



LANDSCAPE ARCHITECTURE FOUNDATION

1200 17TH STREET NW | SUITE 210 | WASHINGTON, DC 20036 | 202 331 7070 | WWW.LAFFOUNDATION.ORG

February 5, 2021

ASLA HONORARY MEMBERSHIP Nominations

c/o Honors and Awards

636 Eye Street, NW

Washington, DC 20001-3736

RE: ASLA HONORARY MEMBERSHIP Nomination for Heather Whitlow

Dear ASLA Executive Committee and Board of Trustees:

I am honored and delighted to offer my most enthusiastic support for the nomination of Heather Whitlow for ASLA Honorary Membership.

Heather and I began working together in 2005 at Casey Trees, an environmental nonprofit with national significance and a mission to restore tree cover in Washington, DC. Today, I have the distinct pleasure of working with Heather to fulfill the mission of the Landscape Architecture Foundation (LAF) where Heather is the Senior Director of Programs and Communications-- a position she has held since 2010. For the 16 years I have known Heather she has remained a dedicated, effective, and transformative advocate for green infrastructure and landscape architecture.

Heather's many achievements are of national and international significance and are transformative to the landscape architecture discipline and I can unequivocally say that LAF would not have the impact it has had without Heather. She is a key part of the LAF team working across scales from strategic planning to concept development, detailed design and execution of LAF's programs and communications.

Heather's education and experience as an environmental engineer and community planner have been particularly insightful, constructive and effective to position, frame and strengthen landscape architecture and its value propositions to a wide variety of audiences. This has been most notable and impactful in the following nationally and internationally recognized works:

- Green Build-out Model, Casey Trees 2006-2007
 - A planning tool that quantifies the cumulative stormwater management benefits of trees and green roofs for different coverage scenarios across Washington, DC
- Green Issue Briefs, Casey Trees 2007-2008
 - Nine Green Issue Briefs that outline the building blocks for a greener, healthier and more livable urban environment. They are a tool to advocate for more trees, vegetation and natural areas in Washington, DC
- *LAF Landscape Performance Series*, LAF 2010- present
 - An online set of resources to help designers, agencies, and advocates evaluate performance, show value and make the case for sustainable landscape solutions featuring over 160 case studies of exemplary projects with quantified environmental, social, and economic benefits
- *Case Study Investigation (CSI)*, LAF 2011- present

- A unique research collaboration and training program for faculty, students, and practitioners to evaluate the performance of exemplary landscape projects and document them into the LAF case study format for the *Landscape Performance Series*
- The New Landscape Declaration: A Call to Action for the Twenty-First Century, Rare Bird Books, 2017
 - “This extraordinary book reflects a remarkable breadth and depth of thinking by landscape architecture’s most creative minds, and is in itself an assertion that landscape architecture has a central role to play in shaping the world of the 21st century.” -- 2019 ASLA Professional Awards Jury
- Evaluating Landscape Performance: A Guidebook for Metrics and Methods Selection, LAF 2018
 - This LAF Guidebook outlines the process for what to measure and how and presents over 100 metrics in 33 benefit categories as potential ways to gauge environmental, social, and economic impacts

In addition, Heather’s technical advisory roles with the LEED Sustainable Sites Technical Advisor Group and collaboration with other leaders in performance-based initiatives outside of the profession have elevated the understanding and value of landscape architecture.


The collective influence and impact of these and other research and communications tools and resources has been transformational. Heather’s work at Casey Trees supported advocacy and comprehensive planning for green roof and tree cover objectives and stormwater policy in DC. Her body of work at LAF has helped landscape architects be more effective in showing the value of their work as well as supported non-profit and agency advocates to generate more opportunities for green infrastructure and landscape solutions. Heather’s work has helped build a new body of knowledge for the profession, supporting students, emerging professionals, academic researchers, and practitioners worldwide. CSI is significantly helping to bridge the gap between academia and practice. Landscape performance is becoming standard practice in more and more firms every year. Heather has been instrumental in this movement, which continues to grow engaging nearly 100,000 unique users of these online tools and resources in 2020 alone.

Through her role as LAF Senior Director of Programs and Communications, Heather continues to promote the value of the profession and exemplary design to a global audience. She speaks at conferences and provides training to hundreds of landscape architects each year. Heather is dedicated to the values of landscape architecture and led the creation of the ASLA professional award-winning book *The New Landscape Declaration: A Call to Action for the Twenty-First Century*.

I continue to appreciate that Heather, as an environmental engineer and community planner, has dedicated herself to show landscape architects, and others, the value of landscape architecture. Heather helps us all be better landscape architects!

For these many reasons and to show appreciation for her exceptional contributions, I ask that ASLA recognize Heather Whitlow with Honorary Membership.

Sincerely,



Barbara Deutsch, FASLA
CEO

Attached: List of ASLA Professional Awards received by Heather Whitlow



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List of ASLA Professional Awards received by Heather Whitlow

- **2019 ASLA Honor Award in Communications**
New Landscape Declaration: A Call to Action for the Twenty-First Century book
- **2015 ASLA Award of Excellence in Communications**
Landscape Performance Series - <http://www.asla.org/2015awards/96562.html>
- **2015 ASLA Honor Award for Research**
Case Study Investigation (CSI) program - <http://www.asla.org/2015awards/96974.html>
- **2011 Potomac/Maryland ASLA Honor Award for Communications**
Landscape Performance Series - <http://www.marylandasla.org/#!2011/c16xc>
- **2008 Potomac/Maryland ASLA Merit Award for Communications**
Tree Space Design: Growing the Tree out of the Box
<http://www.landscapeonline.com/research/article.php?id=11483>
- **2007 ASLA Honor Award for Research**
The Green Build-out Model: Quantifying Stormwater Benefits of Trees and Greenroofs in Washington, DC - http://www.asla.org/awards/2007/07winners/443_ctef.html

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

mithun.com —

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, reading "Deb Guenther". The script is fluid and cursive, with the first name "Deb" and last name "Guenther" clearly legible.

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®

DESIGNWORKSHOP

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,



Danielle Pieranunzi
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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



LANDSCAPE ARCHITECTURE FOUNDATION

Heather Whitlow Contact Information

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Address: 347 L St SE, Washington DC, 20003

Phone: (202) 569-5629

Headshot (Original high-res file can be shared upon request):

