

Honorary Membership Nomination Narrative

Nominee: Elizabeth Hebron / Director, ASLA State Government Affairs

Nominee's Address: The American Society of Landscape Architects
636 Eye Street NW
Washington, D.C. 20001-3736

Phone: 202.216.2324

Nominator: Jonathan L Bronk / WI ASLA Trustee

Elizabeth Hebron has served ASLA National for over six years. She began as the first state government affairs hire for ASLA and is now it's first, and current, Director of State Government Affairs. As Director, she works with ASLA Chapters across the country to promote and defend landscape architecture licensure and to advance other key issues impacting the profession. Prior to joining ASLA, she worked four years on Capitol Hill and spent 10 years lobbying on federal legislative issues involving historic preservation, tax appropriations, and affordable housing. She has a BS and MS in Agricultural Economics from The Ohio State University.

When Elizabeth started at ASLA, the licensure landscape in the US was very different. There was one licensure threat in one state. Over the past six years the political climate has dramatically shifted with hundreds of proposed legislative bills threatening licensure in every state and the District of Columbia. She monitors state legislative threats, notifies local advocates, and assists chapters with their advocacy efforts. Her leadership and mentorship prepare and train local chapter advocates across the country to defend licensure in their respective states. She organized the yearly in-person ASLA Advocacy Summit, and more recently overhauled the summit to become an online quarterly event. She helps chapters craft committee hearing statements, reviews press releases, collects needed reference and research materials, and even watches live committee hearing broadcasts to provide immediate chapter support. She was also the key ASLA staff person supporting the ASLA Potomac Chapter with its efforts to pass licensure legislation in the District of Columbia. Her efforts contributed to legislation successfully passing and, with the Potomac Chapter Advocacy Committee, was recognized for their effort with the 2021 Landscape Architecture Medal of Excellence.

She helped create a stronger partnership between ASLA and the Council of Landscape Architectural Registration Boards (CLARB) where they now share initiatives, strategies, and communication in defense of licensure. In 2021 she also worked with CLARB and organized the effort to insure landscape architects were included and provided comments for the update to the Manual on Uniform Traffic Control Devices (MUTCD).

She represents ASLA in the Alliance for Responsible Professional Licensing (ARPL); a coalition of professions formed in 2019 to focus efforts on educating policymakers and the public about the importance of rigorous professional licensing standards. Her leadership has insured landscape architects have a voice in ARPL where, after years of professional organizations individually reacting to licensure challenges, now have a unified proactive approach through social media, videos, major publication articles, and commissioning a first-of-its-kind quantitative research study, *Valuing Professional Licensing in the U.S.*, which explores the impacts of professional licensing in highly complex, technical fields.

Her leadership extends beyond state advocacy and licensure. She is actively involved in ASLA's efforts to have landscape architecture classified as a STEM profession and provides materials to justify inclusion. She collaborates and assists ASLA Federal Government Affairs and is working with the ASLA Policy Committee to update policies and update the formatting of those policy documents. She is spearheading the guidelines development for the Women of Color Licensure Advancement Program which will provide mentorship, tools, resources, and financial assistance to support women of color in their pursuit of licensure.

Elizabeth Hebron is the reason landscape architecture continues to be licensed in all 50 states and the District of Columbia. Without her mentorship, guidance, and support; local chapter leaders would not have been prepared for the onslaught of licensure threats. Her efforts with ASLA initiatives including STEM status for landscape architecture and the Women of Color Licensure Advancement Program will ensure our profession continues to grow and become more diverse. On behalf of the Wisconsin Chapter ASLA and everyone who helped put this nomination together, I wholeheartedly nominate Elizabeth for the designation of Honorary ASLA for her relentless, thoughtful dedication to the landscape architecture profession.



Jonathan Bronk, PLA, ASLA
Wisconsin Chapter ASLA Trustee



1900 Reston Metro Plaza Suite 600

Reston, Virginia 20190

February 1, 2022

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

Dear Members of the ASLA Executive Committee and Board of Trustees,

It is our honor to provide a letter of support for Elizabeth Hebron's nomination for American Society of Landscape Architects (ASLA) Honorary Membership. We have had the immense pleasure of working with Elizabeth for the past 6+ years in her role as Director, State Government Affairs. She is an avid supporter of landscape architectural licensure and a valued partner to the Council of Landscape Architectural Registration Boards (CLARB).

In 2016, Elizabeth was instrumental in establishing licensure for landscape architects in Washington, D.C. She testified on behalf of ASLA in support of the legislation and provided valuable input to the licensure board on drafting rules and regulations after the law was enacted. She was also significantly involved in strengthening the regulations in D.C. to ensure ease of reciprocity for licensure applicants.

Elizabeth served on CLARB's 2017 Model Law Task Force and provided important perspective from ASLA and its membership. The result was an enhanced model that strengthened the requirements for licensure, improved licensure board composition and established board authority over unlicensed practice.

Elizabeth led the design and execution of the first-ever ASLA/CLARB Joint Licensure Summit in 2018 that brought together state chapter advocacy representatives and members of state licensure boards to explore ways that they can effectively and appropriately work together on licensure related issues. This groundbreaking event built a foundation for increased coordination and communication at the national and state level on licensure defense issues, the development of added resources and tools to support boards and chapters in their efforts, and improved board/chapter relationships around the country. Since this first co-sponsored event in 2018, Elizabeth and her team and CLARB staff have organized more than ten ASLA/CLARB co-sponsored virtual events for continued board/chapter engagement.

In 2019, Elizabeth began serving as ASLA's representative to CLARB's Rethink Regulation Workgroup, whose goal was to determine the best approach for removing unnecessary friction in the licensure process for landscape architects. The result was the development of a Uniform Licensure Standard that achieves constant requirements (education, experience and examination) across jurisdictions, improves the licensure mobility model, provides for increased equity to promote diversity in the profession, increases defensibility of licensure requirements and continues to ensure the health, safety, and welfare of the public. In 2020, ASLA's licensure Committee, led by Elizabeth, developed specific recommendations for inclusive education pathways to be considered as part of the Uniform Licensure Standard. Her leadership and partnership in this project have been invaluable and resulted in a successful outcome that the regulatory and professional communities broadly support.

The American Society of Landscape Architects (ASLA) joined the Alliance for Responsible Professional Licensing (ARPL) in 2020 — a coalition of advanced professions focused on educating policymakers and the public about the importance of rigorous professional licensing standards. Elizabeth has served as ASLA's representative to the steering committee that sets direction for the Alliance. Having ASLA join CLARB as members of ARPL has helped to round out the conversation and resulted in greater inclusion of the landscape architecture profession in these broader conversations about the importance of licensure of our profession. Elizabeth is a tireless advocate for the profession within the Alliance and ensures ASLA and landscape architecture is well-represented and included in the conversations.

In addition, over the past five years Elizabeth and her team have been deeply engaged partners with CLARB on educating our respective members on legislation that impacts the landscape architecture profession. We meet annually to develop a collaborative plan for engaging our members on mutually important licensure issues and we have partnered to successfully address challenges in multiple states. Elizabeth also led the development of an ASLA/CLARB co-signed response to the Federal Highway Administration, U.S. Department of Transportation on proposed revisions to the Manual on Uniform Traffic Control Devices for Streets and Highways which would have excluded landscape architects from interpreting and applying the MUTCD.

Elizabeth has been a key contributor to and driver of the strong ASLA/CLARB relationship and together we can accomplish so much more than either of our organizations can alone. Elizabeth is beyond deserving of the Honorary ASLA Membership recognition, we are grateful for the opportunity to support her in the nomination and appreciate the jury's consideration.

Sincerely,



Chuck Smith, FASLA
CLARB President



Matt Miller
CLARB CEO



Veronica L. Meadows, Chief
CLARB Chief Strategy Officer

Cc: Jonathan L. Bronk, PLA, ASLA

MARTIN – MILLER – O’MAHONEY

February 4, 2022

ASLA Executive Committee
ASLA Board of Trustees

RE: Elizabeth Hebron letter of support for Honorary Membership

Dear Members of the Nominating Committee,

It is our honor to endorse Elizabeth Hebron’s nomination for Honorary Membership. Since the beginning of her joining the American Society of Landscape Architects’ team as the first dedicated State Government Affairs Director, Elizabeth’s leadership and accomplishments have resonated with all landscape architects. She has embraced what it means to be a landscape architect, working collaboratively to support our efforts in not only acquiring licensure in all U.S. jurisdictions, but also in defending that licensure when under threat. Her collaborative nature and infectious tenacity inspire all, especially those of us who have had the pleasure of working with her either as an Executive Committee member, funder of a new program supporting licensure, or as a long-time member of the three committees she leads.

As one of the ASLA team liaisons for the Vice President of Government Affairs, Elizabeth’s dedication to landscape architects and the profession of landscape architecture is recognized in everything she does. From briefing the VP on any and all state legislation across the U.S. that supports landscape architects or threatens their licensure to helping them prepare for Executive Committee as well as Board of Trustee meetings to reviewing topics of discussion on one of the three committees she leads; her steadfastness is unwavering. Elizabeth’s organization and leadership of the annual Advocacy Summit is felt throughout the year as she always makes herself accessible to support the lessons learned at the summit and carried on through ongoing Chapter Advocacy efforts of site tours and state advocacy days. Her leadership has been integral to our partnership with CLARB as well as the development of new licensure partnerships. Elizabeth recognized the importance of joining Alliance for Responsible Professional Licensing to help us in our defense of licensure threats. As if the aforementioned was not enough, Elizabeth never hesitates to provide support to the Federal Government Affairs team, knowing it truly takes a full spectrum approach to support all that landscape architects do.

Early in the discussions about developing a Women of Color Licensure Advancement program - a new ASLA Fund program to provide Landscape Architecture Registration Examination (LARE) preparation and financial assistance to women of color on their journey to become licensed - Elizabeth was tapped to research the issues and resources, develop a strategy, timeline, and proposal to serve a cohort of women, and to implement the program within an extremely tight

MARTIN – MILLER – O'MAHONEY

window with applications beginning in February 2022. Along with the ASLA Director of Development & Strategic Partnerships, she began a funding campaign in mid-November of 2021 with an ambitious target to match and exceed the initial donation in support these efforts. Since then, with Elizabeth's able leadership and exceptional organizational skills, an advisory committee was established and has met monthly to refine the program goals and operation including mentorship, eligibility, and selection criteria which will include instituting an invited selection committee. Elizabeth's knowledge and dedication to professional licensure for landscape architects, as well as the close working relationship she has nurtured with our sister organization, CLARB, has been invaluable in fast tracking this much needed program.

Elizabeth's collaborative nature has been particularly effective in the Policy Committee where a lot of hard work occurs. When members of the committee were feeling the strain of updating ASLA's many policies and how to best convey the information, Elizabeth listened and took on the initiative to research other organizations, how policies were written and what was shared as public consumption. The result was a revamping of policy structure which serves the public and the profession better. Her leadership helped develop a new structure for the volunteer members, allowing work to get done and policy to develop in a concise manner while understanding the end goal. Elizabeth's global understanding of the profession helped bring clarity and precision to the final product.

Recognition of Elizabeth as an Honorary Member is well deserved. She has truly immersed herself into the profession and represents all landscape architects as well as ASLA in the best light. We fully and enthusiastically endorse her nomination.

Sincerely,

A handwritten signature in blue ink that reads "Wendy Miller" with a stylized flourish at the end.

Wendy J. Miller, FASLA



Board of Trustees

Honorary Membership Nomination

American Society of Landscape Architects

636 Eye Street, NW.

Washington, DC 20001-3736

Dear Executive Committee and Board of Trustees:

When I began working with Elizabeth as Vice President of Government Affairs, we were tasked with looking at the future of licensure, the battles we were facing and the challenges to come. I asked if you could write a plan to defend and promote licensure anyway you wished, It was Elizabeth that stepped up and laid out a clear plan and process to follow. And that is the course that has to date successfully held off hundreds of attacks on our professional licensure.

I have been privileged to know Elizabeth and work with her since her beginning at ASLA. Through that time, I have seen dedicated professionalism, strategic thinking, and a passion to promote the heart and sole of the profession of landscape architecture. As the Public Policy Committee and Chair, I had the opportunity to work directly with her on the crafting of some of our most important policy statements and the eventual rework of them to aid in the defense of the practice, preparing of landscape architects and staff as they went to speak with legislators and congressional committees. To say any day in State and Local Advocacy is normal is the furthest from the truth. Elizabeth is the stable rock that guides local advocates with consistency and sound advice.

Under Elizabeth's direction, ASLA has become a voice and member of the Alliance for Responsible Professional Licensing (ARPL). Expanding our voice and strengthening our ties not only in the architecture and engineering profession but the expanded reach and power of accountants showcasing the need for fair and balanced responsible licensing. One of the very first tasks Elizabeth was to work on with ARPL, was to participate in the Oxford Report detailing the value of professional licensing in the United States and countering the many arguments and threats our collective professions face each year.

Given the many accomplishments, her leadership in the defense of licensure and passion for the profession, it is my pleasure to recommend that the Executive Committee and the Board of Trustees acknowledge Elizabeth's contributions and leadership by awarding her with honorary membership in ASLA.

Respectfully,

A handwritten signature in black ink, appearing to read "Keven Graham".

Keven Graham, FASLA, PLA

Immediate Past Vice President of Government Affairs

February 2, 2022

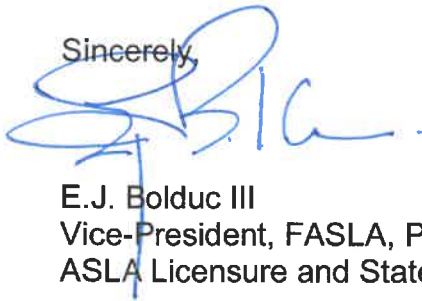
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636 Eye Street, NW
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Dear ASLA Executive Committee,

It is with great honor that I write to you in support of Elizabeth Hebron's nomination for honorary membership in the American Society of Landscape Architects (ASLA). Throughout her career with ASLA, Ms. Hebron has worked tirelessly for the Society and profession of landscape architecture as a whole. The impacts of her service, guidance, and support can be found at the local, state, national and international levels. She has served as a trusted resource for ASLA Chapters and members in their efforts to protect the profession against the increasingly more frequent threats to licensure we are experiencing in society today. She has been a strong and visible educator, coaching landscape architects from across the country, on the importance of advocating for the profession and educating regulators on the health, safety, and welfare benefits of landscape architecture. She has led ASLA's contingent(s) in national, multidisciplinary licensing initiatives with the Alliance for Responsible Professional Licensing (ARPL) and the Council of Landscape Architectural Registration Boards (CLARB) international efforts to develop uniformed licensing standards across North America.

Ms. Hebron has played, and continues to play, an instrumental role in advancing and advocating for the profession of landscape architecture. Her contributions have been far reaching and will benefit the profession for years to come. The American Society of Landscape Architects, our members, and non-members alike, have benefited from her service and support of the profession. Please give Elizabeth Hebron's nomination your full consideration. I am confident she will continue to represent the Society well and will cherish the honor.

Sincerely,



E.J. Bolduc III
Vice-President, FASLA, PLA
ASLA Licensure and State Government Affairs Committee Chair

