform to grow. He elevated the platform with updated, timely news and stories, videos and fresh content that appeals not just to emerging professionals but also mid and senior level professionals. Under Matt's leadership, the platform grew to include Land8 Social Media Awards and Land8x8 Lightning Talks - 8 speakers give 8minute ground-breaking presentations to provoke the next practices in Landscape Architecture. Landscape architects use Land8 as a resource to read articles, ask questions to the community of users, find jobs, research, view design inspiration, network, and access resources. Land8 empowers emerging professionals to add content, write stories and engage with each other. Land8 builds awareness of the profession and provides education and a space for landscape architects to connect.

In 2021, Matt entered a strategic partnership with the American Society of Landscape Architects to share resources, collaborate, and grow our mutual reach within the profession of landscape architecture and beyond. Matt continues to be the editor of Land8 to oversee the news, unique perspectives, and community provided to readers.

LABash

Since 1970, LABash Conference is a student-led conference for landscape architecture. Held in North America by a different landscape architecture program each year, the conference brings hundreds of students and professionals together to learn, network, and help shape the future of the profession. In 2019 under Matt's leadership, Land8 began advising and providing administrative support to the LABash Conference, which provided the administrative support to allow the conference to thrive. Most importantly through Land8, Matt was instrumental in saving the LABash Conference by creating a back-end administration which lightened the load on students and took any risk away from the university, solving the problem of universities being too nervous to take it on. This support enables a high level of student engagement and a platform for bolstering a sense of belonging that students need as they begin their careers.

Conclusion

Matt Alcide has spent the better part of his career supporting and lifting up the profession of landscape architecture. Through his extensive work to bring students and emerging professionals into the center of our circle and business sense that allows ASLA members to shine at all levels of experience, Matt has done more for ASLA and our profession than we would ever expect someone outside of our profession. Because of his dedication and service to landscape architecture, Matt is most deserving of becoming an Honorary Member.

Sincerely,

Anchalee Phaosawasdi, ASLA
ASLA-NY President



Nominee Contact:

Matt Alcide, Affiliate ASLA
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LANDSCAPE ARCHITECTURE FOUNDATION

Honorary Membership Nominations
% Honors and Awards
636 Eye Street, NW
Washington, DC 20001-3736

Dear ASLA Executive Committee and Board of Trustees,

RE: Honorary Membership Nomination for Matt Alcide

I am delighted to write this letter of support for the nomination of Matt Alcide for ASLA Honorary Membership. Matt joined LAF as LAF Development Manager right out of college with his political science degree and has been an unwavering support and relational leader for the profession of landscape architecture at a national significance ever since!

In his four-year tenure at LAF, he strengthened LAF's development operations and doubled fundraising revenues through creative programming and relationship building. He developed and successfully led LAF's 100 Firm Campaign, growing participation of landscape architecture firms to join the LAF Leadership Circle and increase LAF's capacity to award student scholarships and fund research. He strengthened relationships between industry and leaders in landscape architecture by enhancing and growing the LAF Sponsor Program. We are forever grateful for his board nomination of Daniel Martin to join the LAF Board of Directors, which provided valuable insight, service and capacity to LAF.

Matt's entrepreneurial focus led him to support other landscape architecture community building opportunities on the side, particularly with emerging professionals, by supporting and adding capacity to Land8.

Matt has never looked back from his political science degree. He is committed to the profession and has worked and volunteered in notable positions with LAF, Land8, LABash and the industry to support the next generation and increase the influence and impact of the landscape architecture profession. He is a landscape architect at heart.

Matt has a good sense of humor and is always kind, outgoing, professional, and generous with his time and network. I very much appreciate your kind consideration of Matt's nomination for ASLA Honorary Membership to recognize his exceptional service and leadership to the profession.

Sincerely,

Barbara Deutsch, FASLA
CEO

Honorary Membership Nomination

Nominee: Matt Alcide

Dear ASLA Executive Committee and Board of Trustees,

I have been fortunate to witness Matt Alcide's contributions to the landscape architecture community for over a dozen years. I first came to appreciate his contagious enthusiasm for the impact of our profession in his role as a finance and fundraising leader at the Landscape Architecture Foundation when I joined the LAF board in 2011. Matt came from a business background and provided important guidance to the organization as it launched initiatives around landscape performance and empowering students.

His passion for landscape architecture grew through this exposure to leading landscape architects and especially their impact on the next generation of landscape architects. We had deep conversations back then about what would move the needle in terms of really empowering landscape students and emerging professionals, in particular. As he surveyed the field of organizations and media impacting the profession, he zeroed in on Land8 as an especially important vehicle for raising up the voices of these future landscape leaders. He went on to become chief editor and then grow Land8 into the most significant social media network for landscape architects.

Matt's priority with the programming and resources of Land8 was always filtered through this attention to capacity building in the next generation of leaders. Whenever he would call and ask for speaker and author suggestions for Land8 events and content, he would always ask, "Who are the up-and-coming design leaders? I want to give them a platform!" This curiosity and generosity also translated into robust support for LABash and the famously best party at each year's ASLA National Conference. He has been a constant presence at industry events, introducing and connecting established leaders from his network with future leaders from the ranks of students and emerging professionals whose work he champions.

Not surprisingly, Matt's entrepreneurial energies found even more ways to contribute to the landscape architecture profession with the establishment of Division 32 in 2021, to represent and grow the visibility of innovative landscape products. Over these 13 years, I've been impressed by Matt's dedication to our profession and his knack for identifying areas for growth where he can help leverage and catalyze our passion into greater impact on the built environment.

Sincerely,



Nathaniel S. Cormier, ASLA, PLA
Managing Studio Director, Landscape Architecture
RIOS

Statement of Support for Matt Alcide's Honorary ASLA Nomination

It is my honor to write a letter in support of Matt Alcide's nomination as an Honorary member to ASLA. I had the privilege of working with Matt as co-director of the 2022 LABash and as an editor for Land 8 blog posts. Matt has proven to be an ally for networking in the profession, lifting emerging professionals as the future leaders and creating events that allow for connection amongst diverse groups of professionals, particularly following the social pause brought by Covid-19.

Because landscape architects are trained to be generalists, we constantly gather information from other professions to strengthen the leadership of our own. The success of programs such as Labash, the Land 8x8 series and Land 8 can largely be accredited to Matt filling a need that his background in business development was able to solve. Similar to our training, Matt is a problem solver. With the goal of public gatherings in mind, Matt knows the power physical spaces can provide for social interactions.

The spaces and events Matt creates allow for various cultures and voices to be uplifted and discussed. Attending Labash as a freshman in 2019, I had so many questions about the potential and reach of our profession. By attending events at the UGA conference, I was introduced to water color workshops, design charettes, friendships, and lectures from extraordinary leaders like Kona Gray. I have not stopped dreaming of landscape architecture since attending and know that many students would agree.

Following that experience, I knew that I wanted to be involved in a meaningful way. Starting a year in advance of every conference, Matt has been dedicated to work closely with student leaders to uplift ideas that are important to the next generation of designers. From topics on environmental justice to wellbeing in the profession, Matt has provided the business backbone to help voice the ideas of students and connect them with the larger profession.

Students and professionals have greatly benefitted by the programming created through Land8, Labash and the value that Matt has brought to growing the emerging professional membership. Matt is so well deserving through his work with LAF, Land8, LABash, and many of our industry partners. I thank him for my wonderful introduction into the profession through Labash and continued support. He is a valued member of the Landscape Architecture community.

Sincerely,
Madeline Kirschner



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RE: Honorary ASLA Membership Nomination: Matt Alcide

Dear ASLA Executive Committee and Board of Trustees,

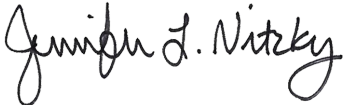
I am excited to write this letter in support of Matt Alcide for your consideration for Honorary ASLA Membership. I have know Matt for nearly a decade and long admired his passion for landscape architecture and making thoughtful connections. Through his work building up the Land8 platform to deepen emerging professional member engagement, amplify their voices and bringing emerging and seasoned professionals together in ways that put everyone on the same playing field, Matt has elevated landscape architecture and created a more welcoming environment. This is especially evident in the fact that the Land8 Happy Hour at the National Conference not only attracts professionals of ALL levels of experience, but even prompted the CEO of ASLA to get on stage and celebrate with attendees!

Matt has tirelessly dedicated his career to empowering so many emerging leaders through Land8, providing the resources and support they need to thrive and a place to collaborate. The Land8x8 Lightning Talks is another great example of Matt's creative genius to provide a stage for emerging leaders to present their ideas for the future of the profession - some speaking to a crowd of peers for the first time. The development of the Land8 Social Media Awards is another brilliant creation that allows anybody the opportunity to be recognized. This contest has no medal, no trophy, no certificate or monetary prize - just the sheer notoriety and joy that peers think your social media content is engaging and "cool". The real reward in this contest is that it greatly bolsters awareness of our profession with impressive reach.

As a professional advisor to LABash, Matt enables the student-led conference to remain just that, with the support, experience and assistance necessary to plan and execute an engaging conference and a place where students feel welcomed to connect, learn and grow. Matt completely understands the importance of the next generation of landscape architects and is determined to offer them the building blocks they need to launch their careers.

I already consider Matt to be an honorary landscape architect so I encourage you to welcome Matt officially into our fold by making him an honorary ASLA member.

Sincerely,



Jennifer L. Nitzky, PLA, FASLA, ISA
Design Principal
Studio HIP Landscape Architecture PLLC
studiohip.nyc
jnitzky@gmail.com
c: 312-371-8990

Greetings, ASLA Executive Committee and Board of Trustees.

I trust this letter finds you well. I am pleased, and humbled, to offer a letter of endorsement for Matthew Alcide in your consideration of him for Honorary Membership within the American Society of Landscape Architects (ASLA).

I have known Matthew personally and professionally for over 11 years, due entirely to his involvement in developing, supporting and promoting our practice of landscape architecture.

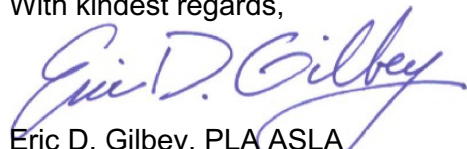
During Matthew's tenure as a development manager for the Landscape Architecture Foundation (LAF), he sought to bring needed funds to support the foundation's goals to grow the industry through scholarship and enrich the practice of landscape architecture through research and investigation. His work was crucial at that time, as the LAF was preparing to bring together landscape architecture leaders and benefactors with global reach for the New Landscape Declaration. With his diligence and passion, the foundation was not only able to conduct the declaration event, but also continue to fulfill its mission by providing funds for landscape architecture students and conducting essential research to inform practitioners on best practices in sustainable and better performing landscapes.

Matthew and I have similar beliefs when it comes to serving others, and when he began a new career path as a business territory development manager for Anova furnishings, he immediately sought ways to support ASLA through local chapter service. Matthew worked alongside many chapter officers in the Potomac and Maryland ASLA Chapters by voluntary service as affiliate member at large. In addition to this leadership and service, Matthew also sought to provide monetary support to chapter and academic social events, making it possible for members and future practitioners to make meaningful and lifelong connections.

It was through many of the above-mentioned student events which drew Matthew's interest in supporting the LA Bash conference and investing in the globally relevant social media network known as Land8. Matthew's editorial influence in the dissemination of thought leadership, and the support of Land8-sponsored events like the Land8 Happy Hour, held in concurrence with ASLA's Annual Conference of Landscape Architecture, have encouraged emerging professionals and seasoned professionals alike to establish themselves in a global professional community.

Though the ASLA has taken on the Land8 media effort, Matthew's involvement with Land8, and his support of the industry, has not waned, and it is because of this ongoing interest and passion to grow our profession and community that I whole-heartedly endorse his nomination for Honorary Membership within ASLA, and I trust that you will too.

With kindest regards,

A handwritten signature in blue ink that reads "Eric D. Gilbey". The signature is fluid and cursive, with a long horizontal stroke at the end.

Eric D. Gilbey, PLA ASLA
Product Marketing Manager – Landscape
Vectorworks, Inc.
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Columbia, MD 21046