

February 4, 2021

MITHUN

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

Re: ASLA Honorary Membership

Dear ASLA Executive Committee:

I am writing to enthusiastically endorse Heather Whitlow as an ASLA Honorary member. Heather is an outstanding representative of and significant contributor to the field of landscape architecture. As the Director of Programs and Communications for Landscape Architecture Foundation for the last ten years, Heather has been a significant driver of the change and transformation of the profession in establishing performance driven work. Through the *Landscape Performance Series*, *Case Study Investigations* and the *Guidebook to Evaluate Landscape Performance*, Heather's contributions elevate the research capabilities of the profession as a whole and set new standards for academia in the successful integration of these standards into university accreditation programs.

Heather's deep understanding of people, research, science and design has been critical to this transformational work.

Landscape performance has elevated the profession, market expectations and affected the way we do our work at Mithun. As a design partner and landscape architect at Mithun, I served on the board of the Landscape Architecture Foundation from 2008-2017 and continue as an emeritus member.

I also served as an ASLA representative for SITES when Heather joined LAF and we worked closely together to align and streamline efforts. Heather is a proactive partner. She connects people throughout the profession and from related fields with shared interest in climate, resilience and justice work – advancing critical discussion through numerous conference presentations and educational gatherings such as the LAF Summit in Philadelphia where she served on the leadership committee and conducted communications. Heather brings a sense of humor, a collaborative approach and a keen sense of high quality in all the work and interactions she is involved with.

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San Francisco

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Los Angeles

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Culver City, CA 90232

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Heather's work has created the foundation from which landscape architects have increased their relevance and value in a rapidly changing world - through advocacy, leadership and influence on investments informed by landscape performance. In our collective work in the built environment as a profession, we are building more just and climate resilient solutions every day, guided by work that has grown through Heather's significant dedication and leadership.

In reflection upon the significance of the past year of the pandemic, the social justice movement and political turmoil, my appreciation for Heather as an integral part of our community and a bright spot for so many landscape architect's personal and professional lives is also magnified. Heather as an exemplar of integrity in science and human connection cannot be overstated.

Please consider Heather Whitlow's transformational contribution to the profession and share with her ASLA honorary membership.

Best regards,

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

Deb Guenther, FASLA

Partner

cc: Barbara Deutsch, LAF
Dorothy Faris, Mithun



THE UNIVERSITY OF ARIZONA

College of Architecture, Planning
& Landscape Architecture

**SCHOOL OF LANDSCAPE
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February 1, 2021

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

Dear Members of the Executive Committee:

With great enthusiasm, I am writing to support the nomination of Heather Whitlow, Director of Programs & Communications with the Landscape Architecture Foundation (LAF), to Honorary Membership of the American Society of Landscape Architects (ASLA). I have known and worked with Heather for more than ten years.

Heather's conception of and expertise in Landscape Performance have advanced the landscape architecture profession at the national and international levels through her award-winning service to the professional society. She has played an essential leadership role in promoting the research and practice front of landscape performance in the past decade. In her capacity as Director of Programs & Communications, her team developed and implemented the LAF's award-winning and transformative *Landscape Performance Series, Case Study Investigation* (CSI) program and other successful LAF's programs and communications. The CSI program is particularly noteworthy because it truly blossomed under her advisory and advocacy; more than 160 case studies have been published to date. These programs and resources have built a stronger capacity for landscape architects and aligned professionals and increased the influence to invest in more sustainable landscape solutions. Heather's contribution to landscape architecture practice is significant and transformative.

In addition, Heather's team established a strategic partnership with the academic organization Council of Educators in Landscape Architecture (CELA). CELA responded to the emerging area of landscape performance by opening a Landscape Performance Track at the annual CELA conference in 2012. Within five years, the number of submissions to the landscape performance conference track almost trebled. In addition to this robust growth, many studies have been published in CELA's high profile publication *Landscape Research Record*. These peer-reviewed resources have spawned numerous academic studies and collaborations, thesis and dissertation topics, and pedagogical innovations in design studios, all of which are instrumental in cultivating the next generation of designers and leaders in the profession.

Heather's other significant accomplishment includes her co-authored book, *Evaluating Landscape Performance: A Guidebook for Metrics and Methods Selection*, which draws attention from international audiences. In the first 1.5 months since the book's publication, about 1,050 people had downloaded the book. There were downloads from every continent except Antarctica, representing more than 40 countries. Nearly half of all downloads were from designers in landscape architecture-specific or interdisciplinary design firms. About 9% of downloads came from individuals who work at public agencies at the local, state, and federal levels. Comments from these users suggest that they plan to use the guidebook as an example to create their own resources and to evaluate their own sites.

In summary, Heather's accomplishments demonstrate a strong impact in landscape architecture professional practice. Her leadership, partnership, and advisory role and contribution exemplify the qualities honored by this membership. I would like to thank you for considering Heather Whitlow for the ASLA Honorary Membership. Please do not hesitate to contact me with any questions.

Respectfully yours,



Bo Yang, PhD, ASLA, PLA, AICP
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February 2, 2021

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

Re: ASLA Honorary Membership letter of endorsement for Heather Whitlow

To Whom it May Concern:

I am pleased to submit a letter of endorsement for ASLA to bestow an Honorary Membership on Heather Whitlow, Director of Programs and Communications at the Landscape Architecture Foundation (LAF). For over a decade, Heather has served as a senior leader of LAF, initiating and implementing programs of enormous impact to the profession of landscape architecture. She has applied her educational background in community planning and environmental engineering to become a nationally renowned expert in sustainable best practices and landscape performance—and has generated resources that elevate the discipline and explain the value of landscape architecture. Serving on the LAF Board and on the Research Committee from 2012 to 2016, I saw first-hand Heather's shaping of research and scholarship programs that have had a tremendous impact on the profession of landscape architecture.

As a leader at LAF, Heather conceived of and implemented the award-winning and transformative [Landscape Performance Series, Case Study Investigation](#) (CSI) program. Starting in 2011 with just a few pilot projects and now with an online collection of 165 case studies, CSI provides funding to faculty research fellows to evaluate the social, economic and environmental performance of built designed landscapes. Featuring a spectrum of project types across a range of scales, and in national and international locations, CSI provides an accessible resource for landscape architects to learn sustainable best practices and performance evaluation methods. The program elevates the design rigor of landscape architects and arms them with evidence of the benefits of sustainable solutions so they can make the case to clients and collaborators. I speak from experience, having participated in LAF's impactful program since its inception as a firm liaison. Over the past decade, along with her colleagues at LAF, Heather has transformed the program into a landscape performance movement with 95 firms and 42 universities (94 researchers, 106 landscape architecture student research assistants) participating, and diverse projects from 35 states and eight countries. In addition, to serve and teach the profession, Heather has generously shared her deep knowledge, participating regularly in ASLA education sessions and CELA panels, and publishing "Evaluating Landscape Performance: A Guidebook for Metrics and Methods Selection" in 2018.

The LAF programs that Heather leads have transformed landscape architecture practice and increased the influence and impact of landscape architects. I enthusiastically recommend Heather Whitlow for ASLA Honorary Membership and am hard pressed to think of anyone more deserving of this recognition.

Sincerely,



Allyson Mendenhall, FASLA
Principal, Director of DW Legacy Design®



February 4, 2021

To the ASLA Executive Committee:

This letter is to endorse Heather Whitlow and her valuable contributions to the field of landscape architecture and the larger community. Heather's work has advanced the discipline at a national and international scale and provided award-winning service to the profession with her conception of and expertise in Landscape Performance and leadership in developing LAF's award-winning and transformative *Landscape Performance Series* and *Case Study Investigation (CSI)* program.

As SITES program manager at Green Business Certification Inc. (GBCI) and having worked on SITES since 2006, I can attest that Heather's work and expertise in landscape performance is extremely significant and influential. Overall, she has given the community a new and clearer understanding of the value and contributions of built landscapes and outdoor spaces (and the designs behind them). Her work is forward-thinking, rigorous, collaborative and necessary to understand and demonstrate how critical landscapes are for providing ecosystem services, fostering resilience, solving urban issues, and improving human health and well-being. She has graciously shared this expertise for SITES (via the SITES Performance Working Group in 2017) and as a key member of the LEED Sustainable Sites Technical Advisor Group. This has informed the refinement and development relevant SITES and LEED credits. The *Landscape Performance Series* has been an essential resource for the SITES program and is included in the *SITES v2 Rating System*. Her work in understanding how site design functions (or does not) is increasing our collective knowledge base and improving a project team's ability to calibrate their designs to meet optimal performance outcomes. It makes the case for weaving healthy and functional landscapes much stronger and motivates and educates the larger community to shift toward implementing these natural solutions to address both local and global issues. I strongly endorse Heather in becoming an honorary ASLA member. Please feel free contact me with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Danielle Pieranunzi'.

Danielle Pieranunzi
SITES Program Manager
Green Business Certification Inc.
2101 L St. NW, Suite 500
Washington DC, 20037
dpieranunzi@gbci.org



ASLA Board of Trustees

The American Society of Landscape Architects

636 Eye St. NW

Washington, DC 20001

Dear Board of Trustees:

I am honored to extend this letter of support for the nomination of Heather Whitlow, as submitted by Barbara Deutsch, for honorary membership in the American Society of Landscape Architects. Throughout her career, Heather's work has demonstrated a continuous support for and understanding of the aim of Landscape Architecture.

Over the past decade, Heather has been instrumental in guiding the maturation and wider industry adoption of the Landscape Architecture Foundation's "Case Study Investigation" program. This program has been critical for design consultancies, design clients of varying scales and sizes, and policymakers at all levels and authorities to evaluate the real-world effectiveness of site-focused design and planning approaches by employing an objective project evaluation and documentation process for built works of Landscape Architecture. It is difficult to cite a more concentrated landscape-focused body of knowledge in the field that is successfully linking academic knowledge with professional design approaches in a format that can quickly provide useful feedback for actual projects.

Heather has been directly involved guiding two such Landscape Analytic projects for me on behalf of the Landscape Architecture Foundation, under contract by the US General Services Administration. Over the course of one year, she brought forward a combination of best-in-field knowledge, a steadfast commitment to quality, and a friendly demeanor to evaluate two Federal built works. The type of performance analysis Heather led for us is a critical component of advancing landscape-centric policy at the local, state, and Federal level.

I wholeheartedly support Heather Whitlow's nomination for honorary membership to the Society. She is a true friend and advocate of the field and an important contributor to our Society's stated goals and objectives. Heather is very deserving of this special recognition.

Sincerely,

A handwritten signature in black ink, appearing to read "Christian Gabriel".

Christian Gabriel, PLA, ASLA

National Design Director for Landscape Architecture

United States General Services Administration, Office of Design and Construction