

An aerial photograph of a park landscape. It shows a winding path, a large circular area with a stone wall and a small structure, and various green spaces with trees and grass. The image is used as a background for the report cover.

# 2024: A Year of Impact, **A Future of Possibility**

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS + ASLA FUND ANNUAL REPORT



## ASLA Leadership Visits Pursuing Vision 2030



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# Listening, Learning, Leading

Shaping our future together



## International Outreach

Baku, Azerbaijan  
Dubai, United Arab Emirates  
Gwangju, South Korea  
Istanbul, Türkiye  
Nairobi, Kenya  
Saskatoon, Saskatchewan  
Sharm el-Sheikh, Egypt  
Stockholm, Sweden

## FRONT COVER:

### ASLA 2024 Professional General Design Honor Award

SCAPE / Landscape  
Architecture

Studio Gang

Tom Lee Park: "Come to the  
River" | Memphis, Tennessee,  
United States

Client: Memphis River Parks  
Partnership

Photo by John Donnelly

In 2024, ASLA made a lot of achievements—we also set out to listen. To reach wider, connect more deeply, and ensure that landscape architects are leading the conversations that will shape the future. Across the country, from Dallas to Houston, Austin to Boise, we engaged with architects and landscape architects leading firms navigating technological shifts, educators inspiring the next generation, private developers and small business owners overcoming economic challenges, and public officials and civil engineers working to build healthier communities. These conversations reinforced a simple truth: landscape architects bring a unique, holistic vision to the built and natural environment, and it is our responsibility to lead.

As part of our ongoing Vision 2030 efforts, we explored how design is evolving across disciplines—how artificial intelligence is transforming our work, how accessibility and equity must remain central to our practice, and how ASLA plays a crucial role in strengthening our collective impact. What became clear in every conversation is that collaboration is our greatest strength. By meeting people where they are—listening first, then acting with purpose—we are not only building stronger connections but also shaping a clearer vision for our shared future.

That commitment to leadership defined ASLA's work in 2024. We stood alongside our chapters to protect licensure, tracking more than 170 bills that could have impacted the profession. We celebrated the enactment of the Outdoors for All Act, ensuring funding for parks and recreation spaces in underserved communities. We welcomed more than 6,500 professionals to the ASLA 2024 Conference on Landscape

Architecture in Washington, D.C., bringing together the brightest minds in the field. We launched a groundbreaking series of on-demand courses examining the role of AI in design and education. And we honored 40 members as they were inducted into the Council of Fellows, recognizing their exceptional contributions to the profession.

Now, in 2025, we are turning insights into action. ASLA is expanding resources to help members navigate the changing landscape of practice—ensuring firms of all sizes can adapt to new technologies and evolving business models. We are strengthening our advocacy efforts, deepening partnerships with chapters and allied professionals to protect licensure and position landscape architects as essential partners in building more sustainable, resilient communities. And we aim to empower civic leadership through new training programs designed to prepare landscape architects for public service roles where their expertise can directly shape policy and planning decisions.

Throughout this report, you will see both the impact of our work in 2024 and the foundation we are building for the future. The challenges ahead are significant, but so are the opportunities. Together, we are shaping a profession—and a world—that reflects our values, our expertise, and our vision for a healthier, more sustainable future. I look forward to continuing this work with you.

Sincerely,

Torey Carter-Conneen, Hon. ASLA  
CEO, American Society of Landscape Architects



# Effecting Change Through Advocacy



## ASLA 2024 Professional General Design Honor Award

Future Green Studio  
St. John's Terminal: An Ecology for Technology and Innovation  
New York, New York, United States  
Client: Google, Oxford Properties Group  
Photo courtesy of Google



Licensure Summit attendees touring projects along the Buffalo River.

Photo by Joy Kuebler, FASLA, PLA

## Advancing Licensure

In September, ASLA chapters and state licensing boards across the U.S. and Canada gathered in Buffalo, NY, for the second-ever in-person joint Licensure Summit. Centered on the theme “Empowering Opportunity,” the summit brought together nearly 100 professionals to strengthen licensure standards and empower stakeholders to educate and advocate for the critical role of landscape architecture licensure.

Former U.S. Representative Brian Higgins (D-NY) delivered an inspiring keynote, connecting Buffalo’s revitalization to Frederick Law Olmsted’s transformative vision. “Landscape architects shape our communities in ways that honor history and embrace the future,” Higgins remarked.

Over a day and a half, participants engaged in sessions tackling critical topics, including defending licensure from deregulation, recruiting volunteers, and navigating statutory and regulatory changes.

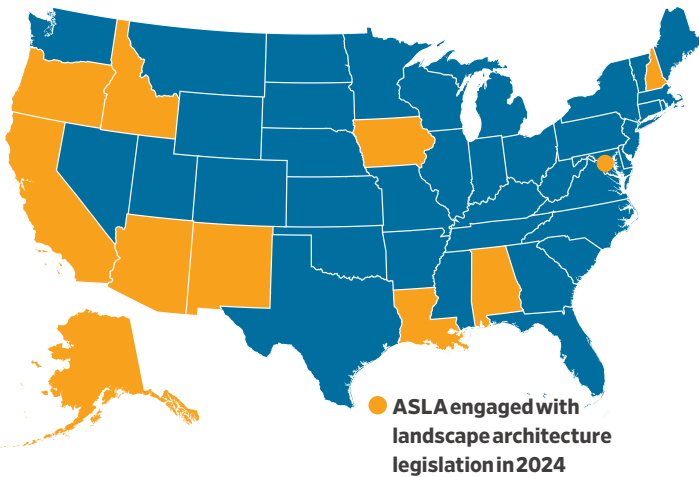
The summit also took advantage of its location to explore Buffalo’s rich environmental legacy. The ASLA New York Upstate Chapter sponsored a guided boat tour of the Buffalo River, highlighting landscape architects’ pivotal role in addressing environmental and social issues that are transforming Buffalo’s waterfront. Funded by local, state, and federal initiatives, projects along the river demonstrate how policy and design can transform urban landscapes.

By the summit’s conclusion, attendees felt empowered with strategies to advance licensure and advocate for the profession. “This summit reinforced that licensure is our profession’s cornerstone,” said Emily Hill, ASLA, PLA. “It protects public health, safety, and welfare while ensuring our work remains credible and impactful.”

**“This summit reinforced that licensure is our profession’s cornerstone.”**

— Emily Hill, ASLA, PLA

## Protecting Our Work



Throughout 2024, ASLA tracked more than 170 occupational licensure bills and supported chapters' efforts to adopt the Uniform Licensure Standard in their states.

The most significant challenge to landscape architecture licensure occurred in Louisiana, with the introduction of a bill that would have deregulated the profession, along with numerous others. Swift and impactful advocacy efforts by the Louisiana Chapter, with support from ASLA National, included submitting a [comment letter](#), initiating a state iAdvocate campaign, and meeting with lawmakers. These activities resulted in the bill undergoing a significant revision and all deregulation provisions being removed.

"Retaining licensure is the number one policy priority for our chapter, and our efforts to defend licensure and improve our advocacy with state policymakers will continue in 2025," said Justin Lemoine, ASLA, PLA, Louisiana ASLA Chapter Trustee.

State legislatures also were busy addressing legislation related to licensing boards. Board consolidation bills or legislation proposing changes to the board were introduced in New Hampshire, Iowa, Alabama, and Idaho. Additionally, continuation of boards was approved in California, Washington, and Arizona, with Alaska and New Mexico also preparing for their upcoming reviews in 2025.

In Washington, D.C., the Potomac Chapter achieved another legislative success for the profession with the passage of the Landscape Architect Service Sales Tax Certification Amendment Act of 2024. This brings us one step closer to removing the sales tax on landscape architects' design services in Washington, D.C.

### CONTINUING OUR WORK

Throughout 2025, ASLA will share calls to action to ensure licensure, funding, and appreciation for landscape architects' work. ASLA members can get involved with advocacy quickly and easily through the iAdvocate platform.

[Register to receive national and local action alerts from iAdvocate](#)



## Marking ASLA Advocacy Day

ASLA hosted its federal Advocacy Day on May 8, 2024, when 81 ASLA members attended 138 meetings with members of Congress and their staff to urge support for two bills that impact the work of landscape architects: the Freedom to Invest in Tomorrow's Workforce Act and the Water Infrastructure Sustainability and Efficiency Act. If passed, the bills will help protect the public's health, safety, and welfare, and increase the use of nature-based solutions for water management projects.



[Use our guide](#) to host site tours with local, state, and federal public officials



## Ensuring Outdoors for All

Last year, ASLA advocates sent thousands of messages to Capitol Hill and met with their legislators to urge support for the Outdoors for All Act, which would provide dedicated funding to create local parks and other outdoor recreation spaces in underserved communities. Parks and outdoor recreation spaces provide numerous health, environmental, and economic benefits, including generating \$218 billion in economic activity and 1.3 million jobs in the United States.

The measure passed Congress in December 2024 as part of the EXPLORE Act, a comprehensive outdoor recreation package. As the leading professionals responsible for planning and designing outdoor parks, landscape architects stand ready to access funding to create park projects that will meet the climate, health, economic, and recreational needs of all communities.



# Investing in Education

## Celebrating PLAs

On April 3, 2024, ASLA observed the inaugural Professional Landscape Architects Day (PLA Day) to celebrate licensed professionals and raise awareness of their essential contributions to public health, safety, and welfare. The social media response was overwhelmingly positive, with over 300 posts using the #PLADay hashtag to share personal stories, express gratitude, and highlight the importance of licensure in public protection and upholding high standards within the industry.

Professional Landscape Architects Day is April 2, 2025. **Use this template and the hashtag #PLADay to spread the word!**



"I pursued licensure to demonstrate I have the skills, education, and experience to solve complex problems. Being licensed establishes you as a trusted and knowledgeable resource."

—  
Lindsey Tabor, ASLA, PLA

"Even years following the designation of licensure, the achievement and professional recognition remain a point of pride in practice."

—  
David A. Rubin,  
Founding Principal, FASLA,  
PLA, FAAR, CPRP

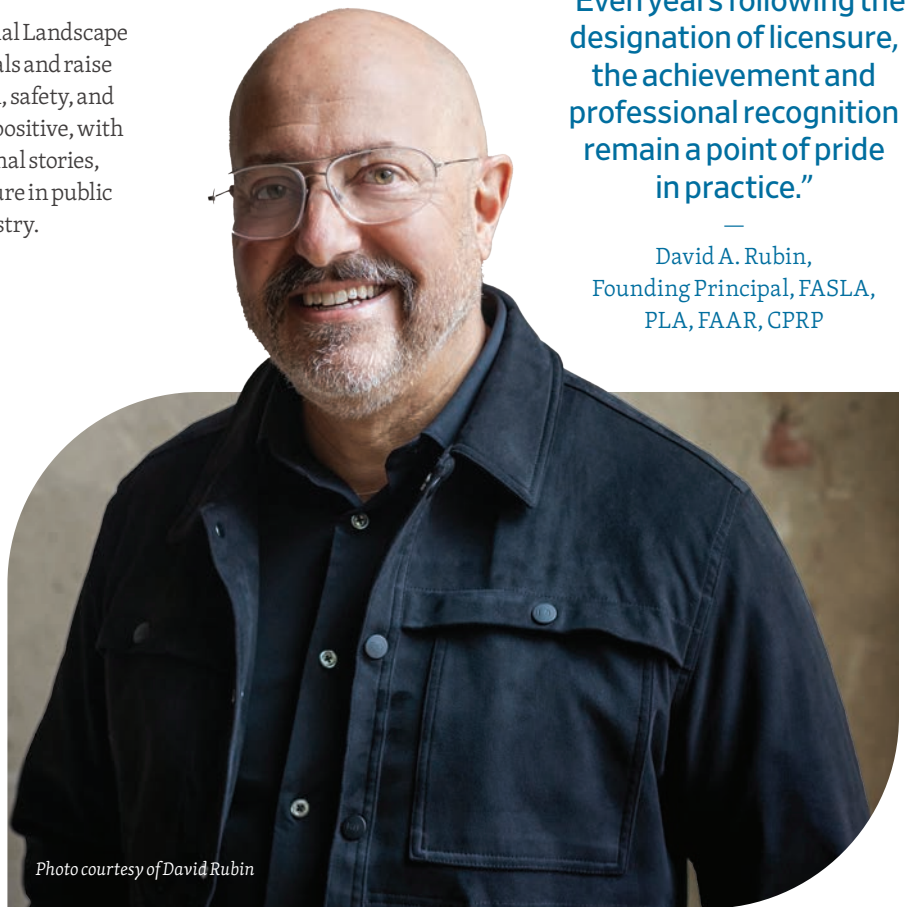


Photo courtesy of David Rubin



## Capturing Girl Power with STEM

Launched during World Landscape Architecture Month in April, ASLA's Introduce a Girl to Landscape Architecture effort, part of our STEM Literacy by Design initiative, teaches elementary school girls about the profession using children's books published by ASLA members.

The effort was designed to inspire readers to grow in their understanding of their communities, the natural environment, and their role as stewards of the land. The growing book collection features poetic and colorful stories about adventurous girls who find their passion, courage, and "Girl Power" in the great outdoors.

To date, more than 20 ASLA chapters have partnered with local elementary schools across the country to deliver story time readings of the books and host design charrettes. National ASLA also hosted a book reading and design activity at a Girl Scouts event and as part of the National Building Museum Building Stories exhibit in Washington, D.C., to an audience of over 2,500 families, educators, and children.



**Learn more about ASLA's STEM Literacy by Design Initiative**

ASLA Booth at LABash  
Photo by Kristopher Pritchard, Hon. ASLA



## LABash 2024: Big Ideas, California Skies!

LABash 2024 drew 440 students and professionals to the University of California, Davis for another successful edition of the conference for landscape architecture students. Forty-nine speakers presented in 20 education sessions, four art workshops, and eight field sessions. The expo hosted representatives from nearly 50 organizations engaging with the future of the profession.

Kimberly Garza, ASLA, PLA, Atlas Lab Inc., and Gena Wirth, ASLA, PLA, SCAPE,

delivered keynote addresses to inspire students with innovative ways to imagine outdoor spaces. The conference concluded at the beautiful Ruhstaller Farm with the traditional passing of the Permaloc Cup to next year's host, the University of Guelph, near Toronto, Canada, site of the original LABash conference in 1970.



**Support the LABash  
Student Conference**

## Equipping Educators

On October 6–8, 2024, eight elementary school educators



joined ASLA members at the ASLA 2024 Conference on Landscape Architecture for DREAM BIG with Design: TEACHER'S EDITION. This three-day professional development event at the ASLA Center in Washington, D.C., introduced educators to the topic of landscape architecture and helped participants find ways to bring it into their classrooms.

The sessions helped participating educators—which included STEM and art teachers, librarians, and administrators—to frame lesson

plans for their schools, specifically on how to use schoolyards to introduce landscape architecture as a career.

DREAM BIG events enable ASLA to inspire the next generation to see the world differently. By equipping educators with hands-on experiences and real-world design applications, the program empowers students to reimagine their schoolyards, their communities, and their role in shaping a better future. It's about sparking wonder, nurturing creativity, and showing young minds that through design, they have the power to make a lasting impact on the world around them.



**Learn more  
about DREAM BIG**



## Preparing for AI

Landscape architects can enhance their practice and business management skills beyond the reach of day-to-day work with the help of a new SKILL | ED series on artificial intelligence (AI). The on-demand courses delve into the transformative role of AI in design and education, addressing opportunities, challenges, and ethical considerations to prepare members for the future. Building on this strong foundation, ASLA will continue to explore and expand AI-driven tools to ensure members remain leaders in a rapidly changing technological landscape.



**Take the course on AI**



## Licensure Advancement Program Welcomes 2024 Cohort

The Licensure Advancement Program welcomed 10 women from groups historically underrepresented in landscape architecture as the 2024–2026 cohort.

Inspired by ASLA's Racial Equity Plan of Action and supported by the ASLA Fund, the program addresses the critical need for racial and gender diversity in the profession. With only 7% of landscape architects identifying as non-white and 30% as women, the program paves the way for change by investing in the future of a more equitable, inclusive profession.

Participants receive support to overcome barriers to licensure, including more than \$3,500 in funding for exam fees, preparation resources, and mentorship from licensed landscape architects. To date, five participants have completed all four sections of the Landscape Architect Registration Examination.

"I want to express my heartfelt gratitude for the incredible support the program provided," said Clementine Jang, ASLA, participant in the 2023 cohort. "The connections in the program and financial resources offered made a significant difference in my ability to stay focused and committed to the licensure process."



Your support helps us continue and expand these programs.

**Donate to the ASLA Fund**



# Gathering for Insight

The ASLA 2024 Conference on Landscape Architecture in Washington, D.C., inspired collaboration to design a better world.

The Walter E. Washington Convention Center in Washington, D.C., welcomed the ASLA 2024 Conference on Landscape Architecture.

Photo by nobilephoto



## COULDN'T MAKE IT TO THE CONFERENCE?

Explore the 2024 conference education via ASLA Online Learning at [learn.asla.org/ASLA2024](https://learn.asla.org/ASLA2024).

**M**ore than 6,500 landscape architecture professionals, students, and exhibitors came together at the ASLA 2024 Conference on Landscape Architecture in Washington, D.C., to celebrate 125 years of ASLA. Thought leaders reflected on our legacy and vision for the future of the profession across four days filled with education opportunities, special events, EXPO Hall exhibits/sessions, and career-enhancing connections.

The conference opened with inspiring keynotes from Dr. Lyla June Johnston and Julia Watson, showcasing how Indigenous principles and innovative design can guide us in creating resilient, sustainable landscapes

that honor the Earth and its ecosystems.

More than 100 education sessions covered a broad spectrum of topics, from designing for biodiversity and habitat creation to strategies for managing small design firms and equity-driven practices.

The expansive EXPO Hall showcased cutting-edge products, materials, and services from over 300 exhibitors. The popular Learning Labs and Sketch Lounge provided hands-on opportunities to explore new tools and techniques, while Practice Basecamp unveiled new guides for decarbonizing design for achieving the profession's ambitious climate and biodiversity goals.

Field sessions were a standout feature,

offering attendees guided tours of the D.C. metro area's most iconic and innovative landscape architecture projects. These on-site experiences included visits to the National Mall, innovative stormwater management projects, and vibrant urban parks, demonstrating the profound impact of resilient and creative design.

The ASLA 2024 Conference on Landscape Architecture underscored the profession's pivotal role in creating resilient, inclusive, and beautiful spaces. Through fostering collaboration, exchanging knowledge, and promoting forward-thinking solutions, the conference empowered attendees to lead the charge toward a more sustainable future.



## Climate Action at ASLA 2024

In partnership with sustainability consultant Honeycomb Strategies, ASLA reinforced its commitment to sustainable event practices for the ASLA 2024 Conference in Washington, D.C.

1,600%

increase in train travel to the conference over 2023

42

exhibitors committed to the EXPO sustainability pledge

30,000

pounds of EXPO materials were donated to Habitat for Humanity and the local community

Nearly 900

Conference registrants contributed more than \$53,000 (including a \$20,000 sponsorship by Bartlett Tree Experts) to fund 3,560+ carbon offsets with the National Indian Carbon Coalition, supporting the cultural empowerment and climate equity goals outlined in the ASLA Climate Action Plan and promoting natural climate solutions through Improved Forest Management.

The full 2024 event impact assessment will be released in fall 2025.



ASLA 2024 Conference  
Photo by nobilephoto

“Each year we recommit to the insight that our noble profession entrusts us with as stewards of the Earth and its people, and the idea that this responsibility is best shared when we come together.”

— Elizabeth Kennedy, FASLA, PLA, at the Fellows Dinner Invocation



ASLA  
Fund

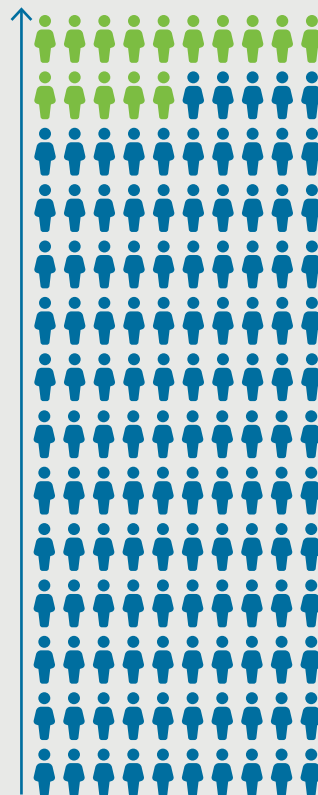
### 125 for the 125th!

In 2024, the ASLA Fund sought to grow the Founders Club—a recurring giving program to support the Fund—to 125 members in celebration of ASLA's 125th anniversary. Thanks to the incredible generosity of our community, we surpassed that goal—reaching 140 members by year's end. This milestone underscores a shared commitment to advancing the impact of landscape architecture on global, social, and environmental change.



### Join the Club

Become a member of the ASLA Fund Founders Club at [asla.org/donate](https://asla.org/donate)



Surpassed  
goal by 15  
members!

140 Total  
Members  
by 2024 EOY

## New Resources Support Climate & Biodiversity Efforts

Throughout 2024, ASLA produced many new resources to enable landscape architects to address climate change impacts. These guides, reports, studies, and education series provide the research and details landscape architects need to create a more sustainable, healthy, and equitable world.



Copley Square  
Boston, Massachusetts  
Sasaki

Photo courtesy of Sasaki

### Maximizing the Economic Benefits of Nature-Based Solutions



ASLA  
Fund

Rain gardens, green roofs, urban trees, and more not only deliver significant benefits in health, biodiversity, sustainability, and resilience, but are also more cost-effective than traditional infrastructure—reducing construction costs by up to 30% and maintenance costs by 25%. This report highlights the transformative impact of landscape architects in building healthier, more sustainable, and economically vibrant communities.



### Decarbonizing the Design Process

Taking a high-level view, this resource provides big ideas, actionable strategies, and best practices that can be applied to any project, regardless of type, scope, or scale. From project kickoff to operations and maintenance, the guide highlights opportunities to reduce emissions and promote sustainable outcomes across all stages of the design process.



### Navigating Environmental Product Data

This comprehensive guide explains how to use Environmental Product Declarations and other data to assess environmental impacts, reduce global warming potential, enhance biodiversity, and improve air and water quality. With clear standards for environmental data and practical strategies for research and decision-making, this resource offers valuable insights for both landscape architects and product manufacturers committed to sustainability.



### Decarbonizing Specifications

Covering seven key design principles and 18 specification areas, these streamlined, thematic guidelines offer a concise overview of best practices to cut emissions and boost carbon sequestration. Tailored for professionals across the industry, this resource provides actionable insights to accelerate progress toward a more sustainable future.



#### Access the New Resources

[Climate Action Plan and Biodiversity Resources](#)  
[Economic Benefits](#)

# Continuing Commitment



## Measuring Our Footprint

ASLA has demonstrated leadership and transparency in reducing greenhouse gas emissions by releasing its first assessment of emissions from business operations, setting a baseline for achieving zero emissions by 2040.

Partnering with Honeycomb Strategies, ASLA measured emissions from electricity use, magazine production, business travel, and employee commuting, totaling 320.5 metric tons.

Keeping climate action top of mind, ASLA implemented new strategies to reduce emissions in 2025 and beyond, including purchasing renewable energy credits for headquarters energy use, promoting low-carbon commuting, limiting plane travel for short distances, and prioritizing local, vegetarian meals for events.



[View the 2023 Baseline Business Operations Report](#)

## ASLA Guides USACE to Nature-Based Solutions

As a direct result of advocacy efforts by ASLA, its members, and more, the **U.S. Army Corps of Engineers (USACE)** has expanded the use of nature-based solutions (NBS) in its Civil Works projects, a seismic shift in its policy. Specifically, the directive would “require that a fully NBS alternative be included in the final array of alternatives, if they exist, for full transparency and consideration using the same level of rigor and detail as the other solutions proposed.”

Assistant Secretary of the Army for Civil Works Michael L. Connor, who signed the memorandum stated, “Nature-based solutions should be incorporated as much as possible in developing our resilient infrastructure as they can produce significant benefits, including enhancing natural habitats, removing carbon from the atmosphere, making ecosystems more resilient, and lowering climate change risks for people.”



[View the USACE Nature-Based Guidelines](#)

## Working with Nature

At COP29 in Baku, Azerbaijan, Pamela Conrad, ASLA, PLA, and Kotchakorn Voraakhom, International ASLA, hosted “Working with Nature: Landscape Action in National Adaptation Plans,” a workshop for global policymakers in the blue zone, the delegate area of the conference. Participants included experts from organizations like the **U.N. National Adaptation Planning group, U.N. Habitat**, ASLA, and the International Federation of Landscape Architects.

At the event, Conrad introduced **WORKS with NATURE**, a new guide she developed—in collaboration with Voraakhom—during her ASLA Biodiversity and Climate Action Fellowship in 2024.



[Download WORKS with NATURE](#)



# to Climate & Biodiversity



# Recognizing Excellence

Our award winners represent the best of our profession and its future.

**E**very year, ASLA's Board of Trustees recognizes and honors our industry's top professionals and students. All these awards are made possible by the ASLA Fund, our organization's 501(c)(3) charitable foundation, which invests contributions from ASLA members.

## The ASLA/IFLA Global Impact Award: Studio-MLA

**Puente Hills Landfill Park** in the City of Industry (San Gabriel Valley), California, by the landscape architecture firm **Studio-MLA** and its client the County of Los Angeles Department of Parks & Recreation, won the ASLA/IFLA 2024 Global Impact Award.

Puente Hills Landfill is taking on new life as the future Puente Hills Landfill Park, a visionary project by the Los Angeles County Department of Parks and Recreation that is repurposing what was once the nation's second-largest landfill into a park for all. The plan identified

extreme heat and drought as the most likely climate impacts over time.

Situated just 18 miles from downtown Los Angeles along the Pomona Freeway and featuring breathtaking views of the San Gabriel Mountains, this 142-acre park features multiuse trails, an accessible elevated walk, nature play, a bike skills course, stair climbs, outdoor classrooms, native plantings, and flexible spaces for ceremony and performance.



[View all the Professional Award winners](#)

### The ASLA Medal Perry Howard, FASLA

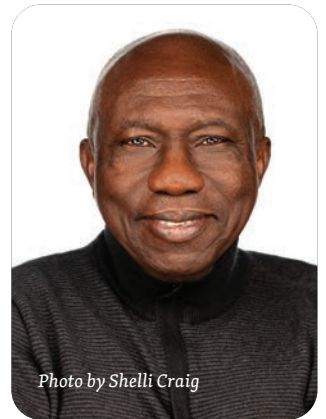


Photo by Shelli Craig

Perry Howard, FASLA, has actively participated in the landscape architecture community for five decades, contributing in various capacities. Most importantly, Perry has nurtured the growth of African Americans in the profession, which has been a major concern for the profession since the late 1960s. He has also been designing and planning projects across different scales, spanning from rural to urban settings, for 15 years, and has held positions at multiple firms, including a vice presidency at EDSA. Perry has led a small Historically Black College or University (HBCU) landscape architectural educational program through its development for 25 years, earning initial and multiple accreditations.



**ASLA 2024 Professional ASLA/IFLA Global Impact Award Analysis and Planning**  
Puente Hills Landfill Park Implementation Plan  
City of Industry, California, United States  
Studio-MLA  
Client: Los Angeles County Department of Parks and Recreation

**PUENTE HILLS LANDFILL PARK  
IMPLEMENTATION PLAN**  
LOS ANGELES COUNTY'S FIRST REGIONAL PARK IN 30 YEARS



## Industry Awards for Landscape Architecture Magazine

Each year, *Landscape Architecture Magazine* earns recognition among the publishing community for its excellence in design, writing, and service to the field of landscape architecture.

In 2024, this yielded two AZBEE Awards, which celebrate the highest quality reporting, editing, and design in business-to-business, trade, association, and professional publications.

- **Gold:** Best Overall Art Direction and Design (Mid-Atlantic Region)
  - **Silver:** Best Overall Art Direction and Design (National)
- Landscape Architecture Magazine* also earned recognition from the Jesse H. Neal Awards, the most prestigious honors in specialized journalism, for Best Award Coverage. The magazine was a finalist in three other categories — Best Profile, Best Overall Art Direction and Design, and Best Art Direction for a Cover.



Photo by nobilephoto

## The 2024 Class of Fellows

ASLA inducted 40 members to the Council of Fellows for their exceptional contributions to the landscape architecture profession and society at large during the 2024 Conference on Landscape Architecture.

[Read the profiles of the 2024 Class of Fellows](#)

## The 2024 Scholarship Winners

The Council of Fellows scholarship program was founded to aid outstanding students who would not otherwise have an opportunity to continue a professional degree program due to unmet financial need. Congratulations to the 2024 scholarship recipients:



**Carington Light,**  
Student ASLA,  
BLA Candidate,  
North Carolina A&T  
State University



**Aisha Malik,**  
Student ASLA, BLA  
Candidate, University  
of Rhode Island



**Juan Perez,**  
Student ASLA,  
BLA Candidate,  
University of Florida



**Essince Smith,**  
Student ASLA, BLA Candidate,  
Ball State University



**Ava Yon,**  
Student ASLA, BLA Candidate,  
Michigan State University

[Learn more about the scholarship winners](#)



**ASLA 2024 Professional Residential Design Honor Award**  
Trinity Road  
Glen Ellen, California, United States  
Surfacedesign, Inc.  
Photo by Marion Brenner

## ASLA 2024 Professional Urban Design Award of Excellence

Perkins&Will | Atlanta BeltLine | Atlanta, Georgia, United States

Client: Atlanta BeltLine, Inc.

Photo by Gary Gomez



## ASLA Design Medal

Raymond Jungles, FASLA, PLA

## Community Service Awards

Design Workshop Foundation

## Jot D. Carpenter Teaching Medal

William "Chip" Winslow,  
FASLA, PLA

## LaGasse Medals

Jeff Caster, FASLA, PLA;  
Carol Coletta

## Landscape Architecture Firm Award

LandDesign, Inc.

## The ASLA Medal of Excellence

Open Land Trust  
of Beaufort County

## Olmsted Medal

The Gowanus Canal  
Conservancy

## ASLA Emerging Professional Medal

Stephanie Onwenu, ASLA

## President's Medal

Curt Millay, ASLA, PLA

## Bradford Williams Medal

Jane Margolies;  
Timothy Schuler



[Learn more about the 2024 Honors recipients, including 2024's eight new Honorary Members](#)





In 2024, ASLA's theme for PARK(ing) Day—an annual event where communities turn parking spaces into temporary parks—highlighted native plants to showcase their role in supporting biodiversity. Baltimore, Maryland, United States  
Photo by Michael Pullano, ASLA, PLA

# Working Together

## Voices of Women in Landscape Architecture

For Women's History Month, ASLA's Women in Landscape Architecture Professional Practice Network (WILA PPN) and the Gender Equity Task Force launched a call for profiles of women in the profession. These profiles are being shared online to celebrate the women in landscape architecture who are shaping our environment and the diversity of practitioners and career paths. Building off the nine profiles shared in 2023, this call received more than 45 submissions as of December 2024.

The PPN plans to continue celebrating women in the profession and highlighting diverse voices of landscape architects, including those who are active in their chapters or in their local communities, with perspectives from all career path stages.

## ASLA on NPR



As part of our mission to inform the public and key decision makers about landscape architecture, ASLA sponsored on-air

radio segments in February, March, and April 2024 on Washington, D.C.'s, **National Public Radio** station, WAMU 88.5. These 15-second radio spots emphasized the role of landscape architecture in public life, from parks and recreation to resiliency and climate solutions—and celebrated ASLA's 125th anniversary. The radio spots were heard nearly 4 million times by more than 600,000 people, and the spots correlated to 3,700 visits to [asla.org](https://asla.org), as well as 3,588 new social media followers from February through April, a 6.4% increase in total audience size compared to the previous year. ASLA distributed information to chapters about how the partnership worked and how chapters can replicate it locally around the country.

Then in the fall, with the partnership of the CEO Roundtable, we tested two dedicated email blasts to WAMU's membership, which helped boost conference registrations to our highest level ever and continued to educate influential people in Washington, D.C., about the importance of landscape architecture.



**ASLA 2023 Professional General Design Honor Award**

The Meadow at the Old Chicago Post Office  
Chicago, Illinois, United States  
Hoerr Schaudt  
Photo by Dave Burk

## WORLD LANDSCAPE ARCHITECTURE MONTH

## Celebrating World Landscape Architecture Month

In April 2024, ASLA showcased the transformative impact of landscape architects worldwide for World Landscape Architecture Month (WLAM). Using the hashtag #ThisIsLandscapeArchitecture, we invited professionals, students, and the public to share their favorite landscape architect-designed spaces with daily prompts. With #WLAM2024 trending across platforms, the campaign amplified ASLA's mission, strengthened connections with our audience, and reinforced the value of landscape architecture in everyday life. One of our Instagram reels generated more than 105,000 impressions to spark widespread conversation about the profession's role in shaping resilient, beautiful, and sustainable spaces.

To build on this momentum in 2025, we have chosen the theme "Beyond Boundaries" to focus our messages. Join us in celebrating this year by using the hashtags #WLAM2025 and #ThisIsLandscapeArchitecture.

## ASLA Fund Sees Unmatched Growth



The ASLA Fund celebrated a year of unprecedented achievements

in 2024, driving forward its mission to advance the field of landscape architecture and create a more sustainable and inclusive future. Through innovative campaigns, impactful programs, and the unwavering support of its community, the Fund left an indelible mark on the profession.

One of the most significant achievements of the year was securing a **\$190,000 grant from the National Endowment for the Humanities**. The grant supports the ASLA Fund's project "Teaching Environmental Humanities Through Landscape Architecture." This initiative exemplifies the intersection of landscape architecture and the humanities, creating opportunities to educate K-12 educators about the power of design and environmental stewardship.

The Founders Club continued to thrive in 2024, serving as a vital community of dedicated supporters committed to advancing the ASLA Fund's mission. Meeting quarterly, the club provided an engaging platform for members to connect, collaborate, and get an inside look at the transformative work their contributions make possible.



**Donate to the Fund**

## The Strength in Our Numbers

### TOTAL ASLA MEMBERS

**16,973 Members**

**32.88%** come from landscape architecture firms, **24.80%** are students, and **18.19%** are from architecture, engineering, or multidisciplinary firms. Many of the rest come from colleges and universities, government agencies, and other private sector organizations.

### OUR REACH

**271,227 people**

Total social media audience, up 4.1% compared to 2023.

**461,255**

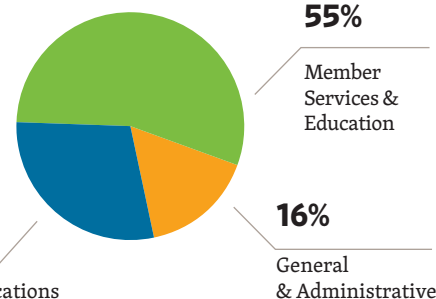
Total number of engagements with ASLA social media, up 20.9% compared to 2023.

### OUR BUDGET

**\$14.7 M**

Total 2024 revenue and support

**29%**  
Advocacy & Communications







# ASLA 2025 *Beyond* BOUNDARIES

Conference on Landscape Architecture  
OCTOBER 10-13 • New Orleans

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