



February 5, 2021

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

**ASLA National Medal of Excellence  
LETTER OF NOMINATION  
POTOMAC CHAPTER ASLA ADVOCACY COMMITTEE**

Dear ASLA Board of Trustees:

It is with great pleasure that I submit the **Potomac Chapter ASLA Advocacy Committee** for your consideration for the 2021 ASLA Medal of Excellence. Located in our nation's capital and serving more than 300 members across Washington DC, northern Virginia, and suburban Maryland, since 1938 the Potomac Chapter of the American Society of Landscape Architects (Potomac ASLA) has a long history of forming member committees to work on key initiatives and important member causes that advance the profession of landscape architecture and benefit the greater community. These include championing 1) Equity, Diversity, and Inclusion within the Profession, 2) Advocacy of Emerging Professionals, and 3) Advocacy of Professional Licensure Issues.

Promoting and protecting the value of licensure and threats to licensure takes concerted action by ASLA and chapter committees, such as the Potomac Chapter ASLA Advocacy Committee, and should be recognized as contributions to the field. Vigilance by ASLA members is not something to be taken for granted. For example, just last year, the Landscape Architect Act of 1989 was repealed in Illinois so that those with past Landscape Architecture registrations can no longer be renewed and the use of the title of "registered landscape architect" and other iterations will no longer require a registration to be issued by the Department of Financial and Professional Regulation. New bills have been re-introduced to reestablish title act licensure in Illinois, but the outcome not yet determined. Additionally, in 2020, licensure of landscape architects was threatened again in Virginia and the Potomac Chapter joined with the Virginia Chapter to strongly voice support for continued licensure. A final finding and report by the Board for Professional and Occupational Regulation (BPOR) that "Licensure of Landscape Architects is Justified" was the result of the strong defense.

This letter seeks to recognize the dedicated work by the **Potomac Chapter ASLA Advocacy Committee**, over the decade from 2010 to 2020, for the specific policy and educational work performed to secure licensure for landscape architects in the District of Columbia. In 2020, the District's Department of Consumer and Regulatory Affairs (DCRA) began accepting licensure applications for professional design firms and landscape architects seeking to operate in the District, issuing landscape architecture license number 001 to Kate Orff, the Founding Principal of SCAPE. The arc of legislation for landscape architects in all jurisdictions in the US has been a long one. The April 7, 2020 issue of ASLA's LAND newsletter, titled "Trust Grows Here: DC Now Licensing Landscape Architects", notes that the "50 by 2010 Licensure Campaign" was initiated in 2001, almost two decades earlier. The pinnacle of this campaign was the inclusion of the District to the list of 47 states and 3 jurisdictions who regulate landscape architects under practice acts, with 3 states operating with title acts (one with legislation pending).

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### Key Points about the importance of the act in the District:

- Recognition of landscape architecture as a professional design service, as it does for architecture and engineering, has allowed landscape architects who practice in the District to practice the full scope and scale of their profession.
- Previously local landscape architects required to seal designs for projects in the District had to use one from another jurisdiction. The District's December 2012 draft legislation defined a "Certified Landscape Expert" as including a Maryland or Virginia certified landscape architect, which ceded authority of the District government to determine who is qualified to practice landscape architecture within its own borders to nearby states. This been remedied by the final approved bill.
- Licensure will also encourage emerging professionals in landscape architecture to establish themselves in the District. Young professionals seek to settle and begin their careers and families in places where opportunities exist to build, lead, and grow a business and fairly compete for projects against other licensed design professionals.

### Timeline of Key Milestones of Potomac Chapter ASLA Advocacy Committee 2010 - 2020:

In **2010**, ASLA reached the milestone target of licensure (practice or title acts) in all 50 states. At that point, the Potomac Chapter began to focus on licensure in DC as an advocacy issue (*recollection according to Beth Znidersic, Past Potomac Chapter President 2010-2011*).

For the next few years, the Chapter was heavily focused on the threat of deregulation, emerging professionals, and partnership with the Maryland and Virginia Chapters (*recollection according to Steve Lefton, Past Potomac Chapter President 2011-2012*).

In approximately **2012**, ASLA was contacted by the District of Columbia Board of Architecture and Interior Design regarding licensing. At the time Robert Alter was a Board of Trustee member for the Maryland Chapter, as well as a Potomac Chapter Member, and he brought this effort to the attention to the Potomac Chapter. Potomac Chapter ASLA Advocacy Committee members then begin meeting with the District's Board regulating other design services such as Architecture and Interior Design, and getting the issue of landscape architecture licensure on its agenda (*Potomac Chapter website materials and recollection according to Claire Bedat, Past Potomac Chapter President 2012-2013*).

From **2013 to 2016**, the Potomac Chapter ASLA Advocacy Committee, led by Dena Kennett as Chapter President, and Masha Lea as the Chair of the Government Affairs Committee, and Robert Alter, who succeeded Marsha as Chair, took a key role in meeting with the Board and other District elected officials to support licensure in DC. They also provided regular updates to local Chapter members and organized efforts to engage broader support for the act.

After approximately three years of persistence and patience, on **June 21, 2016** Bill 21-790 the "Regulation of Landscape Architecture and Professional Design Firms Amendment Act of 2016" was introduced to the District Council by Council Chair Mendelson. Among other provisions, the bill requires that landscape architects working in Washington, DC be licensed in the District, and firms located in DC register as professional design firms.

The introduction of the bill required a public hearing. This committee continued advocacy outreach to a variety of allied professionals and to the Virginia and Maryland Chapters over the course of the summer. They also reviewed the bill with national ASLA and made repeated requests for other local landscape architects to review the bill and provide comments, educating local landscape architects about key talking points in support the bill and provided information regarding the unique aspect that the US Congress has a 30-day review period over any bills approved in the District of Columbia.

Bill 21-790 – Regulation of Landscape Architecture and Professional Design Firms Amendment Act of 2016 was approved on **April 7, 2017** nearly a year after being introduced.

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After many years of effort by the **Potomac Chapter ASLA Advocacy Committee** and other landscape architects, licensure for landscape architects in DC had become law! However, initial celebrations were dimmed when it took **3 more years** for landscape architects to actually be able to apply for licensure. This required continued on-going advocacy by many local landscape architects, as the District went through new administrations and technology challenges. The groundwork laid by the Potomac Chapter ASLA Advocacy Committee was key that the bill, now a law, could be properly enacted and that several issues of business license, reciprocity, technology glitches and others could be resolved to a point that a license application could ultimately be submitted and approved.

This final milestone was celebrated by the aforementioned press release from ASLA's LAND, reading:

*"On **April 1, 2020**, the District of Columbia's Department of Consumer and Regulatory Affairs (DCRA) began accepting licensing applications for professional design firms and landscape architects seeking to operate in the District, making DC the 51st jurisdiction in the United States to require landscape architecture licensure. The Regulation of Landscape Architecture and Professional Design Firms Amendment Act (B21-0790) also added landscape architecture representatives to the renamed Board of Architecture, Interior Design, and Landscape Architecture."*

Many parties and individuals played a key role in the noted success of the national campaign, including ASLA staff focused on Government Affairs and ASLA members from Virginia, Maryland, and the Potomac Chapter. For years local Chapters including past Chapter Presidents, Executive Committees, and members were aggressively defending licensing rights in Virginia and Maryland, along with advocating for licensure in Washington, DC. In particular, this nomination highlights three specific individuals who comprising the **Potomac Chapter ASLA Advocacy Committee**, tirelessly worked since 2013 to ensure the landscape architecture licensure legislation passed in the District in 2016 and was approved by Congress in 2017.

- **Dena Kennett, ASLA**, Past Potomac Chapter ASLA President (2015 – 2016), and Landscape Architect with the National Park Service, formerly assigned to the George Washington Memorial Parkway and currently located at the Golden Gate National Recreation Area, San Francisco.
- **Marsha Lea, FASLA**, a Past Potomac Chapter ASLA Government Affairs Committee Chair, and a resident of DC for decades; former Principal at EDAW, and Principal of Lea Landscape Architects, a woman-owned landscape architecture firm based in Washington, DC.
- **Robert Alter, ASLA**, current Potomac Chapter ASLA Government Affairs Committee Chair, past ASLA Board of Trustees (Maryland Chapter 2011, 2012, and 2013), previously Principal of Phoenix Land Design, Inc. and now Principal of Alter Associates, located in Washington, DC.

As acknowledged in ASLA and Potomac Chapter articles and announcements, these landscape architects spearheaded the effort over the course of years by spending countless hours in meetings with local elected officials, District staff and organizations. They also wrote letters, made calls, and prepared public hearing comments, as well as organizing other local landscape architects to do the same. These were all essential activities spent by this Potomac ASLA committee to support the licensure act and a significant investment of time.

The current Chapter Advocacy Committee is committed to building on the past work of Chapter volunteers and leaders. The example shown by the past Committee members highlights the need and impact of tackling serious issues, including a recent one, the sales tax currently levied on landscape architectural services which is not applied to architects and engineers working in the District.

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I urge you to closely read the attached supporting letters. I unreservedly recommend the **Potomac Chapter ASLA Advocacy Committee** for its long history of efforts on behalf of landscape architects, and specifically for the work from 2010 – 2020 to secure landscape architecture licensure regulation in the District of Columbia.

Very Truly Yours,

A handwritten signature in black ink, appearing to read 'Stephanie Pankiewicz', with a stylized, flowing script.

Stephanie Pankiewicz, PLA, ASLA  
Partner  
LandDesign

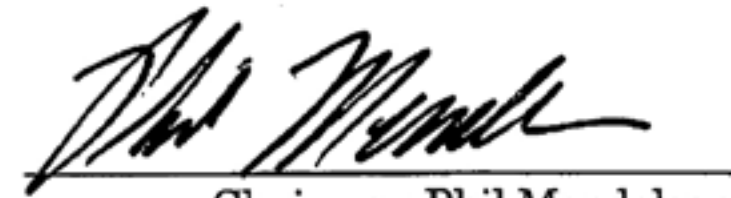
Past Executive Committee, Member at Large, Potomac Chapter ASLA  
Past Executive Committee, Mountain Section Chair, NCASLA Chapter  
Current ASLA Honors and Awards Advisory Committee  
Current Potomac Chapter ASLA Awards Committee

Encl.

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Chairman Phil Mendelson

A BILL

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

Chairman Phil Mendelson introduced the following bill which was referred to the Committee \_\_\_\_\_.

To amend Chapter 28 of Title 47 of the District of Columbia Code to require District of Columbia licensure as a prerequisite to serving on the Board of Architecture and Interior Designers; to rename and change the composition of membership on the Board of Architecture and Interior Designers; to allow students and employees to engage in the practice of architecture when under the supervision of a licensed architect; to require the licensure of firms operating in the District which practice architecture, landscape architecture, and interior design; to require each office of a professional design firm located in the District to be licensed; to establish requirements for licensure of professional design firms; and to allow disciplinary actions against licensed professional design firms in the District of Columbia.

BE IT ENACTED BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this act may be cited as the "Regulation of Landscape Architecture and Professional Design Firms Amendment Act of 2016".

Sec. 2. Chapter 28 of Title 47 of the District of Columbia Official Code is amended as follows:

(a) The table of contents is amended by adding new designation Part H-i to Subchapter I-B to read as follows:

"Part H-i. Professional Landscape Architects."



ASLA Advocacy @ASLA\_Advocacy · Oct 19, 2016

@asla\_advocacy testifying before in support of #licensure in Washington,DC!



Bill 21-0790  
District of Columbia  
Page 1 of 8 (L)

Photo of Dena Kennett, Marsha Lea and others testifying in support of licensure (R)



October 19, 2016

The Council of the District of Columbia  
1350 Pennsylvania Avenue, NW  
Washington, D.C. 20006

Re: Bill 21-790, the "Regulation of Landscape Architecture and Professional Design Firms  
Amendment Act of 2016"

Good morning Chairman Todd and other members of the panel.

I am Dena Kennett, Landscape Architect for the George Washington Memorial Parkway and the President of the Potomac Chapter of the American Society of Landscape Architects (ASLA). Marsha Lea, who is the Chair of our Government Affairs Committee, and I are here to speak on behalf the Potomac Chapter members.

Our Chapter is comprised of approximately 360 members from the District of Columbia and the surrounding metropolitan area and is the main advocacy body for the profession on the local level. As such, the Potomac Chapter fully supports establishing licensing requirements for landscape architects and Bill 21-790, the Regulation of Landscape Architecture and Professional Design Firms Act of 2016. This legislation will not impede anyone's ability to practice. Just the opposite, it will increase competition and economic opportunities for landscape architects.

Recognition of landscape architecture as a professional design service by the Council, as it does for architecture and engineering, will allow landscape architects who practice in the District to practice

the full scope and scale of their profession. This is critical because the scope and scale is broad and includes roadway and streetscape design, ADA accessibility and barrier-free design, stormwater management, wetland construction and mitigation, park and trail system design, erosion control measures, historic preservation, community master plans, site planning design, and green roof design, to name just a few aspects of the profession.

Any and all of these services impact the public's health, safety, and welfare. Without a proper regulatory program in place to ensure that the individuals performing these critical public services are qualified through proper education, experience, and examination there is an increased potential for serious harmful impacts to public health, safety, and welfare. Licensure will hold landscape architects accountable for their services to the public, and will transfer accountability and risk from consumers to landscape architects.

Other Potomac Chapter members are here today and will testify in more detail to following points:

- A significant majority of your members are currently licensed or work under someone who is licensed in Maryland and/or Virginia.
- Federal, state, and local projects often require a seal from licensed design professionals, such as Landscape Architect, Architect, Engineer, etc. Local landscape architects required to seal designs for projects in the District must use a seal from another jurisdiction. In fact, the District's December 2012 draft ZRR text defines a "Certified Landscape Expert" as including a Maryland or Virginia certified landscape architect.

- It is critical that the regulatory environment keep pace with practices. We believe the District Government should determine who is qualified to practice landscape architecture within its own borders and not cede that authority to nearby states, as is currently the case.
- Quality designs by licensed landscape architects will have a positive impact on the community through enhanced economic and social success of both private development and public works projects.
- Licensure will also encourage emerging professionals in landscape architecture to establish themselves in the District. Young professionals seek to settle and begin their careers and families in places where opportunities exist to build, lead, and grow a business and fairly compete for projects against other licensed design professionals.

While we welcome the passage of this legislation and believe it benefits the public health, safety, and welfare of District residents to have control over the licenses of landscape architects who practice in the District, we are concerned about one of the specific requirements for architectural, interior design, and landscape architecture firms operating in the District.

The bill requires that two-thirds of a firm's management be licensed professionals. We support a statute that requires a licensed firm be led by a licensed professional, without further requirements of licensure for a percentage of the firm's management. We agree that if a firm offers architectural, landscape architectural, or interior design services it should be required to have a licensed professional for each professional design service offered on staff and located in the office being

licensed for those professional services. However, requiring "two-thirds of a firm's management" to be licensed would mean many small firms (less than 4 professionals) could not meet this requirement.

Again, we appreciate the opportunity to engage the Council of the District of Columbia in a discussion of the merits of professional licensing for landscape architects. We look forward to seeing Bill 21-790 passed with the above recommended modification.

Thank you,  
Dena Kennett  
259 Tennessee Avenue NE  
Washington, DC 20002

American Society of Landscape Architects, Potomac Chapter, President  
National Park Service, George Washington Memorial Parkway, Landscape Architect



Councilmember Brandon Todd  
1350 Pennsylvania Avenue, NW  
Suite 105  
Washington, D.C. 20004

Re: Bill 21-790, the "Regulation of Landscape Architecture and Professional Design Firms  
Amendment Act of 2016"

Dear Council Member Todd and members of the panel,

My name is Marsha Lea. I'm testifying today as the Chair of the Government Affairs Committee for the Potomac Chapter of the American Society of Landscape Architects (ASLA) and as the owner of a small landscape architecture firm based here in Washington, DC. I have been a resident of DC for over 25 years and am very pleased the District is proposing to license landscape architects.

Over the course of my career much of my work has been here in Washington, including the landscape surrounding the National Museum of the American Indian where we not only designed a habitat using plants native to this region in pre-colonial times but also created a wetland, fed in part from roof and site stormwater runoff. I also designed the perimeter security for this museum and worked with the team designing the perimeter security for other Smithsonian museums including Air and Space, Natural and American History. I never imagined when I was a student studying landscape architecture that my work would include designing barriers to prevent a vehicular borne explosive from reaching its target, and doing so in a way that is as minimally intrusive to the public realm as possible.

As a landscape architect who is currently licensed to practice in Virginia and Maryland and has held licenses in Pennsylvania and Massachusetts in order to work in those locales, I am fully in support of licensing requirements for landscape architects practicing in DC. Some of DC's newest regulations such as the Green Area Ratio regulations require landscape architects performing the services necessary to complete the GAR design and calculations be licensed in Virginia or Maryland. I am hopeful that those regulations will soon be amended to require the landscape architects performing those services be DC licensed landscape architects. As a resident I believe the District should regulate services provided in the District, not cede that authority to nearby states.

Washington, DC is full of great outdoor places, both historic and contemporary, and we are fortunate to be surrounded by these iconic works designed by landscape architects. These spaces demonstrate the highest level of our profession and include the US Capitol grounds, the National Mall, the Vietnam Veterans Memorial, the FDR Memorial, and Dumbarton Oaks. While more recent and state-of-the-art sustainable development projects such as The Avenue, the middle school complex at Sidwell Friends School, the US Coast Guard Headquarters, Canal Park, Yards Park, CityCenter, and Georgetown Waterfront Park are helping to make DC the thriving city it is today.

Others here today and those not able to attend have contributed to the great neighborhoods of Washington through their work on public schools, community parks and memorials to local heroes such as Marvin Gaye Park, the memorial to Chuck Brown and Harry Thomas Park, recognized as one of the top neighborhood parks in the country.

A city comprised of such great iconic and contemporary works of landscape architecture should recognize landscape architects as licensed design professionals. Thank you for giving us the opportunity to speak in support of this important bill.

Sincerely,



Marsha Lea, FASLA  
Chair of Government Affairs Committee for the Potomac Chapter ASLA

123 N Carolina Ave SE  
Washington, DC 20003





## Phoenix Land Design<sup>Inc.</sup>

PLANNING • LANDSCAPE ARCHITECTURE • URBAN DESIGN

October 19, 2016

Councilmember Brandon Todd  
Committee of the Whole  
Subcommittee on Boards and Commissions  
1350 Pennsylvania Avenue, NW  
Suite 105  
Washington, DC 20004

Re: Bill 21-0790 Regulation of Landscape Architecture and Professional Design  
Firms Amendment Act of 2016

Dear Councilmember Todd and Members of the Committee of the Whole –  
Subcommittee on Boards and Commissions;

I am a practicing landscape architect, licensed in both Maryland and Virginia, and hoping to soon be licensed in my hometown of 40 plus years, Washington, DC.

I came to the DC area while serving in the U.S. Army. A few years after leaving the military, early in my professional career, I moved into Washington, DC and Capitol Hill just in time to celebrate our Country's 200<sup>th</sup> Anniversary. For most of the last 40 years, I've been practicing my profession mostly outside of my City because my profession has not been recognized in the District of Columbia.

Landscape Architecture is now licensed in all 50 States, Puerto Rico and three Canadian Provinces. The District of Columbia leads on many issues and in many areas, but in this case it is time to catch up. This process began about 3½ years ago when I was on the Board of Trustees of the American Society of Landscape Architects (ASLA). ASLA was contacted by the District of Columbia Board of Architecture and Interior Design about licensing. A sincere "thank you" to "The Board" and Chairman Mendelon for their efforts in getting this bill to this point. It is now up to you to move it forward.

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As a landscape architect I have been responsible for the design of large and small residential and commercial projects, parks, recreation projects and school projects. These projects have included conceptual design, the management of project designs, site design, grading, planting design, construction details and specifications, sediment control plans, forest conservation plans, site inspections and certifications and more. The proper execution and supervision of all of this work was important to the health safety and welfare of the ultimate users of these projects.

For almost 25 years I have been an owner and the president of Phoenix Land Design, Inc. By the end of this year Phoenix Land Design, Inc. will have relocated to Washington, DC, and I will begin my long awaited dream of both living and working in my chosen profession within my hometown of Washington, DC. I am very hopeful that my hometown (and what should be, and hopefully will soon be, my home state) will soon recognize and license my profession.

I am looking forward to sealing Green Area Ratio Plans and other design documents using my District of Columbia seal.

As you can tell from my chronology, I am no longer a young man, so please do your best to move this bill forward towards approval before the end of the year.

Thank you for your help.

Robert J. Alter, PLA, ASLA, AICP  
President



## Report from the Government Affairs Committee

After approximately three years of persistence and patience, on June 21, 2016 **Bill 21-790** was introduced to the District Council by Council Chair Mendelson. Among other provisions, the bill requires that landscape architects working in Washington, DC be licensed in the District, and firms located in DC register as professional design firms. View the bill [here](#).

**After introduction**, the bill was referred to the Committee on Business, Consumer, and Regulatory Affairs (BCRA) and the Notice of Intent to Act was published in the D.C. Register on Friday, June 24. The next steps outlined below can be complex and unpredictable. We face a December 22nd deadline which will approach quickly.

**The next step** is a public hearing. The hearing must be scheduled by the Chair of the BCRA, currently Vincent Orange. The Council is out on summer recess from July 15 until September 15. Chairman Orange's office has indicated that a hearing won't be scheduled before the summer recess begins. However, we are pushing for a hearing to be scheduled soon after the Council returns in September.

**In preparation for the hearing**, we have begun advocacy outreach to a variety of allied professionals and to the Virginia and Maryland Chapters and will continue to do so over the course of the summer. We are also reviewing the bill with ASLA National, and we would also like you to review the bill and provide comments.

**How you can show your support:**

- Read the bill and send your thoughts to [advocacy@potomacasla.org](mailto:advocacy@potomacasla.org) by August 31.
- Watch for and take action on additional advocacy alerts as they are sent out later this summer and fall.
- Be prepared to discuss with your allied colleagues-- landscape designers, civil engineers, architects, etc. Points to make:
  - All 50 states license landscape architects, so this requirement is in place everywhere else already.
  - Landscape architects will continue to be committed to on-going, multidisciplinary collaboration.
  - This legislation will not impede anyone's ability to practice.

*A little history:*

*The Board of Architects and Interior Designers (BAID) contacted ASLA National in 2013 inquiring about their interest in licensing landscape architects in Washington, DC. Not long after receiving the call, ASLA Government Affairs Managing Director, Julia Lent, along with then Chapter President, Claire Bedat, chapter members Dena Kennett (now Chapter President) and Marsha Lea (now Chair of the Government Affairs Committee), and representatives from CLARB attended a meeting of the BAID to answer questions and express the Potomac Chapter's support for the licensing effort. Since the initial meeting, the Potomac Chapter, in collaboration with ASLA National, has worked to forward the effort.*

*To date we have reviewed and provided comments on the draft language, initiated outreach to allied professional organizations such as APLD, AIA and other stakeholders, engaged a local lobbyist, and conducted multiple informational meetings with Councilmembers and their staffs.*

*Concurrently while ALSA was promoting externally, the bill language was reviewed internally by counsel in several District agencies, including the Department of Consumer and Regulatory Affairs (DCRA), the agency with authority over the BAID.*

**Important to understand**, the last legislative meeting of Council Period 21 is scheduled for December 6.

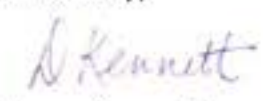
The bill needs a hearing and a committee mark-up by December 22 (Council is on recess from Dec 23 to Dec 31) or the bill will die at the end of the current Council Period. If that happens, the legislation would need to be reintroduced in Council Period 22.

If the hearing is successful, the Committee will vote to recommend the bill to the Committee of the Whole for consideration. After Committee of the Whole consideration, the bill is voted to the Council for first vote. Any permanent bill must have two readings that are held at least 14 days apart.

After both readings, the bill is transmitted to the Mayor. The Mayor has ten business days to sign, veto or return the bill unsigned. Unless vetoed, the bill will be transmitted to the US Congress for 30-day congressional review. After the 30-day congressional review, the bill becomes a law.

The regulations that prescribe the process of becoming licensed are a separate exercise and will not begin until the bill becomes law.

I sincerely appreciate your continued support. While it's taken time, the Potomac Chapter is pleased with the current progress and will continue to actively advocate throughout this summer and fall for the bill's passage. I also thank you in advance for your feedback and look forward to working with you on additional advocacy efforts.

Sincerely,  
  
Dena Kennett  
Potomac Chapter President

## Fall 2016 Report on DC Licensure

As you may recall this summer, after approximately three years of persistence and patience **Bill 21-790 which would license landscape architects in the District** was introduced to the District Council. View the bill [here](#).

As we had hoped, the critical next step of scheduling a hearing was taken when the Council reconvened in mid-September. We are thrilled to announce the **hearing will take place on Oct. 19 at 10 a.m. in room 412 of the Wilson Building.**

In quick response to this development, we have initiated outreach to Chapter members who live and practice in the District, along with a variety of allied professionals, and to the Virginia and Maryland Chapters to provide testimony at the hearing in support of licensure.

**Please TAKE ACTION on the alerts below and show your active support by doing the following:**

- Add your name to the [ASLA National petition letter](#) in support of the bill, **the deadline to sign-on is October 23!**
- Send a personal letter of support to DC Council Members urging support for bill by clicking on [this link](#) to take action.
- Join us at the hearing on Oct. 19<sup>th</sup> at 10 a.m. to show your support! Having a good crowd will demonstrate our strong support for licensure.
- A reminder if asked:
  - All 50 states license landscape architects.
  - Landscape architects will continue to be committed to on-going, multidisciplinary collaboration.
  - This legislation WILL NOT impede anyone's ability to practice.

**After the Hearing:**

The Committee begins their work writing their report and compiling the record of testimony.

The bill is then "marked up" to address any concerns or issues raised by testimony. We have already identified concerns over the section of the bill requiring two-thirds of a firm's management be licensed professionals. We have also been

discussing the specific definition of landscape architecture to ensure we do not infringe on our allied professionals' ability to provide the services they are accustomed to providing. This is of particular importance to landscape designers.

**Next key milestone:**

The bill needs its first of two required readings and a committee mark-up by December 22. The Council is on recess from Dec 23 to Dec 31. If these steps do not occur by December 22, the bill will die on Dec. 22, at the end of the current Council Period. If that happens, the legislation would need to be reintroduced in the next Council Period.

Given the short timeframe within which to accomplish these steps, we urge our members to stay focused on supporting licensure in the District of Columbia and be patient with regards to other issues, such as implementation of the law, including grandfathering, reciprocity, continuing education requirements, etc. Some of these issues will be addressed through regulations which are developed after the bill becomes law.

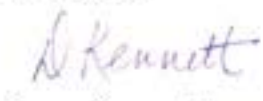
**Next Steps:**

If the hearing is successful, the Committee will vote to recommend the bill to the Committee of the Whole for consideration. After Committee of the Whole consideration, the bill is sent to the Council for a first vote. Any permanent bill must have two readings that are held at least 14 days apart.

After both readings, the bill is transmitted to the Mayor. The Mayor has ten business days to sign, veto or return the bill unsigned. Unless vetoed, the bill will be transmitted to the US Congress for a 30-day congressional review. After the 30-day congressional review, the bill becomes a law. The regulations that prescribe the process of becoming licensed are a separate exercise and will not begin until the bill becomes law.

Once licensure has been secured, and landscape architects are recognized as providing a professional service, the Potomac Chapter's Advocacy Committee will tackle the currently levied sales tax on landscape architectural services. We believe we need to address these two issues separately to be successful with both.

I sincerely appreciate your continued support. While it's taken time, the Potomac Chapter is pleased with the current progress and will continue to actively advocate throughout this fall and winter for the bill's passage. Please don't forget to take action by following the links above to sign the petition, send a letter and consider attending the hearing. I thank you in advance for your feedback and I look forward to working with you on additional advocacy efforts.

Sincerely,  
  
Dena Kennett  
Potomac Chapter President













1 February 2021



American Society of Landscape Architects  
The Medal of Excellence Nominations  
c/o Honors and Awards  
636 Eye Street, NW  
Washington, DC 20001-3736

American Society  
of Landscape Architects

Virginia Chapter

5101 Monument Avenue  
Richmond, Virginia 23230

804.523.2901  
admin@vaasla.org

**RE: The Medal of Excellence Nomination for the  
ASLA Potomac Chapter Advocacy Committee**

Dear ASLA Board of Trustees:

We are writing expressing our strongest support for the ASLA Potomac Chapter Advocacy Committee's nomination for The Medal of Excellence.

The Virginia Chapter is particularly appreciative of the sustained efforts and significant contributions of the Potomac Chapter Advocacy Committee leadership:

- Dena Kennett, ASLA, Past-President, Potomac Chapter
- Marsha Lea, FASLA, Past-Chair, Potomac Chapter Government Affairs Committee
- Robert Alter, ASLA, Chair, Potomac Chapter Government Affairs Committee; Past-Trustee, Maryland Chapter

In 2000, representatives of ASLA Virginia were directly involved in advocating for ASLA National's development of the 50 by 2010 Licensure Campaign and continue to participate in licensure advocacy at the national level. Having invested in over two decades of planning and legislative initiatives culminating in the upgrade from voluntary certification to mandatory licensure in Virginia in 2010, the protection of licensure in Virginia—and across the US—remains at the forefront of ASLA Virginia's strategic priorities. Given our decades of licensure advocacy, we have a combined national, regional, and state-level lens for valuing and supporting the nomination of the Potomac Chapter Advocacy Committee.

ASLA Virginia has and continues to view the licensure of landscape architects in the District of Columbia as critically important at the national, regional, and state levels. Consequently, ASLA Virginia supported the Potomac Chapter's Advocacy Committee's sustained multiyear campaign to secure licensure in the District of Columbia.

National importance and significance of the Advocacy Committee's licensure campaign:

- Prior to the licensure of landscape architects in the District of Columbia, the lack of licensure in our nation's capital affected Virginia and other states undertaking campaigns to secure practice acts and protect licensure. State legislators and those entities that are proponents of deregulation or a lower level of regulation of landscape architects have cited the lack of licensure in the District as part of their basis for opposing licensure or supporting deregulation. **With licensure of landscape architects in the District, the national licensure protection framework has been significantly strengthened.**
- Licensure of landscape architects in the District is critically important toward supporting ASLA National's federal policy and legislative initiatives. The unregulated practice of landscape architects in the District communicated a misleading message to Congress and the Executive branch. **Licensure in the District filled a conspicuous gap in the overall nation-wide regulatory framework for landscape architects thus buttressing ASLA National's federal policy initiatives.**
- Many US jurisdictions have faced and will likely continue to face sustained threats from small-government advocates proposing the reduction of the level of regulation of landscape architects or outright deregulation. ASLA Chapter campaigns to protect licensure are dependent on all jurisdictions retaining their licensure status. When any one jurisdiction loses



1 February 2021



its licensure status, proponents of deregulation will likely cite any and all cases of deregulation. **Licensure in the District supports all Chapter efforts to protect their licensure status.**

The importance and significance of the Advocacy Committee's licensure campaign within the District, the DC metro region, and Virginia:

- As part of the Virginia Chapter's past 1999-2000 and 2009-2010 licensure initiatives, as well as recent bills proposing deregulation, we have had to address the lack of licensure in the nation's capital, a jurisdiction abutting Virginia. **When the Virginia Chapter defended its licensure status as part of the 2020 Virginia Board of Professional and Occupational Regulation's determination of the appropriate level of regulation, we were successful in part owing to the licensure of landscape architects in all abutting states including the District of Columbia.**
- Over the past few decades, landscape architects have had to explain to their architecture and engineering colleagues why the District did not license landscape architects. **Recognition through licensure of the practice of landscape architecture as a professional design service comparable with architecture and engineering has rightfully positioned landscape architects on a level equal with allied design professionals.**
- A large number of Virginia and Maryland Chapter members—many representing nationally-significant firms—practice within the District. **Licensure has directly impacted not only landscape architects based in the District, but also those firms and practitioners located in Virginia and Maryland.**
- The lack of licensure has in the past sent a signal to clients, architects, and others that the scope of practice of landscape architects should be restricted in the District. **Licensure will enable landscape architects to practice the fullest range of landscape architectural services leading to quality designs that will have positive impacts on the community through enhanced economic and social success of both private development and public works projects.** Many of these projects for federal government agencies, institutions, and private clients involve iconic places and sites highly valued by all Americans as nationally significant.

It is for these reasons we enthusiastically endorse the nomination of the Potomac Chapter Advocacy Committee for the ASLA Landscape Architecture Medal of Excellence. Thank you for the opportunity to share our strong support for your consideration.

Very sincerely,

A handwritten signature in blue ink that reads "J. Barry Frankenfield".

Barry Frankenfield, FASLA  
President, ASLA Virginia

A handwritten signature in black ink that reads "William D. Almond".

William D. Almond, PLA, FASLA  
Chair, ASLA Virginia Government Affairs Committee  
Member, ASLA National Licensure Committee

A handwritten signature in blue ink that reads "Robert M. McGinnis".

Robert M. McGinnis, PLA, FASLA, DC LA License #30  
Member, ASLA Virginia Government Affairs Committee  
Principal Author, ASLA Virginia's 2020 White Paper: *Justification of Continued Licensure of Landscape Architects in Virginia*

American Society  
of Landscape Architects

Virginia Chapter

5101 Monument Avenue  
Richmond, Virginia 23230

804.523.2901  
admin@vaasla.org

01 February 2021

Benjamin Boyd, PLA, ASLA  
Maryland Chapter President  
American Society of Landscape Architects

To:  
Medal of Excellence Nominations  
c/o Honors and Awards  
636 Eye Street, NW  
Washington, DC 20001-3736

**Subject: ASLA MEDAL OF EXCELLENCE**

To whom it may concern,

It is with great enthusiasm that I endorse the Potomac Chapter ASLA Advocacy Committee for the ASLA National Medal of Excellence on behalf of the Maryland Chapter Executive Committee. As our close neighbor, the establishment of legislation for licensure in the District of Columbia was a very important initiative for our chapter. Many of our members practice in the District and we were very supportive of the effort to create a licensure act.

The work of this committee was crucial to the passage of the bill and invaluable to the entire profession of landscape architecture. As the 51st jurisdiction in the United States to require licensure, the expansive efforts of this committee helped to finally make the District congruent with the rest of the country and reinforce licensure requirements elsewhere. Their consistent effort over many years to bring the licensure initiative in front of elected officials, coordinate with stakeholders like the Maryland Chapter to testify in support, as well as countless other tasks related to the recognition of our profession in the District was a gargantuan effort over almost a decade.

Dena, Marsha, and Robert have done an invaluable service to their local community as well as to the professional at large. We were happy to testify, at the behest of this committee, our support of the bill when the time came. Robert is also a recent recipient of our chapter's Award of Excellence in Lifetime Achievement, showing just how much the members and leadership of each of these chapters are intertwined. These dedicated members are more than deserving of this prestigious honor for their continued and unwavering commitment on behalf of licensure.

Thank you for your consideration,



Benjamin Boyd, PLA, ASLA  
Maryland Chapter President  
American Society of Landscape Architects



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5 FEBRUARY 2021

**Matt W. Johnston**

President, Potomac Chapter ASLA  
1400 Ruffner Rd.  
Alexandria, VA 22302  
703.965.3605  
majohn13@vt.edu

**Medal of Excellence Nominations**

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

Dear Nominating Committee Member,

It's my honor to write to you today in strongest support of a Nominee for the ASLA National Medal of Excellence: the **Potomac Chapter ASLA Advocacy Committee**.

In 2001, ASLA created the 50 by 2010 Licensure Campaign. The successful campaign culminated in April 2020, with Washington DC the 51st jurisdiction in the United States to require landscape architecture licensure. The Potomac Chapter ASLA Advocacy Committee was directly responsible for this milestone achievement and should be recognized with the Medal of Excellence.

Three specific individuals formed the backbone of the Committee and its successful effort to bring Washington DC licensure from wish list to reality. They've worked tirelessly (and continue to do so) since 2010 to ensure that legislation passed in Washington, DC nearly 10 years later:

- **Dena Kennett**, Potomac Chapter ASLA: Past Chapter President (2014 – 2016); Landscape Architect with the National Park Service; previously assigned to the George Washington Memorial Parkway; currently working at the Golden Gate National Recreation Area in San Francisco.
- **Marsha Lea**, Chair, FASLA, Potomac Chapter ASLA: Government Affairs Committee for several years; DC resident for decades; owner of DC-based landscape architecture firm.
- **Robert Alter**, ASLA: Principal of Alter Associates, located in Washington DC; past Board of Trustees, ASLA.

These landscape architects spent countless hours in meetings with local elected officials, District staff and interested organizations. They wrote letters and made calls. The introduction of the bill required a public hearing, and the Committee organized formal comments from a variety of allied professionals, our Chapter membership, and the Virginia and Maryland Chapters, many of whom have projects and clients in DC. These were all critical activities to support the licensure act, and a significant investment of time.

The Committee reviewed the bill with ASLA National and made repeated requests for other local landscape architects to review and critique. They also educated local landscape architects about key talking points related to the bill, including the unique aspect that the US

Congress has a 30-day review period over any bills approved in the District of Columbia.

On April 7, 2017, Bill 21-790 – Regulation of Landscape Architecture and Professional Design Firms Amendment Act of 2016, was approved on April 7, 2017 nearly a year after being introduced. It took 3 more years for landscape architects to finally be able to apply for licensure. This required continued on-going advocacy by the Committee and local landscape architects.

On April 1, 2020, the District of Columbia's Department of Consumer and Regulatory Affairs (DCRA) began accepting license applications for professional design firms and landscape architects seeking to operate in the District, making DC the 51st jurisdiction in the United States to require landscape architecture licensure.

The Committee continues to monitor and participate in the law's implementation, with Bob Alter heading up task forces on sales tax application and modifications to current language.

I personally know these individuals and can attest to their character and diligence. Bob provides consistent and clear updates to our Chapter's Executive Committee, and all members are accessible and generous with their time and assistance. Incidentally, Dena Kennett recruited me to join the Potomac Chapter several years ago, which has brought me much personal and professional enrichment. Several of my colleagues in the firm where I work (Michael Vergason Landscape Architects) have already been granted DC licensure, and I plan on applying soon as well. This act has solidified our firm's standing, resolved questions, and improved our prospects. Further, it is a significant milestone in public and professional legitimacy of landscape architecture.

Thank you for your time and expertise. I hope that my letter can be persuasive in your deliberations, and I wholeheartedly recommend that the **Potomac Chapter ASLA Advocacy Committee** be given the highest consideration for the ASLA National Medal of Excellence.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Johnston".

**Matt W. Johnston**

President, Potomac Chapter ASLA





## Occupational and Professional Licensing Administration

January 31, 2021

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

RE: In Support of the Potomac Chapter ASLA Advocacy Committee for the ASLA  
National Medal of Excellence

Dear Selection Committee:

I am most honored to provide support toward the nomination of the Potomac Chapter ASLA Advocacy Committee for the proposed award, ASLA National Medal of Excellence. I had the opportunity to meet officials of the Potomac Chapter ASLA on March 8, 2013. This was a meeting that was held prior to our regularly scheduled Board of Architecture and Interior Designers meeting, the purpose of which was to discuss the regulation of landscape architecture in the District of Columbia. Through our lengthy discussion at that meeting with the Potomac Chapter ASLA officials and with key representatives of the ASLA, the Board understood better the need for licensure in DC to protect the health, safety and welfare of the consuming public and to establish regulatory standards in the areas of education, examination and experience for landscape architects practicing in the District of Columbia. Because of that meeting and the dialogue with the Potomac Chapter, the Board entertained and voted on a motion to begin drafting proposed legislation to require licensure in the District of Columbia on that same date.

I would like to note in writing this letter and looking back on the years of advocating for licensure for landscape architects by the Potomac Chapter that requiring licensure is not an easy process. During the years preceding enactment of legislation to require licensure, the nation was being faced with increasing pressures to deregulate the requirement for licensure in many professions and occupations. Among the professions, landscape architecture was one of them. Notwithstanding, the Potomac Chapter, along with the Board, continued steadfastly in its efforts to draft legislation regulating the profession to protect the public and to establish standards for licensure for DC landscape architects.

The Potomac Chapter ASLA worked tirelessly in attending many meetings of the Board, as well as working with the staff and legal counsel on many areas of proposed legislation to ensure that the legislation was inclusive of public protection and ensuring that landscape architects in the District of Columbia met national standards for licensure.



Efforts by the Potomac Chapter ASLA took years in the making of bringing forth proposed legislation before the DC City Council. Testimonies were given, along with the Board, that the proposed legislation was good and would provide consumer protections and incorporate national standards for licensure.

Because of the corroboration with the Board by the local Potomac Chapter and key ASLA officials, and after many years, the legislation was enacted in 2017.

I would add that to facilitate licensure, rules and regulations had to be developed by the Board. The review and input by the Potomac Chapter was extremely helpful. Final rulemaking to facilitate the legislation was published in 2019 and licensure was implemented in 2020.

I want to thank the Potomac Chapter and its officials for its dedication over so many years of work and I highly recommend them for this award. Our Board, staff, and I are pleased to call our regulatory body the Board of Architecture, Interior Design and Landscape Architecture now.

Sincerely,

Leon W. Lewis  
Board Executive  
Board of Architecture, Interior Design and Landscape Architecture



29 January 2021

To ASLA Trustees and Nominating Committee,

I'm pleased to write in support of the Potomac Chapter ASLA Advocacy Committee for their nomination for an ASLA National Medal of Excellence.

In 2001, the American Society of Landscape Architects created the 50 by 2010 Licensure Campaign, culminating in spring of this past year with Washington, D.C. as the 51<sup>st</sup> jurisdiction in the United States to require licensure for landscape architects. As a landscape architect working across the country – including the D.C. area – I applied for licensure and received the first license issued: #LAR000001.

The landscape architects comprising the Potomac Chapter Advocacy Committee – especially Dena Kennett, Marsha Lea, and Robert Alter – spent countless hours meeting with local officials, District staff and organizations to advance the licensure act. This work represents an extraordinary contribution to the field of landscape architecture – and an effort that helped form crucial networks between elected officials and professional designers in the D.C. area to review the bill and provide comments.

This work was a behind-the-scenes labor of love conducted over years – and besides offering licensure to individuals, it also encourages a generation of emerging professionals to establish themselves and practice within the District, building opportunities to lead, grow and inspire.

I encourage the Awards Committee to consider the work of this group for the ASLA National Medal of Excellence in light of this significant economic, social and professional contribution to the District.

Kind regards,

A handwritten signature in black ink, appearing to read 'Kate Orff', followed by a period.

Kate Orff, FASLA, RLA  
Founding Principal  
SCAPE

Director, Master of Architecture and Urban Design Program  
Columbia University GSAPP

Co-Director  
Center for Resilient Cities and Landscapes (CRCL)  
Columbia University GSAPP

## ASLA MEDAL OF EXCELLENCE 2021 Nomination Contact Details

Potomac Chapter ASLA Advocacy Committee – Contact Details of the three specific Members highlighted in the Nomination:

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Alternate contact for the Potomac Chapter ASLA Advocacy Committee  
(this person is not a Nominee, information is for Committee contact only)  
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