

June 2019

# LEADERSHIP LINK



Advocacy Day | Washington State

## ASLA CAN HELP!

ASLA's State Advocacy Team can help you determine a grassroots plan of action.

Washington State had its inaugural Advocacy Day in Olympia on March 28th.

A delegation met with 19 legislators, discussing our profession and the importance of licensure; spanning topics from sustainability and climate change to business taxes and liability.

Governor Inslee signed a Proclamation, marking April 2019 and Landscape Architecture Month in the state of Washington!

## Advocacy: a tool for member engagement

### CAST A WIDE NET

Invite everyone in your membership to join an Advocacy Day delegation: discuss licensure, bills that may affect your right to practice, and the role of landscape architects in the built environment. By casting a diverse group of members, from seasoned and emerging professionals to students, you can truly represent all of membership, and have interested, engaged members for the future.

Recruit from all areas of the state to have stronger representation. State representatives in the house and senate, of all parties, will listen to the concerns and needs of their constituents, and respond with care.

### SHARE YOUR STORIES

#### SHARE YOUR SUCCESSES!

Plan on sharing your Advocacy Day findings at a large event: your State conference or Awards Reception, or in a setting where you have a wide audience and can recruit members in specific, tangible advocacy efforts.

Tell your stories and **WHY** they are important, and share them expeditiously through social media.

Planning a [site visit](#) with a local or state representative this summer? Invite the press to join, or plan a press release to garner wide-scale support for issues that affect professional practice.

### GRASSROOTS ADVOCACY

State and local issues can catalyze and increase advocacy activity—demonstrated successes through grassroots efforts. This can translate in willingness to engage in other areas of your Chapter, and re-energize your membership. You and your chapter will know what issues resonate in your state. Establish an advocacy priorities setting process among your chapter leadership and involve your members.

By being engaged, members can accomplish so much! Our voices have power, and can create real change in legislation and policy-making decisions at the local, state and national levels.



American Society of  
Landscape Architects

Thank you for reading the Leadership Link. Look for the next issue on Monday, August 5th; Leadership Links will be delivered to your email on the first Monday of every-other month.

Need  
Help?

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

# LEADERSHIP LINK

---

## Leadership Profile



Holley Bloss Owings, ASLA

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

One of my college classmates, Chris Thompson, recruited me to be the Upstate Regional Editor of the SCASLA newsletter. At that time, Chris was serving on the South Carolina chapter's executive committee and was the editor of the newsletter (which was printed at that time). He invited me to participate in the committee quarterly meetings. I met so many inspiring people who are now great friends, I was instantly hooked and have been an active member ever since.

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

This is simple, just give them the opportunity to lead. As leaders our role is to be engaged with our membership to ensure that the organization is providing them the programming and member benefits they need. These need changes as the career changes and our profession grows. Developing relationships with our membership allows us to identify these needs, but also should be used to identify potential leaders and volunteers to serve on our committees. New faces and fresh ideas are always needed. Do not be afraid to ask people to get involved. And do not be afraid to give someone new the opportunity to take over programming and make it their own. We are only as strong as our membership and the more involved they are the stronger our chapter and profession will be.

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

I have always leaned on my dad as a mentor. He has always encouraged me to do what I love and reminds me constantly to listen, which is a harder skill to do than we all admit. I can always call him for advice and his guidance has influenced my leadership style. But I have been most influenced by all the other ASLA leaders who I have had the pleasure of serving with over the past 10 years. I have learned so much from watching other people lead, it is inspiring to see other people's passions and watch how their personality influences their style to lead.

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

Serving in ASLA has given me confidence. But this confidence is the result of the network of colleagues from around the country I gained through my involvement with ASLA. All of us are working to make the world a better place to live in; we are fortunate that we get to solve problems by creating amazing spaces for people every day. Having a network of colleagues that I can reach out to anytime empowers me in all my decisions from the day to day design tasks to board discussions on policies that shape the future of our profession. It is knowing that I am part of a larger group, and I am not doing this by myself, that gives me confidence to make decisions.