**MON-D01 Economic Resiliency: Building a Lasting Career in Landscape Architecture**

**Session Description**
Similar to ecological principles, professional sustainability requires building resilience and adaptive capacity in one's career to deal with periodic economic challenges. But, how can practitioners develop these traits in landscape architecture? Researchers and professionals provide perspectives on professional resiliency in contemporary practice, including challenges and opportunities in a re-emerging economy.

**Session Learning Objectives**
1. Understand key factors shaping the current and future market for landscape architects.
2. Understand trends in employment to engage in emerging modes of practice.
3. Understand and apply network theory in personal applications for building and expanding a professional network.
4. Integrate principles of resiliency into professional applications to locate and gain employment throughout one's career.

**Session Outline**
5. **Introduction:**
   a. Understanding the economic “mess” we are in
      i. Present key data and overview of the market, including national and regional differences
      ii. Outline periodic and cyclical nature of employment
      iii. Discuss current economic trends in field
   b. Introduce resilience theory and adaptive capacity
      i. Identify connections to the economy and the professional marketplace

6. **Network Theory:** Connections & Their Effect on Resiliency
   a. Presentation of Research findings into network theory and connectivity in Landscape Architecture
      i. What is the shape of landscape architecture networks?
      ii. What does this tell us about the profession?
      iii. How do networks benefit or affect resiliency?

7. **Resiliency in Practice:** Career Case Studies
   a. Resiliency Stories from seasoned professionals
      i. Surviving previous down cycles
      ii. Developing and exploiting a niche in landscape architecture
      iii. Reflections on preparing for the next down cycle
         1. Continuing Expansion of Skills
         2. Developing Expertise
         3. Crafting a Plan “B” and “C”
8. Perspectives on Resiliency from “The Lost Generation”
   a. Resiliency in the face of uncertainty
      i. Where are they now?: A Snapshot of the University of Arizona MLA Class of 2009
   b. Developing Resiliency to find opportunities in a down market
      i. Leveraging Existing Networks
         1. Importance of ASLA & Local Chapters
         2. University Connections
      ii. Strategies for Expanding Networks
         1. Go where Landscape Architects / Employers Go
         2. Exploiting Digital Opportunities
         3. Making Informational Interviews Work
      iii. Building Experience / Skill Sets
      iv. Maintaining Contact

9. Outline Emerging Modes of Practice / Employment
   i. Contract workers in the marketplace
   ii. International work and emerging markets
   iii. Additional outlets and alternative career ideas for emerging landscape architects

10. Questions and Answers / Discussion

Speakers Bios

Robert Hewitt
Presenter
Hewitt Nassar Studio
Clemson, SC

Robert Hewitt, ASLA is a founding principal and CEO of HewittNassar Studio and an Associate Professor of Landscape Architecture in the Department of Landscape Architecture at Clemson University. His research and professional work include sustainable design and planning, design and health, historic cultural landscapes, green infrastructure, and international education in landscape architecture. His professional experience includes a wide range of international and national projects, in the United States, Egypt, the UAE, and China. He is the author of Landscape Imprints, and the recipient of numerous awards for his work, including Rome Prize finalist in Landscape Architecture. He currently serves as President of the South Carolina ASLA and Chairs the ASLA National Public Relations and Communications Advisory Committee.

Kathryn Wittner
Kathryn Wittner brings more than 20 years of urban planning and design experience consulting in multidisciplinary teams of landscape architects, architects, and civil engineers. Her work and research interests embrace sustainable urban design, Complete Streets and community outreach, with project experience spanning residential and commercial development, urban streetscapes, public greenways, ecological restoration, and community planning. As an Assistant Professor at West Virginia University, she has worked with the West Virginia Community Design Team (CDT), Campus Community Link program, and the West Virginia Brownfield Coalition, and promoted integration of outreach projects within design course instruction and through WVU’s Community Design Team.

Brent Jacobsen
Presenter
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Brent Jacobsen, Associate ASLA, is a Designer for Rios Clementi Hale Studios, an award-winning multidisciplinary firm in Los Angeles, where he works on a range of public and private projects. He currently serves on the ASLA National Emerging Professionals Committee, focusing on issues relating to young professionals in landscape architecture, and was recognized as a National Olmsted Scholar Finalist while earning his MLA from The University of Arizona. Brent also holds a B.A. in Studio Art from Stanford University.