

April 2019

# LEADERSHIP LINK



ASLA Advocacy Summit Site Tour | New Mexico

## Advocacy Opportunities:

Water Week 2019

March 31 - April 6

[ [Click here for more information](#) ]

World Landscape Architecture Month

April 2019

[ [Click here for more information](#) ]

ASLA Advocacy Day

May 1, 2019

[ [Click here for more information](#) ]

## The Who, What, and Why of Advocacy

### THE WHAT

Advocacy doesn't happen once a year at advocacy day, or just at the federal level.

It starts at the local level with those who have a passion for the profession and making the world a better place.

Many states have a state advocacy day in which members of the profession convene at the state capitol to meet and discuss legislation with their legislators.

### THE WHO

**EVERYONE!** Advocacy doesn't just fall to those on the Advocacy Committee or chapter presidents, but to all members of ASLA and the profession.

This includes emerging professionals and students. As a committee, we are always looking at ways we can help engage new members with the local chapters, and we believe advocacy is an avenue to achieve just that.

By highlighting local and state advocacy issues and giving new members a cause to rally around, you have a tool to engage them and garner interest well into the future.

### THE WHY

The integrity of the profession and the design of the communities we live, work, and play in, are a direct result of advocacy from the local levels, all the way to the federal issues that impact us all.

By engaging in the advocacy opportunities, we not only promote the profession to the policy makers that directly shape our future, but also the general public.

By getting involved, we garner support within the community. These allies are likely to rally behind ASLA issues when necessary.



American Society of  
Landscape Architects

Thank you for reading the Leadership Link. Look for the next issue on Monday, June 3rd; Leadership Links will be delivered to your email on the second Wednesday of every-other month.

Need  
Help?

Melissa Gobrecht  
Chapter Relations & Membership  
Marketing Manager  
chapters@asla.org  
202.216.2323

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## Leadership Profile

### Q1 Who/what inspired you to become a leader in ASLA?

Growing up I learned from Boy Scouts and from my father the importance of helping others. But as an adult it always seemed like it was never the right time to get involved. However, I was fortunate to be surrounded by ASLA leaders who in various ways provided the support and encouragement I needed as a catalyst to get me where I am now as Wisconsin Chapter President. Shawn Kelly, one of my instructors at UW-Madison, passionately talked about ASLA and the importance of being licensed. Gary Brown, my supervisor, has always been supportive of ASLA involvement. Christa Schafer, then chapter president, was the first person to ask me to serve on a committee. At the 2014 ASLA Annual Meeting in Denver, Jay Gehler asked if I was interested in filling a vacated Member-at-large position. After building some experience and confidence serving as Spring Conference Committee Chair, Cody Axness and Pam Linn each pulled me aside and encouraged me to consider running for chapter president-elect with an opportunity to attend the ASLA spring meetings and advocacy day before making a final decision. With all the passionate people I met there, I was sold before the conclusion of the Welcome Reception.

### Q2 How do you encourage other ASLA members to lead?

Very rarely do individuals leap up with hands in the air saying “pick me” when election time rolls around or committees need to be filled. Many individuals are intimidated at the prospect of serving in a leadership role and it is your responsibility to show them confidence and create a safe, supportive, environment for them to grow in. You will see something in an individual that they do not even see in themselves, and you will need to be the “nudge” and encouragement they need to believe otherwise. Showing you believe in what they are capable of is incredibly powerful.

### Q3 Who has influenced your leadership style and approach?

I learned by watching my predecessors in leadership: Cody Axness, Christa Shaefer, Shawn Kelly, and Pam Linn. Their attention to detail yet understanding the larger picture, knowledge of the organization, and their ability to lead with compassion and strength are all qualities I admire. I continue to learn by listening to my team where, like a family, everyone has their own expertise and insight. I continue to learn from my peers at the Chapter Presidents Council, where words of wisdom flow throughout the meeting rooms, into the evenings, and onto social media after the meetings conclude.

### Q4 How has ASLA helped develop your leadership skills and career?

Before ASLA, my clinically diagnosed anxiety and depression left me feeling voiceless, afraid of public speaking, and lacking confidence in my own skill sets and abilities. Through ASLA, I have discovered how the things I doubted most about myself were the qualities people identified with the most as strengths. I’ve melted from someone frozen in fear at the podium to someone that can lead committees, organize conferences and events, and use my voice to advocate for my profession at the state capitol and on Capitol Hill. I have discovered my leadership style and found my confidence which has transformed how I practice as a landscape architect, how I parent, and how I live my life.



Jonathan L. Bronk, PLA, ASLA  
WI ASLA Chapter President