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March 23, 2016

Honorary Member Nominations
c/o Carolyn Mitchell
636 Eye Street, NW
Washington DC 2001-3736

Dear Ms. Mitchell,

I am honored and proud to nominate John Spain for Honorary Membership in the American Society of Landscape Architecture. John is the Executive Vice President of the Baton Rouge Area Foundation. The Foundation is a non-profit community foundation with assets of close to \$600 million dollars. The Foundation provides charitable gifts to organizations and is involved in civic projects in the areas of health care, urban renewal projects, education, and the arts. In his role as Executive Vice President he oversees all of the Foundation's community projects.

Prior to moving to the Foundation, John was the Managing Director of The Powell Group, a private holding company with thirteen diverse subsidiary companies. These included seven radio stations located in three different states, commercial timber, rice milling, real-estate development including home construction, subdivision development, and condominium construction along the Gulf coast. Other companies included a statewide network of travel agencies, commercial rice farming and the design and construction of biomass electrical power generating systems in the United States, South America and Asia.

John started his professional career in the field of broadcasting and worked at WBRZ-TV, the ABC affiliate in Baton Rouge for 23 years. He served in various capacities including investigative reporter, News Director and Station Manager. Under his leadership the station's news operations received every major broadcast journalism award including three George F. Peabody awards.

John's work at the Foundation has a long history in designing and creating public spaces for the benefit of the community. John began his career at the Foundation working on a project to restore outdoor art. Dirt had accumulated on community art in Baton Rouge in a way that made it less

appreciated. John fundraised more than \$100,000 to restore several public art pieces in our community. In particular, Bertal Thorvalden's delicate *Hebe* statue required more than cleaning. With a \$40,000 recasting in higher-quality bronze, the Greek goddess sculpture now appears as it did when it was created in 1914 thanks to John's leadership.

Following hurricanes Katrina and Rita, John led a group of stakeholders to the Netherlands to learn about living with water. After this trip, the Foundation created the Water Institute of the Gulf to study water-related issues as an independent non-profit and John began planning for a Water Campus to collocate scientists, researchers, policy makers, and other key stakeholders in conversations about water preservation and restoring our coast. John was instrumental in the early planning and design of this project which will result in a more than 30-acre campus with mixed-use facilities, biking and walking paths, and even new infrastructure for electric vehicles.

After the City-Parish of East Baton Rouge updated its comprehensive master plan to create FuturEBR, they created a FuturEBR Implementation Team (FIT) responsible for implementation. John Spain served as the Foundation's representative to that committee and was tasked to develop specific plans for the Health District, among other projects. Under John Spain's leadership, the Foundation created a master plan for the Health District which looked at a congested area of Baton Rouge where medical facilities have collocated. The final plan calls for the medical facilities to partner on a number of tasks, including building a better street network complete with bike and pedestrian facilities, appropriate lighting, and well-designed streetscapes. The Health District will contain numerous open green spaces and public parks connected by trails along riparian corridors.

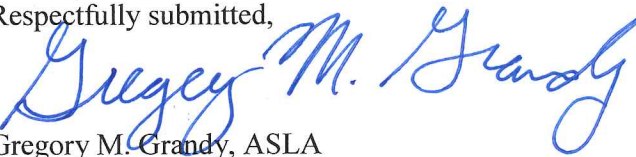
John Spain has led the planning effort surrounding the Baton Rouge Lakes. This six-lake system is situated in the middle of urban Baton Rouge next to the flagship university for the state, Louisiana State University. Originally cypress swamps, the lakes were created following timbering and damming in the late 1920s and early 1930s. However, the lakes were never designed for the influx of people who flock to them daily for exercise and nature viewing. Almost immediately following their construction, fish kills became frequent and they began silting in from run-off from surrounding neighborhoods. Today, they are an average of 2.5 feet deep - a far cry from a healthy water system -, over 100 storm drains empty into them, and a major interstate system crosses them with all of the run-off from cars draining into the lakes. In creating a master plan, John sought to not only create a healthy water body, but to also enable pedestrians, bicyclists, birders, and other frequent lake visitors the opportunity to safely travel around the lakes on bicycle and multi-use paths. The master plan has been completed and now John is working to convert this master plan to construction documents while searching for funding to see the project to completion.

John serves on numerous boards in the Baton Rouge community and believes in the ability of these organizations to accomplish significant good for Baton Rouge. One such organization is

the Center for Planning Excellence (CPEX), a non-profit that works to help Louisiana communities realize their vision for a better quality of life. CPEX coordinates urban, rural, and regional planning efforts in Louisiana. They provide best-practice planning models, innovative policy ideas, and technical assistance to individual communities that wish to create and enact master plans dealing with transportation and infrastructure needs, environmental issues, and quality design for the built environment. John believes in the mission of CPEX and has worked diligently to help them implement numerous projects across the state of Louisiana.

John Spain has been a true gift to his community in tackling projects that many would never begin. His leadership, drive, and creative problem-solving have made every project he has touched better. Baton Rouge would be a different place today if not for his dedication to this community in ensuring the community not always settle for mediocre, but instead dare to be excellent. I wholeheartedly put for this nomination on behalf of the Louisiana Chapter of the American Society of Landscape Architects.

Respectfully submitted,



Gregory M. Grandy, ASLA
President, Louisiana Chapter ASLA

March 22, 2016



Honorary Membership Nomination
ASLA
636 Eye Street, NW
Washington, DC 20001-3736

RE: John M. Spain

To the Honorary Membership Committee:

It is a great honor to participate in the nomination of John M. Spain as an honorary member of the American Society of Landscape Architects. As a 2011 Fellow, and long-time member of ASLA, I hold our organization in the highest esteem and am privileged to endorse Mr. Spain's nomination for consideration.

In his leadership role at the Baton Rouge Area Foundation as Executive Vice President, John has been supportive of all of our joint efforts to improve the quality of life in downtown Baton Rouge as well as throughout the Parish and the region. Even before he joined the Foundation, John was a huge advocate for the downtown revitalization plan which I led: Plan Baton Rouge. Once he joined the Foundation, he assumed a leadership role in carrying out many of the initiatives of the plan, including advocating for the funding for the landscape plan surrounding the internationally award-winning Shaw Center for the Arts (a George Hargreaves design).

In a very different role, Mr. Spain provided leadership in securing funding for a strategic plan to revive a declining minority neighborhood nestled between downtown and the campus of Louisiana State University. This initiative included streetscape improvements, blight removal, cultural placemaking, and successful application for a TIGER grant to implement a tram connecting LSU with downtown through the neighborhood. He was involved with every step in the master planning process. He sees the value in land use planning and how it impacts the quality of life for all citizens.

In the midst of the neighborhood revitalization process, Hurricanes Katrina and Rita hit Louisiana in 2005. Through the Foundation's leadership, substantial funds were raised to initiate a planning process for the 35 parishes most affected by both hurricanes: Louisiana Speaks Regional Plan. John was a true champion for the Plan, and continues to support and implement Louisiana Speaks in his position at the

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John Spain
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President/CEO, Center for Planning Excellence

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Foundation. Because of the success of this planning effort, the Center for Planning Excellence (CPEX) was awarded the Olmsted Award in 2010!

A few years later, it became evident to the Foundation and CPEX that it was time to update East Baton Rouge Parish's land use and transportation plan. John led the effort to convince the Mayor-President to lead this update of the original plan. One of the key objectives of the updated plan, now called FutureBR, was to provide a small-area plan for the Baton Rouge Health District. This initiative was led by landscape architects and has received unprecedented support from competing healthcare institutions. This can be credited to Mr. Spain's commitment to the effort that will improve the streetscapes, walkability, and connectivity of this district.

Concurrent with the Health District initiative, Mr. Spain was the catalyst to secure funding for a visionary plan to restore and redesign the six lakes around the LSU campus: Destination Lakes. John again was involved with all phases of the design process, and provided leadership when necessary. Destination Lakes just won the highest award from the Louisiana Chapter of ASLA: the President's Award!

Through Mr. Spain's involvement in visionary projects that impact the livability and viability of our parish and region, everyday citizens are seeing improvements in their quality of life. John has been supporting initiatives that work hand-in-glove with all of the principles that landscape architects espouse.

I am so proud to be able to endorse John M. Spain's nomination for Patron of Landscape Architecture.

Very sincerely,



Elizabeth "Boo" Thomas, FASLA
President and CEO

SWA Houston

1245 W 18th Street
Houston, Texas
77008
+1.713.868.1676
www.swagroup.com

March 23, 2016

Honorary Membership Nomination
ASLA
636 Eye Street, NW
Washington, DC 20001-3736

RE: John Spain Honorary ASLA Membership

Honorary Membership Committee:

As a landscape architect and Managing Principal of SWA's Houston office, it is with great pleasure that I recommend John Spain for Honorary ASLA Membership. As Executive Director of the Baton Rouge Area Foundation (BRAAF), John's leadership on quality-of-life issues and dedication to transformative planning initiatives within Baton Rouge and Louisiana areas are unparalleled. His ability to recognize projects of wide ranging impact, fearlessness when taking on challenges, and immense pride and commitment to his home and region make him an ideal candidate for this honor.

While previously known for his guidance of the Baton Rouge Health District, promotion of commuter rail between Baton Rouge and New Orleans, and planning of the Gulf Water Institute, my professional respect and admiration for John grew significantly during our work together on the Baton Rouge Lakes Project. In 2014, SWA Houston was selected to lead the planning work of a complex 275 acre lake restoration in the heart of Baton Rouge with John as the project director. At our firm we are fortunate to work on projects across the globe that transform communities and have significant impacts on the health, safety, and welfare of citizens. During the Baton Rouge Lakes project, we quickly realized there is only one John Spain and his unique vision and fortitude to create meaningful change align well with the ideals of the profession of landscape architecture.

From the start of the Lakes project, John's local, state, national, and global expertise drove the team's ambitions and high expectations. Knowing collaboration and public acceptance would be at the heart of a successful project, he continually pressed for engagement that was wide reaching and thorough, even if it sometimes meant navigating conflicting opinions between stakeholders. By John deftly directing and carefully listening to staff, the design team, and stakeholders, the project gained wide acceptance within the public forum.

Equally important was his ability to engage in broad planning discussions while also ensuring every detail was carefully considered. Whether contemplating excavation techniques, regional ecology, park programming or even pavement details, each aspect was carefully considered with the end goal of creating a world-class project. His commitment to best management practices was also consistent throughout each step of the process and represented at all scales. The result is a project where restored ecology and enhanced social conditions lead to healthy living and a better city for all.

John's leadership was also at the forefront of navigating essential relationships between owners, local and state agencies, and advisory committee members. The willingness of each group to participate in project discourse and offer their resources was an obvious nod to the trust they

swa

had in him and his commitment to the project mission. It also enabled our planning team to research, question, and acquire essential project knowledge with confidence that design solutions would be fully vetted and achieve their ultimate goal of future implementation.

John Spain's leadership is uniquely reshaping Baton Rouge and Louisiana. It is this kind of stewardship that the profession of landscape architecture promotes and that make John a deserving honorary member of our professional organization. I proudly submit this recommendation and thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'K. Baumgardner', followed by a horizontal line.

Kinder Baumgardner
Managing Principal
SWA Group | Houston



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March 22, 2016

Honorary Membership Nomination
ASLA
636 Eye Street, NW
Washington, DC 20001-3736

RE: John Spain

Honorary Membership Committee:

As the Executive Director of the Downtown Development District in Baton Rouge and a long standing member of the American Society of Landscape Architects, it is my pleasure to write in support of the nomination of Mr. John Spain for honorary membership.

I have personally and professionally known John for approximately 30 years. During that time, John has always been an advocate for downtown development in his various roles as a director for our local broadcasting program, leader in the private sector, community volunteer, and Executive Vice President at the Baton Rouge Area Foundation (BRAAF).

While at BRAAF, John Spain was heavily involved with both Plan Baton Rouge I and II, the community driven master plans that outlined the development initiatives that have been spearheaded by our office. One of the major recommendations of Plan Baton Rouge II is the implementation of the 'Central Green,' a series of public greenspaces that unifying the River Center campus, governmental buildings, and cultural attractions in the heart of Downtown Baton Rouge. With the support from John Spain and other community leaders, we have been able to hire over six Landscape Architectural firms to design and implement several public greenspaces that are part of the 'Central Green.'

As a community volunteer and advocate, John has served on numerous boards and committees that have supported downtown and community development. While serving on the Visit Baton Rouge board, John was instrumental in acquiring the legislative support that helped to fund an expansion of the River Center. This project was a crucial component to the future development of the 'Central Green.'

John Spain has also led several initiatives and developments that catalyzed the current, unprecedented development activity downtown. These projects include, but are not limited to the Hilton Hotel renovation, Shaw Center for Performing Arts, IBM, and the Water Campus. He



has led coordination efforts and set mechanisms to support the implementation of these projects, many of which are private-public partnerships that have changed the dynamic of Downtown Baton Rouge. The Water Campus will house the Water Institute of the Gulf, an independent applied research organization focused on developing scientific coast restoration solutions, and the Louisiana Coastal Protection and Restoration Authority's Office. The campus will be the economic and cultural southern anchor of downtown, as well as the location for collaborative studies and efforts of various professional disciplines interested in restoring and maintaining Louisiana's coastal integrity.

Throughout my professional experiences with John Spain, he has always been an advocate for improving the community of Baton Rouge and the State of Louisiana. It is my honor to recommend his honorary membership of ASLA as he has led several initiatives, either as a volunteer or an organizational leader, that have significantly enhanced Louisiana's landscape. Thank you for allowing me the opportunity to write in support of John Spain's honorary membership and for your consideration of the same. Please let me know if I can be of further assistance or answer any additional questions.

Sincerely,

Davis S. Rhorer
Executive Director