



UNIVERSITY OF WASHINGTON
DEPARTMENT OF LANDSCAPE ARCHITECTURE
348 GOULD HALL
BOX 355734
SEATTLE, WA 98195-5734

COLLEGE OF
BUILT
ENVIRONMENTS

LETTER OF NOMINATION FOR

SALLY JEWELL FOR ASLA LAGASSE AWARD/ NON-LANDSCAPE ARCHITECT

ASLA Design Medal Nominations
c/o Honors and Awards
636 Eye Street, NW
Washington, DC 20001-3736

Dear ASLA Board of Trustees

I am honored to submit this nomination of Sally Jewell for the ASLA LAGASSE Award for a non-landscape architect. I can think of no one that better exemplifies the legacy of Alfred B. LaGasse, past executive director of the American Institute of Park Executives and executive vice president of the National Recreation and Parks Association. As the ASLA website notes: "Throughout his lifetime, LaGasse was concerned with the proper management of the nation's public lands and the judicious use of the country's natural resources." Jewell has been a leader for preserving and stewarding our nation's public lands for over two decades as she led REI and then served as Secretary of the Interior. Today she is a leading voice in the University of Washington's [EarthLab](#) initiative to reimagine our worlds future where humans and nature thrive.

Sally Jewell has created a remarkable legacy as a steward of our nation's public lands. She has walked the halls of the White House and cared for a fifth of the land in this country. She has demonstrated exquisite diplomacy at boardroom tables and leadership at one of the nation's most successful outdoor retail companies, REI. Jewell was the U.S. Secretary of the Interior under President Barack Obama. She is also an avid hiker, having climbed Mount Rainier seven times.

Jewell was born in London moving to the United States when she was three years old. She grew up in Washington, in the midst of mountains, forests, and water. She attended the University of Washington where she studied energy engineering. She then served 19 years in commercial banking providing expertise in energy developments. She was appointed to the board of REI in 19996 and was named the COO (2000-2005) and then CEO (2005-2013). REI is a \$2.6 billion retailer that has been a leader in building access to outdoor adventures for people from many backgrounds. Under Jewell's leadership focused their attention on being a leader in conservation and environmental protection of our public lands. Jewell helped found the Mountains to Sound Greenway Trust and served as a board member and president of the group. In 2013 the Mountains to Sound Greenway Trust named Jewell to its hall of fame for 21 years of leadership with Greenway Trust, encouraging people to venture out of doors. This leadership caught the attention of then President Obama who named her as Secretary of the Interior in 2013.

Jewell has been recognized by multiple organizations dedicated to the stewardship of our public lands and our resources. In 2009, Jewell received the National Audubon Society's Rachel Carson Award for her leadership and contributions to conservation. The Girl Scouts of Western Washington awarded her the 2012 Woman of Distinction. In the same year she received the Woodrow Wilson Center's Award for Public Service. In 2017, the Teton Science Schools, a Wyoming-based non-profit, awarded her the Murie Spirit of Conservation Award recognizing a lifetime achievement in conservation through civil discourse.

Each position in which Jewell has served she has used to care for the planet and the nation. As noted in a recent article announcing her new role at the University of Washington, Jewell has found multiple ways to contribute to the health of our landscapes. "As a business executive and public servant serving as U.S. Secretary of the Interior under President Obama, Jewell focused her career on supporting a robust economy coupled with long-term sustainability of our natural world and its diverse people. She championed the critical contributions of science and sharing data to more fully understand natural systems; supported development of renewable energy on public lands and waters; encouraged investments for more sustainable use of water in the West; supported tribal rights and opportunities for our Nation's indigenous people; and worked with Congress, President Obama and his team on long-term conservation of our nation's most vulnerable and irreplaceable natural, cultural and historic treasures." (<https://www.washington.edu/news/2018/10/02/earthlab/>)

Jewell connects people to nature, with a focus on expanding opportunities for youth and underprivileged communities. As Secretary of the Interior, developed the program to invite all fourth graders to their National Parks by allowing them to come with their families at no charge. This act encouraged tens of millions of young people to play, learn, serve and work on public lands. As a leader at the UW, she mentors students and young faculty encouraging them to both enjoy the out of doors and to take leadership roles in stewarding these public landscapes. It is so appropriate for the ASLA to recognize this leadership and her contributions.

Sincerely,

A handwritten signature in black ink that reads "Thaisa Way". The signature is fluid and cursive, with the first name "Thaisa" and the last name "Way" clearly distinguishable.

Thaisa Way PhD, FASLA, FAAR
Professor, Landscape Architecture
Executive Director, Urban@UW
University of Washington

Contact Information:

Sally Jewell

sjewell@uw.edu

Ph: 206-543-7619

UW College of the Environment

1492 Boat Street, Suite #200

Seattle, WA 98105

Letters of Endorsement:

Ethan Carr, PhD, FASLA

Professor and Graduate Program Director

University of Massachusetts, Amherst

Debra Guenther, FASLA

Design Partner

Mithun

Vaughn B. Rinner, PLA, FASLA, SITES AP

Landscape Architect

Past President, ASLA (2017)

Ken Yocom, PhD

Associate Professor and Chair

Department of Landscape Architecture | College of Built Environments | University of Washington

February 6, 2019

Board of Trustees
American Society of Landscape Architects

RE: Nomination of Sally Jewell for the ASLA LaGasse Medal (Non-Landscape Architect)

I am writing in support of the nomination of Sally Jewell for the LaGasse Medal for a non-Landscape Architect.

Sally Jewell has a long-term record as an individual dedicated to the management and conservancy of natural resources and public landscapes. Serving as the Secretary of the Interior under President Barack Obama, Sally worked actively to expand the sustainable use of our public lands while enhancing the public's appreciation of and access to our shared natural resources.

As Secretary of the Interior, Sally placed on emphasis on working with Native Americans to uphold often violated trust and treaty obligations and to enhance tribal education. The focus on education was consistent with her desire to engage broadly with the next generation, better connecting children to nature. During her term, the Department succeeded in getting over 100,000 young people working on public land funded through public-private partnerships.

Sally Jewell has also worked on behalf of the public environment in her roles as a private citizen. As CEO of REI, she understood the economic and cultural value of outdoor recreation as the largest industry utilizing public lands, and she continues to speak out on this issue. As an educator, she has taught about the need to have an environmentally sustainable future that is economically successful, handing off our public lands to generation after generation.

I highly recommend that the LaGasse Medal be awarded to Sally Jewell for her past, present, and, assuredly, future advocacy for the rich legacy of the United States public lands.

Sincerely,



Vaughn B. Rinner, PLA, FASLA, SITES AP
Landscape Architect
Past President, ASLA (2017)

6586 High Point Drive SW
Seattle, WA 98126





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636 Eye Street, NW
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Thaisa Way PhD, FASLA, FAAR
Professor, Landscape Architecture
Executive Director, Urban@UW
University of Washington

Contact Information:

Sally Jewell

sjewell@uw.edu

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COLLEGE OF BUILT ENVIRONMENTS

American Society of Landscape Architects
636 I St. NW
Washington D.C. 20001

February 01, 2019

RE: Letter of Endorsement for Ms. Sally Jewell – LaGasse Medal, Non-Landscape Professional

Dear Review Committee,

I want to thank you for the opportunity to write this letter of endorsement for Ms. Sally Jewell's 2019 nomination for the LaGasse Medal (non-landscape professional). In all honesty, I can think of no one that is more deserving and qualified for such an honor. For the past two decades Ms. Jewell has been a staunch advocate for the conservancy of natural resources and public landscapes in the Pacific Northwest and across the nation.

While I have only had the opportunity to have one brief conversation with Ms. Jewell several years ago, I have followed her career for many years and long considered her a mentor for her dedication to public service and commitment to the landscape. Since her earlier career as the CEO of Recreation Equipment Inc. (REI) she became well known regionally for her involvement in conservation and environmental protection efforts particularly in promoting opportunity and access to public lands. In recognition of this work as an environmentalist and business leader she was nominated and later confirmed as the United States Secretary of the Interior under President Barak Obama. During her time in this office Ms. Jewell championed many policies focused on preserving the diverse landscape of the United States while increasing opportunities for public access. As example, one program she supported was Every Kid, Every Park making our National Parks free and accessible to every fourth-grade student and their families.

While many may view this position as a crowning career achievement, in a recent talk at the University of Washington she gave that I was fortunate to attend, she discussed how her time as Secretary only served to embolden her commitment to our public landscapes and to continue to serve as a vocal proponent and advocate for the conservation of public lands as an accessible opportunity for all in our country. In this, she discussed a project and passion she has been intimately involved with for nearly 25

years. The Mountains to Sound Greenway is a multi-faceted, complex, cross-jurisdictional program to conserve and enhance the landscape from Seattle across the Cascade Mountains to Central Washington ensuring a public commitment to conservation and public access. It is such commitment that I find most inspiring and that I feel is deserving of the recognition and honor afforded to the recipients of the Lagasse Medal.

Sincerely,

A handwritten signature in dark ink, appearing to read "K. Yocom". The signature is fluid and cursive, with the first name "K." and the last name "Yocom" clearly distinguishable.

Ken Yocom, PhD

Associate Professor and Chair

Department of Landscape Architecture | College of Built Environments | University of Washington

kyocom@uw.edu

206.221.0296



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Executive Committee, LaGasse Medal Nominations
The American Society of Landscape Architects
636 Eye Street, NW
Washington, DC 20006-5292

RE: Sarah (Sally) Jewell

February 4, 2019

To Members of the Executive Committee:

I am writing to urge you to award Sarah (Sally) Jewell the American Society of Landscape Architects LaGasse Medal for her exceptional contributions to the management and conservation of natural resources and public landscapes in the United States.

Jewell began her career in industry and banking and then became the director and president of Recreational Equipment, Incorporated (REI), a cooperative providing gear and clothing for outdoor recreationalists. At that time she served on the board of the National Parks and Conservation Association and other important conservation organizations. Her commitment to the outdoors, both personal and professional, brought her from her successful career in business into government, when President Barrack Obama appointed her Secretary of the Interior in 2013. She served with distinction until 2017. As Secretary, she demonstrated a deep commitment to sound natural resource and public land management priorities, and a personal love and experience of the nation's national parks, in particular. She has received numerous awards for her outstanding service to conservation causes, including the National Audubon Society's Rachel Carson Award and the Woodrow Wilson Society's Award for Public Service.

Jewell's commitment to the nation's national parks and other public landscapes deserves the highest recognition from the ASLA. The LaGasse Medal would be a particularly appropriate form of recognition, since it was established to acknowledge precisely the kind of contributions Jewell has made to the "management and conservation of natural resources and public landscapes." Jewell represents the best tradition of public service, exemplified by Alfred B. LaGasse and by former National Park Service Director Conrad L. Wirth, who received the first LaGasse Medal in 1981.

Sincerely,

A handwritten signature in black ink that reads "Ethan Carr".

Ethan Carr, PhD, FASLA, Professor and Graduate Program Director











