OFF THE BEATEN PATH



JUST WHAT IS AN EMERGING PROFESSIONAL?

ASLA defines an Emerging Professional as anyone practicing within the first 5 years out of school.

DID YOU KNOW...

Practicing Emerging Professionals come from a diverse set of backgrounds and ages?

DID YOU KNOW ...

The huge variety of areas they practice? Impressive right?



MEET:

Joseph Imamura, Ph.D., Assoc. AIA, ASLA, AICP, ASCE. PMP, CCM, LEED AP

Joseph grew up in Colorado with an appreciation for active recreation while family memories of trips to nearby National Parks fueled his interest in Landscape Architecture. Although he knew he wanted to be an Architect at a young age, he realized Landscape Architecture had "far more career paths and could impact more people and a broader segment of society and the environment."

With degrees in Architecture, Landscape Architecture, Joseph chose to apply his talents in public service. "I was interested in design and politics and wanted to discover how I could leverage my background...to shape public policy to improve the human condition of the built environment."

Keeping an open mind while remaining patient was critical for Joseph as his career path evolved. Today, he is "a project manager with the VA's National Cemetery Administration where he works with the States, U.S. Territories, and Native American Tribes to design new veteran cemeteries while repairing existing ones to increase the lifespan of these sacred and hallowed grounds."

LESSONS LEARNED:

 Seek advice early in your career from colleague's who could mentor you. "Their experience and support, encouragement and feedback are the fuel you need to maintain that internal drive to accomplish your goals."
Licensure gives you credibility with other professionals. Patience and persistence were key to having a long term plan-Determination was critical in acquiring all of the certifications he has accumulated in his career.



MEET:

Paula Barretto, Project Designer + Industrial Artist

Paula is a veteran of the Iraq war where she served as a helicopter mechanic. At the age of 29, she took a Veteran's Affairs jobs assessment test while attending Portland Community College. Landscape Architecture was among the many fields on the list. "I found that Landscape Architecture aligned with my personal values. In particular, I could see the clear intersection of social and environmental equity through the lens of design."

Paula completed her BLA at the University of Oregon in 2015. She landed her dream job at PLACE, an Urban Design and Landscape Architecture studio based in Portland, OR. "My area of focus is affordable housing, but I'm also involved in several other projects ranging from public open space design to campus planning.

LESSONS LEARNED:

"Follow the path that drives you. This profession has its challenges, but if you find something that makes you wake up every morning, do that! For me it's providing quality and thoughtful design to low-income families, which often times coincides with communities of color. I'm Latina, a veteran, LGBTQ, and a woman, so my own journey is filled with intersectionality and this has allowed me to relate and often see things that others may not be so preceptive to. It has made a big difference in my approach to design, the way I communicate it, and what it means to community building."



MEET:

Kimberly Tryba, Communicaitons & Business Consultant Martha Schwartz Partners

Kimberly focused on Fine Arts in college earning a Bachelors and Masters of Fine Arts. She went on to have a full career in PR, Communications, Marketing and Media with expertise in Integrated Marketing. Eventually a career change was needed. Kimberly beccame interested in green roofs, home landscaping, etc. and took classes at the New York Botanical Gardens, a complete

paradigm shift from her previous experiences. Here, the focus was on residential landscape design. Kimberly was interested in pursing work in the public realm necessitating a higher level of eductation and knowledge. At the age of 49, she returned to school at Rutgers University and received her MLA in 2018.

Kimberly's commitment to the transformative power of collaborative design is rooted in her training as a Landscape Architect a fine artist and her previous experience as an integrated marketing professional in the media and luxury brand industries. Her inclusive approach is evident in the development and project work she engenders at Martha Schwartz Partners. Her commitment to the industry is evidenced by her continuing active membership in ASLA, serving on the New York ASLA board, as a member of the NJASLA annual conference committee and a participant in ASLA Advocacy Day.

LESSONS LEARNED:

1. "Network, network, network! Get creative about meeting people and talk to everyone you can." Her current job did not exist until a friend recommended she take a trip to London to meet Martha Schwartz.

2. Informational interviews are essential to meeting a variety of people.

3. There are so many directions available for new Landscape Architects - education is key for knowledge.