

February 5, 2021

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

re: Emerging Professional Medal, Magdalena Aravena

Dear Executive Committee and Board of Trustees,

The Illinois Chapter of the American Society of Landscape Architects is pleased to nominate **Magdalena (Maggie) Aravena** for the Emerging Professional Medal. Maggie is the current president of the Illinois chapter and is a landscape designer at Lamar Johnson Collaborative in Chicago, Illinois. She is driven by her experiences as a first-generation immigrant from Chile and is passionate about exploring the role landscape architecture plays in improving disadvantaged communities through education, advocacy, and collaborative design. Since her introduction to ASLA as a student at UC Davis, Maggie has demonstrated exceptional leadership and continues to make considerable contributions to the field of landscape architecture, not only in the state of Illinois but at the national level as well.

Maggie discovered landscape architecture by way of her initial interest in civil engineering. While civil engineering provided her with the scientific and mathematical foundation for *how* to mold the built environment, it was landscape architecture that allowed Maggie to explore the balance between design and science, the natural world and the built one, and express her creativity. Her love for designing spaces for people stems simply from her innate desire to help others. It was this love for the profession of landscape architecture and the desire to help others that ultimately led to her involvement in ASLA.

As a student at UC Davis, Maggie quickly immersed herself in the organization, first as the secretary, and then eventually rising to Student Chapter President. As the Student Chapter President, she was responsible for a major student fundraising effort for the new National Center on Landscape Architecture. It was also in her undergrad where she participated in her first Advocacy Day in Washington, D.C., and discovered the larger responsibility we have as professionals: that protecting the health, safety, and welfare of the public extends far beyond the physical elements of a site's design. In fact, Maggie hasn't missed an Advocacy Day since her first one in 2015. Additionally, Maggie attended multiple national conferences as a student, actively participating in the Chapter Presidents Council meetings, growing her network of professionals, and attending education sessions.

Upon graduation, Maggie easily transitioned her involvement from the Student Chapter to the Sierra Chapter. She was elected the Chapter's Secretary in 2016 while serving double-duty as the Membership Chair. At the Sierra Chapter, she instigated the very first Park-in-a-POD. Park-in-a-POD is an on-demand mobile community outreach platform that consists of easily-movable outdoor furniture stored in a PODS unit, and its purpose was to increase the

visibility of the profession and ASLA organization in Sacramento. The three-hour pop-up park created by Maggie and her Sierra Chapter team introduced over 200 people to the profession of landscape architecture. Park-in-a-POD easily translated the ASLA Mission into a tangible object that could not only be understood but appreciated by the public (and other landscape architects, too). It encouraged fellowship by bringing members together to build and facilitate the event, advocacy by encouraging partnerships not just with allied professions but also with public agencies, communication by increasing public awareness of the profession and organization, and education by encouraging career discovery for individuals of all ages. In addition to Park-in-a-POD, Maggie played a key role in the implementation of the Sierra Chapter's PARK-ing Day festivities, another prime opportunity to put ASLA's mission to work.

In addition to her heavy involvement at the local level, Maggie has always been engaged in the organization on the National level as well. While serving in her local chapter leadership roles for the Sierra Chapter, she also participated in the National Emerging Professionals and Associate Advisory Committees. Maggie was the first Emerging Professionals Liaison to the Board.

In 2017, Maggie moved across the country to join the Illinois chapter and has been a pivotal, engaged member from day one. She plunged quickly into the Chapter through a variety of committees: the Emerging Professionals, Advocacy, Public Awareness, and Membership committees, to name a few. As a member of the Emerging Professionals Committee, she helped to organize the annual Leadership Forum, playing a key role in engaging allied professions to attend the event. While on the Public Awareness Committee, she helped organize PARK-ing day. Her high level of engagement in the Membership committee quickly elevated her to Co-Chair, where she implemented a membership renewal reminder process to keep members engaged and continuously looked for ways to connect with more firms and agencies in ways that would increase support of employee ASLA memberships. She has helped educate other members, committee chairs, and elected officials about membership value. She also developed additional incentives to attract more student members. Under Maggie's leadership, the Illinois Chapter has seen the largest increase in student memberships over the past year.

As President-Elect, Maggie helped the Chapter navigate the pandemic, working with committee chairs to transition their programming and events online. During her time in this role, she also continued her pivotal role in local licensure efforts as well. Now, Maggie leads the local Illinois Chapter as President. Under her leadership, the Chapter has already begun in earnest our planning efforts for 2021. Only a few short weeks ago, she facilitated our planning retreat, where we revisited and refreshed the Chapter's strategic plan – an effort that had not been done since 2013.

In addition to her active role in Chapter committees, she has dedicated hours of participating in awards juries for both Chapter and student awards. She's played an active role on juries for Wisconsin, New York, and Prairie State Chapters. She also actively participates in IIT student award juries and critiques whenever possible.

Maggie is also keenly aware of the role advocacy plays in the profession. During her time in Illinois, the Chapter has struggled with the threat of deregulation and the loss of the Title Act. Her dedication to understanding the process, methods, and politics has resonated with other emerging professionals in the state. She has now passed all four licensure exams, an accomplishment that helps to fuel her dedication to the reinstatement of our Title Act and eventual passage of our Practice Act. She has remained a significant role-model of why young professionals should care about licensure and bridge the generational gap by educating new professionals about legislative impacts at every stage of their career.

During her time in Chicago, Maggie has continued to be involved with ASLA at the national level. She was the 2017-2018 National Associate Representative and sat on the Finance and Investments, Licensure, and Executive Director Search Committees. In 2019, she participated in the Diversity Summit, exploring diversity, equity, and inclusion in action with emerging professionals from across the nation. The information gleaned from this experience has helped to inform Maggie in her roles as Membership Chair, president-elect, and now, president of the Illinois Chapter.

Maggie combines her passion for advocacy with her passion for education and demonstrates this through the carefully-selected topics and thought-provoking dialogue that she facilitates in her sessions at the ASLA Conference on Landscape Architecture. In 2017, she spoke on a panel that explored the diverging views on design and justice, discussing the interplay of the profession, technology, and advocacy in these movements. In 2018, she participated in a Women in Leadership Roundtable that, with more than 90 attendees, was one of the best-attended PPN Live sessions ever held at the national conference. During this session, she shared her career path and lessons learned along with a standing-room-only crowd. Finally, at the 2019 Conference on Landscape Architecture, Maggie participated in a panel that explored the role of allies, advocates, and stakeholders have in closing the gender gap in landscape architecture.

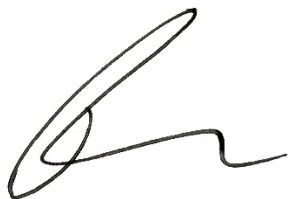
Maggie demonstrated her passion for our profession early in her undergraduate studies, and she continues to find ways to elevate landscape architecture at both the local and national levels. The Illinois Chapter is not only proud of Maggie's work advocating for, educating about, and motivating others within the profession, but also with her as our president, and we are excited to see what's next for our Chapter and what's next for her. We hope you'll recognize, as we do, how valuable Maggie's presence in the profession and ASLA is and bestow upon her the Emerging Professionals Medal.

Thank you,

A handwritten signature in black ink, appearing to read 'Adam De Foor-White'.

Adam De Foor-White, ASLA

ILASLA President-Elect

A handwritten signature in black ink, appearing to read 'Robert Reuland'.

Robert Reuland, ASLA

ILASLA Chapter Past President

A handwritten signature in black ink, appearing to read 'Cassandra Rice'.

Cassandra Rice, ASLA

ILASLA Secretary

A handwritten signature in black ink, appearing to read 'Sarah Dreier'.

Sarah Dreier, ASLA

ILASLA Treasurer

A handwritten signature in black ink, appearing to read 'Alan Watkins'.

Alan Watkins, ASLA

ILASLA Trustee



February 1, 2020

ASLA Board of Trustees
c/o Honors & Awards
636 Eye Street. NW
Washington, DC 20001-3736

**Re: Magdalena "Maggie" Aravena Letter of Support
2021 ASLA Emerging Professional Medal**

 **ASLA**
ILLINOIS
Illinois Chapter of American
Society of Landscape Architects
P.O. Box 4566, Oak Brook, Illinois
60522-4566
630.833.4516
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www.il-asla.org

Dear Board of Trustees:

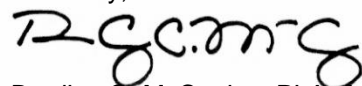
It is with great enthusiasm, I, with the support of the Illinois Chapter of the American Society of Landscape Architects (ILASLA), Site Design Group, Ltd, and an esteemed group of design professionals within the chicagoland area, strongly back the nomination of Magdalena Aravena, President of ILASLA, for the 2021 ASLA Emerging Professional Medal. Her immediate and continued commitment to the profession of Landscape Architecture and association have been unparalleled throughout her student and blossoming professional career, making her the ideal candidate for the Emerging Professional Medal.

I know the other folks that happily signed up to write a reference and pushed for this nomination will thoroughly cover the long list of accolades Maggie has on her curriculum vitae, so I want to focus my letter more on the intangible. Knowing Maggie since her time as a student chapter president attending and fully participating in the national advocacy day and CPC governance meetings, through her transition into the profession, and later transfer to the Illinois Chapter and wholehearted jump into the organization, I have learned three things that ring out and speak volumes about her character:

- **She is Passionate** – Never in our chapter have I seen someone so dedicated to the profession. Involvement with ASLA and developing her career are one in the same, putting almost another full work week into the Chapter through her various committees and now elected roles.
- **She is Divergent** – Being a strong, Chilean, woman, Maggie has pushed for causes that may not have been at the forefront of conversations years ago, leading us and elevating them to top of mind for not just the organization, but the design professions as a whole.
- **She is Selfless** – As Maggie transitioned into the professional world, federal administration changes added to the day to day workload and stress by ever changing her circumstance. Managing those concerns, Maggie pushed forward with reckless abandon to make an impact in not only her personal career, but the organization as a whole, to ensure she could make a difference for others, regardless of her own predicament. She makes every day count.

For these reasons, I strongly encourage the Board of Trustees to also recognize Maggie Aravena by awarding her the 2021 ASLA Emerging Professional Metal to not only thank her for the dedication to our cause, but to ensure that both she and other emerging professionals know that commitment to ASLA does not go unrecognized.

Sincerely,



Bradley C. McCauley, PLA, ASLA, CDT
Vice President of Membership, ASLA



ASLA Board of Trustees
c/o Honors & Awards

636 Eye Street. NW
Washington, DC 20001-3736

Jonathon Geels, PLA, ASLA
Principal Landscape Architect
Troyer Group, Inc.
INASLA Trustee

3930 Edison Lakes Parkway
Mishawaka, IN. 46545
jsg@troyergroup.com
574.360.7042

**Re: Letter of Support
2021 ASLA Emerging
Professional Medal**

February 05, 2021

Dear Selection Committee,

Few emerging professionals are as thoroughly engaged across all facets of landscape architecture as Magdalena Aravena. Her leadership within the profession and the society as well as through sustained advocacy set a high bar for all landscape architects, let alone those in their early career. It is for these reasons that I enthusiastically offer this letter recommending that she receive the 2021 Emerging Professional Medal.

Having served with Maggie over the last seven years in various capacities within American Society of Landscape Architects (ASLA), she has demonstrated increasing and exceptional leadership within the profession and society. During that time, she served many roles – colleague, friend, collaborator, and stakeholder. Throughout my experience with her, Magdalena demonstrated extraordinary leadership through tireless service for our shared profession of landscape architecture as well as a sustained advocacy for ASLA and its members.

Leadership Roles within ASLA

Her national leadership is widely known and felt by ASLA, from her involvement in the CEO-Search Committee, the Diversity Summit, through her service as the Associate Representative to the Board of Trustees (BOT), as a member of national committees, and now as the Illinois Chapter President of ASLA. Between each role, Magdalena remained actively engaged nationally, through advocacy and activism, in support of the larger mission of the society. As a collaborator, this work includes bringing important recognition for women and under-represented communities in landscape architecture; an effort we continue to champion both within and outside the profession.

At the state level, Magdalena has been involved in two chapters, taking on a variety of roles from membership to events. Not only did these efforts raise awareness with other landscape architects, but her involvement helped connect the profession to the public. Her work with the California Sierra Chapter's "Park In a Pod" has garnered national attention and serves as a platform for both public and policymaker engagement.

Recently, Magdalena served as the youngest member of the national search committee for ASLA's next CEO. Throughout that intensive experience, she repeatedly proved her value to the group. This effort represents a landmark moment for the society, laying the groundwork to respond to contemporary challenges as well as the long-term future of the organization. Because of the long-term impact, her contributions to ASLA and landscape architecture are both considerable and worthy of this recognition.

It comes down to people and their experiences | Together, We Will

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Leadership in the Profession

As a professional, Magdalena shows continued and sustained growth. The mindset that she brings to every project – one of thoughtful consideration, understanding, and drive – serves as an important component to the teams she has been involved with. Her desire for improvement is evident, as she has navigated many challenging professional situations, including a cross-country job change and recently transitioning to a new firm. Her dedication to the profession, shown through her leadership as an emerging professional across her entire work history is reason enough to award her this honor.

In just the last few months, Magdalena completed her path to licensure. Like so many other professionals, her path was not a straight line, but one that demonstrated resilience and firm resolve. She met that challenge with continued bravery, frequently seeking to support and celebrate others. This temperament and subsequent achievement are tantamount to the leadership qualities we all should aspire to.

Leadership Through Advocacy

Perhaps the most important demonstration of her leadership is Magdalena's commitment to advocacy and activism. No other action has as great an impact on landscape architecture's collective stability. Through navigation of considerable licensure challenges in Illinois, her leadership as Chapter President and engagement strengthen the future landscape architects around the country.

Beyond this, she engages policymakers at all levels of the public sector in on-going advocacy for landscape architecture. Her intentional use of communication channels, like Twitter, makes visible the grit advocacy necessary to advance the goals of the profession. Contributions like these rarely receive the accolades of award-winning project work but are no less critical to our shared success.

Summary

Magdalena and I work together in a variety of capacities, recently collaborating on a presentation on diversity in design for the Conference on Landscape Architecture. A common thread throughout is her effort of creating awareness for the profession and for ASLA. Whether as a colleague or collaborator, Magdalena engages people and serves as a driver for greater impact. I have no doubt she will continue to do so, and I recommend her for this well-deserved recognition of outstanding service and leadership without reservation.

As a proud member of ASLA and Chapter Trustee, I can think of no one more deserving for the 2021 Emerging Professionals Medal. Please do not hesitate to contact me if you have any questions.

Respectfully,



Jonathon Geels, PLA, ASLA

Principal Landscape Architect and INASLA Trustee





Wilson Design Studio Landscape Architecture

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ASLA Medal Nominations
c/o Honors and Awards
636 Eye Street, NW
Washington, DC 20001-3736
February 1, 2021

Reference: Maggie Aravena
Letter of Endorsement for the 2021 ASLA Emerging Professional Medal

Dear Executive Committee and Board of Trustees:

I am pleased to submit this letter of endorsement in support of Magdalena Aravena (Maggie) for ASLA's 2021 Emerging Professional Medal. I have known Maggie since her days at UC Davis, where she was a student of mine. Even back then, it was obvious that her career path would take her to amazing places. I helped her sign up as a student member and pushed her to get involved, knowing that she would do great things for ASLA and our profession. I am so proud to be a part of this nomination and to see that she may be recognized for her contributions as an exceptional young leader for ASLA.

Beyond school, I worked with Maggie for several years as a volunteer with the California Sierra Chapter. Maggie worked closely with our chapter leadership in her capacity as president of the UC Davis student chapter of ASLA. It was because of my positive experience with Maggie through ASLA and my class at UC Davis that I hired her as a Landscape Design Intern for my company in 2013. My experience with her could not have been better and I was sad (but not surprised) to see her move on to pursue greater things.

As a past president of our chapter and Vice President of Membership for ASLA, I understand the challenge of finding good people to work with and rely on as volunteers on behalf of our profession. It is even tougher to find emerging professionals willing to look outside of their own professional and personal life demands and become active members of ASLA. Not only has Maggie shown true leadership skills by getting involved at a high level, she has injected a level of interest and activity into her efforts that I have rarely seen in my years of involvement with ASLA. She helped develop several student leaders among her peers, and then became a member of the first ASLA Associate Advisory Committee. Her work has continued nationally by speaking at the last three ASLA Conferences about the importance of supporting women and other under represented groups in landscape architecture through mentor and stakeholder relationships. Her most recent educational session was prepared for ASLA's 2020 Career Discovery and Diversity Webinar Series, coinciding with Women's History Month. Undoubtedly she will be a voice for leadership and diversity in ASLA for years to come.

I think it's terrific that Maggie may be recognized for her considerable contribution to the profession, and don't know of anyone more deserving of the Emerging Professional Medal. Not only have I been consistently impressed by her work for ASLA, but I have enjoyed working with her and consider her a friend, mentor and stakeholder.

Sincerely,

A handwritten signature in black ink, appearing to read "Keith P. Wilson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Keith P. Wilson, ASLA
Principal, Wilson Design Studio

February 4, 2021

American Society of Landscape Architects

6361 St NW

Washington, District of Columbia 20001

Re: Letter of Recommendation

Dear, Board of Trustees

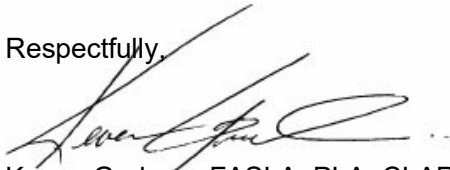
I am writing to recommend Magdalena Aravena for the Emerging Professional Medal to be awarded for 2021.

I have known Magdalena (Maggie) Aravena for more than eight years and have nothing but positive things to say about her passion and professionalism. As employer/supervisor and President of the Illinois Chapter ASLA, there is no doubt in my mind Maggie will be an excellent an inspiring recipient of the Emerging Professional Medal.

Through the time I have known, collaborated and supervised her work and been associated professionally with Ms. Aravena, I have seen her passion for the profession and the Society excel. Maggie is a rare combination: she has already at an early stage of her career established herself as not just a future leader in the Society, but a leader today. Maggie is a respected voice of the next generation of ASLA, a voice we need to hear and one in which her peers respect. Having supervised her professional work, I can bear witness to the dedication excellence and towards ASLA she exhibits on a daily basis, with enthusiasm, professionalism and knowledge. As the Associate Representative to the Board of Trustees, Chapter Membership Chair and now President for the Illinois Chapter and serving on the ASLA CEO/EVP search committee, Maggie has dedicated herself to the future of ASLA and service to its members.

It is truly my honor to recommend to you the Board of Trustees for your consideration, Magdalena Aravena for the Emerging Professional Medal.

Respectfully,



Keven Graham, FASLA, PLA, CLARB
Sr. Landscape Architect/Practice Manager
ASLA Vice-President for Government Affairs









