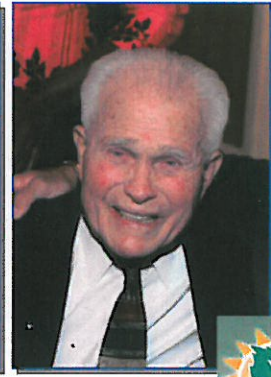


## Honorary Membership Nomination Narrative

Nominee: **Roy Schaller Rood**

208 Shelter Lane  
Jupiter, FL 33469  
561-746-4222



Nominator: **Florida Chapter ASLA**

**Roy Rood is nominated for Honorary Membership in ASLA by the Florida Chapter. Awarding this honor is especially meaningful to hundreds of nursery, landscape, and landscape architecture professionals inspired and influenced by Mr. Rood's exemplary example and thoughtful generosity.** During his distinguished career, Mr. Rood was particularly influential on the lives of many landscape architects. Thanks in part to *his* advocacy, Florida was one of the first states to legislate the regulation of landscape architecture; a national trend that continues 45 years later. As a founding member of the Florida Nursery and Growers Association (FNGLA, now known as the Florida Nursery Growers and Landscape Association, FNGLA), Mr. Rood laid the foundation of an allied industry and association that continues to support ASLA's mission; *to lead, to educate, and to participate in the careful stewardship, wise planning, and artful design of our cultural and natural environments.* Now in his nineties, nearly every person in the Florida's green industries can proudly trace their professional pedigree back to Mr. Rood.

For landscape architects, Roy is well known by his record:

- Advocating for the regulation of landscape architecture in Florida, and leading others in FNGLA to do the same.
- Mentoring and guiding young people to become landscape architects.
- Leading by example; showing everyone the meaning of service to one's chosen industry and profession.
- Generously sharing his wealth of horticultural and business knowledge with colleagues and competitors.

Roy Rood served as FNGLA president in 1958-59. He has been honored with the association's highest award, the Wendell E. Butler award, and has been inducted in FNGLA's Hall of Fame. Roy Rood is such a believer in FNGLA, he continues to recruit members even today, and will publically guarantee anyone who joins and doesn't think they got their money's worth to come see him, and he will personally pay them back the amount of the dues. He will then say, *"I've been offering that guarantee since 1958 and have yet to have anyone come for a refund!"*

Roy Schaller Rood's journey began December 13, 1918 in what was, for a while, known as Rood, Fl., named Rood by the government considering the size of the family, and their vast ownership. Now, it is recognized as the Jupiter Farms area of Palm Beach County.

A few years before his birth, Roy's parents, Homer & Sophia moved from Ripon, Wisconsin with the intention of farming. Their first job, however, was managing land clearing and road building projects. Homer also worked for the Pennock family at the dairy. A friend at the dairy, Mr. Wilkenson, gave five acres to Homer for homesteading which is where Rood Landscape existed under Roy until 2001. When he was just six years old, the ninth of eleven children, young Roy's dad died in a car accident. Harlow, his oldest brother who was 15 at the time, quit school to work and help their widowed mother. Growing plants came naturally to Roy and the family; initially growing ferns to make ends meet. At that time, Jupiter was the fern capital of the world. Rood children would cut the ferns, roll them in wet newspaper, and wood crate them with a block of ice. Crates were brought to the train yard and loaded for New York.

Often, Roy shares his pride; being in the top four of the Jupiter High School class of 1936. Of course there were only five in the class, including Henry Pennock, Jerry Sebok, and Roy and Addie Damon; each iconic to the Jupiter area. Just days after graduation, Roy went to work with Elijah Mayo building shell roads on Jupiter Island. Their three yard truck needed to be loaded and unloaded by hand. Some of those roads still exist today. In October of the same year, for twenty cents an hour, Roy went to work for the well established Wilson's Palm Garden. After just three years, and getting a nickel raise, he knew it was time to move onward.

The next step up Roy's ladder of success led him into horticulture, working for Beeman Dawes, part of a prominent family on Jupiter Island. He managed and maintained the 13 acre property, and oversaw the three other employees. Beeman Dawes was the Chairman of the board for Purell Oil. His brother Henry was the president of Purell oil, Rufus was the president of the First National Bank in Chicago, and their brother Charles was the vice president of the United States under Calvin Coolidge. Mrs. Dawes was an avid gardener, and this is where Roy got his education in roses and natural fertilizers.

December 7, 1941 "a day that would live in infamy" changed Roy's life. Roy heard of the attack on Pearl Harbor while playing tennis with Nat Reed who currently serves as vice chairman of the Everglades Foundation. A week later at the age of 22, Roy enlisted in the Navy. After completing aviation mechanics training, Roy was chosen to instruct in Jacksonville and did so until 1944. Through the remainder of the war, Roy manned the USS Hollandia, an oil tanker converted into an aircraft carrier. Based in San Diego, the ship

traveled the globe, supplying the fleet with fuel and aircraft. Too often, the ship navigated through dark waters loaded with a million and a half gallons just below the deck. By the end of the war, Roy was an aviation mate first class and acting Chief Petty Officer. His commander was Lt George Rumsfeld; Donald Rumsfeld's father.

In October of 1945, the 27 year old veteran hitchhiked leisurely around the states for seventy days; "loafing off" as he would put it. Finding his way home to Jupiter, Roy with three hundred dollars and an old Pontiac coupe with a rumble seat, purchased a wheel barrow, shovels, rakes, a pick, and a crosscut saw to start Rood Landscape. The saw hangs in Roods office today. John Bendros, his first employee, worked twenty years for Roy. By 2001, there were 128 employees.

For \$700 dollars, Roy bought his first truck, a new 1946 Ford. Roy would work in the Stuart, Jupiter, Jupiter Island area from 7 to 4 and then trek to Delray to purchase plants for the next day. With the business ever expanding Roy went to NJ to buy an army surplus truck. None were available so instead he bought four pieces of heavy equipment brought them back to Florida and traded for a 2½ ton truck. In 1948 and 1949, South Florida experienced very bad storms; doing great damage to Jupiter Island. Roy's first truck, by then converted into a crane, was sorely needed in the cleanups, and catapulted Rood Landscape into a much larger business enterprise. His late wife Patricia and he had two children Vanessa and Nelson.

In May 1952, Roy and a group of other foliage growers and nurserymen met at an annual convention in Key Biscayne. There, they elected to break away, and form the Florida Nursery and Growers Association (FNGA, now FNGLA). To seal the deal they all met again; everyone put up \$100, and voted in a president. They started with less than 100 members.

While nurturing a business, Roy Rood gave back to his industry and community in many ways. Most notable are:

- 1947 Roy helped found the American Legion Post, and was its first commander. The post is in part named after Roy's Brother Homer who lost his life on Anzio Beach
- 1954 Roy with help started the Jupiter Hobe Sound Kiwanis club
- 1959 Roy was the FNGA state president. He was also the Palm Beach Chapter president which was the first chapter to host a FNGA state convention
- 1959 Roy was instrumental in founding Kiwanis Park.

Along his incredible journey, people have recognized Roy's meaningful contributions:

- Roy has been the recipient of countless awards in the landscaping industry, FNGLA, and his community.
- Roy was honored in 1988 with the National Landscape award for the Gardens Mall Project. Barbara Bush presented him with the award.
- FNGLA has renamed its most prestigious landscape award, the Roy S. Rood Award.

A close friend and colleague of Roy's, Chuck Fleming, likes to share this story. *"Joe Ellis was a machine operator working for Roy. One day while working on a job he and Roy got into a scuffle, and Joe pushed Roy. Roy fired Joe on the spot, and told him he wouldn't even get a ride home. Roy closed out the day, went back to the office and finished his paperwork. Roy felt terrible about the way the whole thing happened, so he drove to Joe's house, apologized and rehired him. Joe went on to work for Roy for 34 years. The experience was a turning point in Roy's life. From that day forward Roy operated with a different set of values and a different perspective of employees and people; spiritually convicted, with the highest of moral character and integrity. He has been a mentor, a model, and a teacher to me."*

Tommy Aiello, Past President of FNGLA and former employee at Rood Landscape eagerly provided this testimonial on behalf of his dear friend Mr. Rood. *"My first impression of Roy Rood was that he was an old school nurseryman and that he was very passionate about his business and the industry. The first job we went to he questioned his foreman about the quality of some small shrubs that were delivered from the Rood nursery. Roy asked the foreman if that was the best they had in the nursery and the foreman assured Roy that it was, he then instructed the foreman to have the purchaser procure these shrubs from another nursery of better quality, his words being something like, 'If that's the best we have, then buy them from someone else, because the client deserves the best.' This summarized Roy Rood and what he was about, Quality and Training. I worked for Roy for almost ten years and he always loved his business and the employees."*

Florida ASLA member Elizabeth Gillick recalls working for Roy in 1977-1979. *"His depth of knowledge of the horticultural aspects of our profession and his ongoing commitment to high quality standards stands out ... Roy's sense of design and his respect, in his contracting capacity, for proper and accurate installation while respecting the design intent of landscape architects is a quality that seemed so right .... I learned much from Roy during our professional association and in observations of his work..."*

Phil Maddux, ASLA from Palm Beach met Mr. Rood at a trade show in 1976. *"We talked and he offered me a job as a supervisor. There was a recession going on in my area at the time. After meeting him at his office and having bean soup cooked by his elderly mother, necessary for employment, approved, I was hired.*

*There were three rules.*

1. *Verbal orders don't go. Write them down.*
2. *Do not bid a project unless you know where to find the plants as per specifications.*
3. *Do it right the first time."*



January 29, 2010

Board of Trustees  
American Society of Landscape Architects  
Washington, D.C.

On behalf of the Florida Nursery, Growers & Landscape Association, I respectfully and proudly recommend Mr. Roy Rod become an Honorary Member of ASLA. Mr. Rood is a genuine living legend in Florida's landscape industry as there is no one who is more respected -- revered even -- than he. He is truly an honorable and successful businessman and, to this day at the age of 90, he is active and a giant among gentlemen.

As a young World War II veteran, Roy Rood had every intention of becoming a mechanical engineer. Instead, he was drawn to the challenges of the landscape profession and built one of Florida's leading landscape firms. In concert with ASLA's mission "to lead," Mr. Rood was one of the founding members of the Florida Nurserymen and Growers Association (now FNGLA) in 1952. He became its president in 1958-59 and faithfully continues to attend FNGLA's annual convention. In recognition of his outstanding industry and association service, Mr. Rood has received FNGLA's highest award and been inducted into FNGLA's Hall of Fame. Moreover, FNGLA's highest landscape award is named the Roy Rood Award.

He is a strong believer in association participation. To this day, Mr. Rood publicly guarantees if a new FNGLA member does not believe s/he received sufficient return on their FNGLA membership dues investment, s/he should see him for his personal reimbursement of their membership dues. Mr. Rood says he has offered that guarantee since 1958 and no one yet has come to him for a refund!

As an industry pioneer, Mr. Rood is credited by countless professionals as having been their mentor and biggest influence in becoming landscape architects. Mr. Rood continues to give unceasing, unselfish and energetic leadership, service and support to young landscape professionals today. If ASLA measures a person by his or her unquestioned integrity, thoughtful stewardship, steadfast loyalty and clear vision, then Roy Rood is indeed a towering icon worthy of ASLA's prestigious Honorary Membership.

Sincerely,

A handwritten signature in black ink that reads "Ben Bolusky". The signature is written in a cursive, flowing style.

Ben Bolusky  
CEO/Executive Vice President



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George G. Gentile, FASLA  
M. Troy Holloway, ASLA  
Emily O'Mahoney, ASLA

February 8, 2010

Board of Trustees  
American Society of Landscape Architects  
636 Eye Street, NW  
Washington, DC 20001-3736

RE: Mr. Roy S. Rood

To all members of the Board of Trustees:

It is with great honor that I request, that the Board of Trustees of the American Society of Landscape Architects confirm Mr. Roy S. Rood as an Honorary Member of ASLA. As a former member of the Board of Trustees and my long history with Roy I can truly say he stands for everything we as stewards of the land stand for and has been an inspiration and teacher to numerous young people starting out in the landscape industry, many who are now members of ASLA. He has always been there when we needed him, he stood by his work and he sacrificed so much to build his landscape firm and the community we live in. His life long service has been an integral part of the public recognition of the profession of Landscape Architecture and its benefits to the quality of life in our community.

I first met Roy Rood when I graduated from the University of Florida and came back to Palm Beach County to start my career. I went to his landscape nursery to view what materials he was growing and to familiarize myself with his installation work. He not only invited me to walk his fields with him he introduced me to Fredrick B. Stresau Sr., FASLA who frequently consulted with Roy Rood on his plant selections and landscape designs. From that day forward, Roy made personal visits to my office to discuss family, the community and work in that order. At 90 years old, with assistance, he makes a visit once a year to my office to see how I am doing, discusses the state of the community and how we both might be of help.

Roy Rood committed his carrier to honest, hard work. His understanding of plant materials and planting design ensured every project he was commissioned to install was successful. He respected the professionals he worked with and always treated his employees as family. He mentored numerous young individuals, including myself in horticulture who eventually became successful professionals in the landscape industry or Landscape Architects. His unselfish dedication to our profession, his service to his country, his community and stewardship of the land makes him worthy of the Honorary Membership. I truly believe he represents the type of character the Society would want

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Roy S Rood  
February 8, 2010  
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to represent them and I know Roy will cherish the recognition as one of the most important achievements in his life.

While I can relate numerous stories of Roy's professional carrier, all that would further embellish his positive impact on the Landscape Architectural profession, I will reserve these should you need additional information regarding his consideration for this honor.

Sincerely,  
Gentile Holloway O'Mahoney  
& Associates, Inc.

A handwritten signature in black ink, appearing to be 'GGG', with a long horizontal line extending to the right.

George G. Gentile, FASLA  
President

CC: Jeff Caster, Trustee

