

HONORARY MEMBERSHIP

EMMA SKALKA

Nomination Narrative

Nominee: Emma Skalka

Nominee's Address: Victor Stanley
P.O. Drawer 330

City/State/Zip: Dunkirk, MD 20754

Phone: 301.704.1702

Nominator: Todd McCurdy, FASLA

Emma Skalka brings a passion for, knowledge of, and love of landscape architecture that is quite unique and astounding, and arguably without equal outside of the profession itself. It is a very rare thing to find a non-landscape architect who consistently exhibits as much passion for the profession, and its practitioners as Emma. She not only knows and loves us, she puts her time, talents and financial resources to work for us as well. Her **incredible generosity** of time, talent and money to ASLA and TCLF causes is truly “above and beyond”, and quite worthy of election to Honorary Member.

When Emma transitioned into her leadership role as Vice President of Sales and Marketing at Victor Stanley, Inc., she had big shoes to fill (literally) to follow her father-in-law, **Stan Skalka, Honorary ASLA**. Over the years, she has found her own style and her own voice, to carry on the excellence and commitment that Victor Stanley has been known for since 1962. The company employs more than 150 people at two manufacturing facilities and produces site furnishings that are the standard for most major cities in all fifty states, as well as in over 20 international countries. Still on the forefront, Victor Stanley recently introduced their Street Level Sensing™ which allows communities to monitor real-time trash container conditions, automatically transmitted to the Victor Stanley Relay™ Service to maximize efficiencies in waste management. Continuing under Emma’s leadership, Victor Stanley has been a **major contributor**, advertiser and exhibitor with ASLA, winning awards from ASLA for their creative and thoughtful advertising campaigns. The entire company lives and breathes landscape architecture. When you visit their factories in Maryland, you will find *racks* of Landscape Architecture Magazines to read while waiting. Nothing else, only LAM.

Emma is not afraid to tell anyone and everyone how impressed she is with the people in our profession, the work that we do, its value to the World, and even more personally, for the future, for her son. If you ask any LA who knows Emma, I believe you get the same response in return. How landscape architects who know her feel about her commitment is a match to her commitment and caring for us. This is beyond a typical vendor caring about people specifying their products. Emma and Victor Stanley care about that too, of course, but they care more about the **relationships** they make with us, and that is quite refreshing.

Her commitment to **active participation** at the National Annual Meeting goes well beyond just participation at the Expo. There is arguably no other vendor that puts as much into the National meeting as Emma and her Victor Stanley staff do. Introducing speakers, giving out books, bringing the whole sales staff, sponsoring the ASLA Awards Presentation year after year. In New Orleans, *in addition to* their standard booth in the expo, they created a **Parklet** with a design by ASLA Past President Tom Tavella - just a short walk from the convention center. Emma understands that landscape architects want to get outdoors, and enjoy time in the fresh air. She took on the extra commitment of time and expense, and chose the perfect spot - directly in front of *Cochon Butcher* - one of the best lunch places in town, just a short walk from the convention center. This became THE place for LA's to meet outside during the conference, a point that **made a big difference** to a lot of people.

Emma’s commitment and enthusiasm are not just reserved for the attendees at the National Meeting. Her work with *numerous* chapters all across the country, helping them increase membership, hold lectures with world class speakers and top drawer receptions make people

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want to attend. Her personal level of participation at their events is also well noted and greatly appreciated.

Her determination to have LAs help Victor Stanley **better address our needs** by inviting us to Maryland as focus groups to help with product development and marketing strategies is also really special. She cares about breaking down borders to create a broader dialogue about design, such as bringing in a large group of boisterous Scandinavians and including a couple of lucky Americans at the same time. She's quite special in her desire to make introductions to break down barriers and open communication.

Emma also is responsible for the creation and ongoing operation of the incredibly popular **Victor Stanley Lecture Series** in partnership with numerous Chapters and Universities. The Lecture Series started as a way to encourage greater participation and attendance in the Maryland Chapter, where it had a significant impact on membership growth and involvement. The VS Lecture Series has now expanded around the country and even beyond our borders with domestic and International speakers, as well as **International** locations, all promoting the profession, and providing a wonderful service to landscape architects.

Another place Emma's leadership has come to light is through her work and involvement with **The Cultural Landscape Foundation**. She was initially a financial supporter, then started participating on their Stewardship Council, and last year was elevated to a position on the Board of Directors! She is a rising star in TCLF, as her skills at fundraising, networking, and getting results have been invaluable to promoting the important work that TCLF does.

Emma, like Stan before her, is responsible for the **incredible generosity** of hand selecting and providing the wonderful **books** given to landscape architects at conferences at the State, National, and International levels. A very generous, and well loved gift, and something many LA's look forward to year after year.

As with all nominations for Honorary Membership, you will find letters of support emphasizing commitment, passion, talent, tireless promotion, financial support and leadership skills. But I'd also like to include some of Emma's own words, "borrowed" from her *personal* Facebook page, which will tell you a great deal about her belief in, and commitment to landscape architecture:

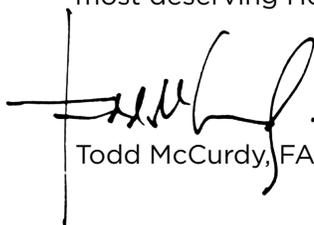
"New employee orientation in DC: **What is landscape architecture?** What role do the details of our products play in installations? Why is protecting our design important? Some of the many topics we'll cover today".

"We are so proud to support The **Cultural Landscape Foundation's Kickstarter Campaign** for the Lawrence Halprin Gallery Guide! Join us in celebrating the legacy of this visionary!"

And my favorite: "How do you measure success? **The best tours of any public space that I have ever attended have always been guided by a landscape architect.**"

Emma is a strong leader in a friendly and approachable way that makes everyone feel comfortable and valued. I, and many other LA's greatly admire Emma's knowledge, her can do attitude, her attention to detail, her sunny disposition and her sharp wit. She is one of the most honest, sincere people I have had the pleasure of getting to know. We, as landscape architects, benefit greatly from Emma's incredible commitment to and love of our profession.

In recognition of her unflagging commitment and support of ASLA, landscape architecture, *and landscape architects*, it is my honor, and distinct privilege to nominate Emma Skalka as a most deserving Honorary Member of the American Society of Landscape Architects.



Todd McCurdy, FASLA



17 January 2017

Honorary ASLA Nominations
c/o Carolyn Mitchell
636 Eye Street, NW
Washington, DC 20001-3736

RE: Nomination for Honorary ASLA Membership – Emma Skalka

Dear Executive Committee Members and Board of Trustees,

When I first met Emma Skalka, after a formal introduction by her father-in-law Stan Skalka (co-founder of Victor Stanley), Emma recounted to me that Stan once told her that *“landscape architects are amazing, passionate individuals, and although you may not remember what happens at work day-to-day, you will remember the landscape architects that you meet, many of whom will become life-long friends.”* This outlook, passed down from one generation to the next at Victor Stanley, today soars with Emma -- empowered by both her business experience and acumen in financial and human capital combined with her love of people and an enormous comfort zone.

Since joining Victor Stanley in 2007, Emma has taken the leadership helm at one of North America’s largest manufacturers of site and street furniture, which markets its products in all fifty states and exports to more than twenty other countries. Over the past several years -- initially as a cheerleader and supporter of The Cultural Landscape Foundation (TCLF), then, as a member of our Stewardship Council, and ultimately transitioning to the Board of Directors last year, I have watched Emma work her magic – in governance, development, fund-raising, and friend-raising -- all in equal measure. To hear TCLF Board members such as Doug Reed, FASLA, note after meeting her that *“she is a dream,”* while Mario Nievera, FASLA, recently stated that *“no one gets things done like Emma”*, she has enabled the Board to reach our strategic goals and new heights.

In my time working with Emma at TCLF I have watched her build close relationships with landscape architects throughout the world (truly – I remember her inviting me to lunch with German landscape architect Tilman Latz), often bringing together alternate visions so that valuable information and knowledge is shared within the landscape architecture profession. Through Emma’s invitation to participate as a guest speaker in the Victor Stanley Lecture Series, which has brought me to ASLA Chapters and University programs in Baltimore, Maryland, and Guelph Ontario, Canada, I have seen her serve as the gracious host and I have watched her in action - always the connector, coalition builder, and passionate advocate for landscape architecture and what the profession does. And this is just the public face. Behind the scenes Emma has supported and advanced a variety of conferences, exhibitions, and advocacy positions that have introduced TCLF to new practitioners and groups both inside and outside of the profession.

When we ponder that the ASLA’s mission is “to advance landscape architecture through advocacy, communication, education, and fellowship,” I know of no other individual – either

inside or outside of the profession - who embodies this strategic goal more than Emma. I strongly encourage the committee members to recognize the significant leadership and personal dedication that is evidenced in Emma Skalka's quest by bestowing on her honorary membership recognition.

Yours sincerely,

A handwritten signature in black ink, consisting of a large, stylized 'C' followed by a horizontal line that tapers to the right.

Charles A. Birnbaum, FASLA, FAAR
President + CEO

PWP LANDSCAPE ARCHITECTURE

PETER WALKER, FASLA

January 18, 2016

DOUGLAS FINDLAY, FASLA

DAVID WALKER, FASLA

The Executive Committee and Board of Trustees
The American Society of Landscape Architects
636 Eye Street NW
Washington, DC 20001

ADAM GREENSPAN

SANDRA HARRIS

CHRIS DIMOND, FASLA

Subject: Emma Skalka / Honorary ASLA Membership Nominee

JULIE CANTER

CONARD LINDGREN

To whom it may concern:

JAY SWAINTEK

MICHAEL DELLIS

Please add my recommendation to those who have nominated Emma Skalka for Honorary Membership in the ASLA.

TODD MEAD

MARTIN POIRIER, FASLA

I have twice been supported by the Victor Stanley lectureships once in Michigan at an ASLA Regional conference, with Bill Johnson and again in Baltimore last year also for the ASLA. She organized and completely funded these lectures. Through their generous contributions, I have had the time and privilege to get to know Emma and her father-in-law (Stan) and to learn about her continued dedication to landscape architecture.

CARMEN ARROYO

STEVE TYCZ

JANET BEAGLE

Their sincere and generous support for the profession, the ASLA and TCLF show their passion, belief and commitment to those things we all believe in. They support landscape architecture both nationally and internationally. Others who support her have testified to her diligence and skill. Emma is not just my friend but a friend to all of us. Some of this support is well known, but much of their efforts on our behalf is done quietly.

EUSTACIA BROSSART

CHELSEA DEWITT

LAUREL HUNTER

I cannot imagine a candidate so deserving and so willing to continue working with us for many years to come.

JUSTIN JACKSON

KAZUNARI KOBAYASHI

I am delighted to recommend Emma without reservations.

CORNELIA ROPPEL

CHRIS WALKER

Sincerely Yours,

MONICA WAY

MI YANG


Peter Walker

PW/jb

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Honorary ASLA Nominations
c/o Carolyn Mitchell
636 Eye Street, NW
Washington, DC 20001-3736

January 18, 2017

My most esteemed colleagues,

It is both an honor and a privilege to support Emma Skalka, Vice President of Sales and Marketing at Victor Stanley, Inc. as a nominee to ASLA Honorary Member. I truly believe that you will be hard-pressed to find a more deserving candidate!

Since assuming a leadership position with Victor Stanley, Emma has forged her own path and set herself apart as a person of notable national and international service and influence to the profession of landscape architecture. If you know Emma, you also know her to be a breath of fresh air! She not only loves being the self-professed “nerd” who adores all things associated with the design and manufacture of site furnishings, she is acutely aware that it is landscape architects who are the most qualified designers in the built environment. She joyfully and enthusiastically promotes that to others, she educates us, and she supports us while we do it.

Emma has been an incredibly generous and devoted participant in ASLA at both the national and chapter level. Victor Stanley is always there exhibiting, sponsoring, advertising, supporting and educating through their efforts with luncheons, speakers, giving out books, and sponsoring the Awards program. Whatever the ASLA is doing, Victor Stanley is consistently there to partner and participate as one of our premier sponsors. Under Emma’s leadership, that commitment and dedication to promoting and educating landscape architects has only grown stronger.

Emma is not a landscape architect, but you might mistake her for one. She talks about the articles she’s read in the latest issue of LAM. She travels the globe attending conferences as a sponsor and exhibitor, but she also attends -- and greatly enjoys -- the educational sessions! After listening to so many wonderfully inspiring speakers at conferences, Emma decided to start the Victor Stanley Lecture Series to help her own Maryland ASLA Chapter increase membership numbers and involvement. Sponsoring world class speakers has been a huge help to the Chapter, so she’s expanded the Lecture Series to include other Chapters, as well as international locations and speakers.

Emma invited me to participate on a panel of Past ASLA Presidents she put together on the Millennial Generation in the workforce. The lecture was in response to hearing so many Baby Boomer landscape architects talking about their Millennial employees, and she felt that opening a dialogue between the generations would be a meaningful conversation. It was a great success, and we have repeated the session at the ASLA Annual Meeting and will present it again at LABash. Emma and I also worked together when she so generously brought the Victor Stanley Lecture Series to North Carolina. Many people hear about an issue and talk about it, and think about it, but Emma hears about an issue, decides to do something, and then – she does it!

An avid sailor, she promotes a broad, international, and all-inclusive perspective that exemplifies the saying, “a rising tide lifts all boats.” Whether you are the owner of a large and famous firm, or a first-year student, Emma is excited to find out what **you** bring to landscape architecture. Emma is highly skilled at listening, networking, finding connections and synergies, and solving problems. She is a firm believer in bringing people together to learn, network, and share. This is exactly the sort of support that inspires landscape architects to reach higher, go farther, do more.

Emma is a relatively new voice with The Cultural Landscape Foundation, but her impact has already been vitally important. Her involvement and skills with fundraising, promoting, networking, and getting results will be a fantastic asset to their mission.

In closing, Emma Skalka is a shining star! She’s a great friend, dedicated colleague, and tireless promoter to all of us. Please vote for Emma!

Sincerely,

A handwritten signature in black ink that reads "Susan M. Hatchell". The signature is written in a cursive, flowing style with a large initial 'S'.

Susan M. Hatchell, FASLA, PLA, LEED AP
President



January 15, 2017

Honorary Membership Nomination
ASLA
636 Eye Street, NW,
Washington, DC 20001-3736

Re: Honorary Membership for Emma Skalka

Dear Committee and Board Members:

It is an honor and a pleasure to write a letter of support for the nomination of Emma Skalka for Honorary Membership in the American Society of Landscape Architects. Emma has been a wonderful supporter of our profession with her role at Victor Stanley around the globe. This extends from sponsorships to promoting the profession with students, landscape architects and upcoming young professionals to creating new products that meets our ever changing needs as landscape architects in the public realm.

Knowing Emma personally as well professionally, Emma demonstrates what we all hope to do in service to our profession: profound integrity, dedicated innovation and a commitment to doing good works.

Emma has shown leadership with creation of the Ignite series of speakers supporting the many chapters of the ASLA as well as supporting the vest pocket park in New Orleans. Regardless of the challenges of any situation, Emma handles it all with both professionalism and a smile. Emma is more than worthy of honorary membership in the American Society of Landscape Architects and I support this nomination whole heartedly.

Best regards,

Virginia T. Burt, FASLA, FCSLA

Cc: Todd McCurdy



UNIVERSITY OF MARYLAND

COLLEGE OF AGRICULTURE AND NATURAL RESOURCES
Department of Plant Science and Landscape Architecture

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301.405.4356 TEL 301.314.9308 FAX

January 18, 2017

Honorary ASLA Nominations
c/o Carolyn Mitchell
636 Eye Street, NW
Washington, D.C. 20001-3736

Re: Nomination for Honorary ASLA Membership - Emma Skalka

Dear Executive Members and Board of Trustees,

When I first became President-elect of MDASLA I set up a meeting with Stan Skalka of Victor Stanley, a Maryland based site furniture manufacturer, to ask how I could be a more effective president and do a better job of serving our members and sponsors. In typical Stan fashion the conversation quickly evolved to ... "how can I better serve you". I shared that the revitalization and strength of our chapter rested upon the knowledge of our members. Stan immediately called Emma into the meeting and into my life walked a person that embodies all that is good in our profession: intelligence, knowledge, commitment, and relationships. Within minutes Emma proposed that the MDASLA/ Victor Stanley Lecture Series be an additional contribution of their generous sponsorship. She was immediately enthused by the possibility of bringing speakers of note from around the world to educate our members, allied professionals, and our students.

As our relationship grew, and her exemplary vision and commitment became apparent, Emma and I worked on several additional initiatives. She was instrumental in bringing a panel of former ASLA presidents together that addressed the evolving workforce and ultimately delivered an educational session at the New Orleans ASLA Conference and in March, at LaBash. Throughout all of Emma's interactions she has been wonderfully informative, responsive to suggestions, pleasant in moderating differences, clear and strong in explaining her ideas and effective in developing and implementing new directions and follow through. Her ability to create relationships of value, promote and support our profession, and to formulate fresh and new approaches, is keen and creative.

Emma's greatest strengths are her abilities to listen, suggest, advocate, build and connect relationships, and envision synergy and possibilities for our profession as she guides the marketing and business operations of her company. Emma Skalka makes us collectively more.

I reserve my highest recommendation for Emma Skalka and trust that the committee members will acknowledge her strength, commitment, and effectiveness in promoting Landscape Architecture by recognizing her as an Honorary Member of ASLA.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Nola". The signature is fluid and cursive, with a large initial "D" and a stylized "Nola" following.

Dennis R Nola, PLA, ASLA
Chair of the BLA
Department of Plant Science and Landscape Architecture
University of Maryland