

ASLA Honorary Membership Nomination

Nominee: Jo Luck

Nominee's Address: Heifer International, 1 World Avenue

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Nominating Trustee: Judy Byrd Brittenum, FASLA
ASLA Vice President, Communication

Finding a global solution to sustainability on our planet is the most important service that any ASLA honorary member could achieve. Jo Luck, President and CEO of Heifer International, has dedicated herself and her organization to this end for the past fourteen years. Before her tenure with Heifer, Ms. Luck was Executive Director of the Arkansas Department of Parks and Tourism for a decade, the first cabinet appointee of then-Governor Bill Clinton in January 1979. Ms. Luck also served as the first Executive Director of the Arkansas Advocates for Children and Families, an organization modeled after the Children's Defense Fund in Washington. Her vitae lists numerous outstanding awards, but the international respect is shown as a consultant to the United Nations and UNICEF. She sits on the Board of Women Executives in State Government and International Women's Forum and was a representative to the IWF's Conference in Beijing organized by Hillary Rodham Clinton. Luck has degrees from Hendrix College in Arkansas and John F. Kennedy School of Government at Harvard University where she served on their Executive Committee of the Alumni Advisory Board. Three US universities have awarded her honorary doctorates.

Since joining the Heifer organization, Jo Luck initiated Heifer's global program for sustainable development—both physical and cultural. Initiating *Agroecology* as a means to emphasize international environmental protection, Ms. Luck has expanded the sixty year old Heifer organization into one that no longer simply feeds the world's poor. She recognized that a community's ability to support itself depends on its ability to preserve and protect its land, its water and other natural resources as well as its livestock.

To model this responsible global charge, Ms. Luck has provided the Heifer International World Headquarters. Located in Little Rock adjacent to the William Jefferson Clinton Presidential Library, the complex was a brownfield development that has been transformed into a wetland that recycles surface groundwater and used building materials from the original site in its structure. The roof water collection system drains to tower storage and provides the building's water. Employees work in natural light and energy-saving electrical and mechanical systems. The LEED certification has not been received as yet, but the building has been already featured in *Architectural Record*. The

organization has taken a leadership position in the movement to decrease their footprint on the earth.

Seven million families in 125 countries around the world, including the United States, have been affected by Heifer International's effort to end world hunger and to care responsibly for our earth. Every Heifer project today includes an environmental component that helps families raise their animals in harmony with nature and take steps to restore a balanced ecology. Heifer farmers address environmental concerns such as erosion, soil fertility, deforestation, pollution and watershed conditions by planting trees, terracing hillsides, adding compost to their gardens, using bio-gas units for cooking and participating in water watch programs.

Sixteen *agroecology* projects are under way in four of Heifer's five geographical areas. Among them are: the southeast Asia Water Monitoring Project that works with people in six nations to protect water resources; Romania, Poland and Peru projects designed to revitalize native livestock and endangered domestic species; Albania and Nepal forest conservation and reforestation projects; Tanzania establishment of sustainable agriculture networks.

When making his remarks at the Heifer International building dedication ceremony in March of this year, President Bill Clinton recalled the adage that originally gave rise to the organization: "It's better to teach someone to fish than to give them a fish." He added; "but if you teach them to fish, then they have an obligation to pass it on." Moreover, he gave applause to the people who were responsible for taking the Heifer purpose to another generation of conscientiousness. To the architects, landscape architects and contractors seated on the dais he remarked: "Jo Luck has the people who built the building up here as guests today back there. You think about how many buildings you walk in; you never see them. And all these people around the world that you will never physically see, you have to see, because they are going to shape your future. . . . The need is great, but the power to meet it is now equal to the need. It just remains for you to step into the breach."

The Arkansas Chapter of ASLA nominates Jo Luck for her invaluable vision in our state and in our world and for her dedication to a healthy planet and people.