Contemporary forces are causing landscape architecture firms to adopt new objectives, new organizational strategies, and new alliances to take advantage of a rapidly changing professional world. This session will present a discussion among leaders of firms working locally, nationally, and globally on projects of every scale and description. Panelists will offer their insights into the impact of the current economy and other issues affecting landscape architects.

**Learning Objectives**
1. Learn what trends are affecting Landscape Architecture and how to prepare to meet change.
2. Understand the strategies that leading firms are using to adapt to changing roles of landscape architects.
3. Learn what potential new markets and new forms of practice are emerging in response to domestic and international market forces

**Course Outline:**
1. Moderator will introduce the panelists
2. Moderator will summarize the discussion of the CEO Roundtable from the previous day. The focus of this will be on how the economy is affecting the way firms market services, organize to deliver services, and the changing content of professional services.
3. Moderator will invite the panelists to respond to these questions:
   a. How has your firm's revenue, profit and staff profile changed in the past year? (approximate percent change for each)
   b. Do you see any change in the role of landscape architects within your firm as a result of the changing economy?
   c. Do you see any change in the role of landscape architecture vis a vis other professions in performing work? Are LA's gaining or losing stature and impact?
   d. What issues and trends are causing these changes?
   e. Does a conventional LA education provide the resources to meet these changes, or are new forms of practice emerging that require new forms of education?
   f. Do you have any advice for LA's who have been displaced by the economy?

**Panelists**

**Moderator**

**Mark Johnson, FASLA**
Principal, Civitas, Inc.

As Founding Principal of Civitas Mark Johnson has led many complex projects that have had transformative impact on American cities, including 3 riverfront parks in downtown Denver and a corridor plan to connect established, historic neighborhoods along Brooklyn's busiest artery, Atlantic Avenue. He recently completed the Los Angeles River Revitalization Master Plan, a project that immediately gained national recognition for its innovations. He holds a Masters in Landscape Architecture/Urban Design from the Harvard Graduate School of Design.

**Joseph Brown, FASLA**
Chairman of the Board, EDAW AECOM

Joe Brown has been a guiding force behind EDAW's worldwide expansion, and an aggressive voice in his profession's move toward deeper collaboration among disciplines. In addition to serving as the firm's CEO, he has directed many of EDAW's high-profile projects, including the redevelopment of Denver's Stapleton Airport site; the Florida Lands Strategic Plan; Parc Diagonal Mar in Barcelona, Spain; the Monumental Core Plan in Washington, DC; and the Roppongi Neighborhood in Tokyo, Japan. Joe is a
Fellow of the American Society of Landscape Architects. He holds a BA in Architecture at Catholic University and an MLA in Urban Design from Harvard University Graduate School of Design. Additionally, Joe is a member of the Urban Land Institute's executive committee and Vice Chairman of its Board of Trustees; Chair of the Gerald Hines Urban Design Competition; and jury chair of the J.C. Nichols Prize for Visionary Leadership in Urban Development.

William Callaway, FASLA
Chairman of the Board, SWA Group
With 39 years of experience in the profession (37 of those with SWA, working his way up the ranks from draftsman to CEO), Bill sees his greatest strength as being the "depth of understanding and professional knowledge that comes from experience." Over the years, he has worked on many award-winning projects at a wide range of scales—from thousands of square feet to thousands of acres—both nationally and internationally. Breking the typical CEO mold, he remains an active, hands-on designer, devoting about two thirds of his time to working on projects. Bill earned a Masters in Landscape Architecture from Harvard University Graduate School of Design in 1971, and a Bachelor of Science in Landscape Architecture from the University of California, Berkeley, in 1966.

Gary Hilderbrand, FASLA
Principal, Reed Hilderbrand Associates
Gary Hilderbrand, FASLA, is principal of Reed Hilderbrand Associates, Inc. He is also widely published as an author and critic on twentieth century landscape architecture practice, contributing essays in numerous books and journals and serving on the editorial board of Harvard Design Magazine. His monograph Making a Landscape of Continuity: The Practice of Innocenti & Webel was recognized by the American Society of Landscape Architects and its Boston Chapter and also won the AIGA Award for Outstanding Book Design. His monograph The Miller Garden: Icon of Modernism, published with photographer Alan Ward and architectural critic David Dillon, was part of a series awarded the ASLA President's Honor Award in 2000.

Martha Schwartz, ASLA
Principal, Martha Schwartz, Inc.
Martha Schwartz, ASLA, is a landscape architect and artist with a major interest in urban projects and the exploration of new design expression in the landscape. Her background is in both fine arts and landscape architecture. As principal of Martha Schwartz Partners in Cambridge, Massachusetts and London, UK, her goal is to find opportunities where landscape design solutions can enhance the social, environmental, and economic sustainability of a place and raise them to a level of fine art. She has over 29 years of experience as a landscape architect and artist collaborating with a variety of world-renowned architects on a diverse portfolio of projects.

Reference/Source Materials
1. ASLA Quarterly Business Survey
2. PSMJ Newsletter
3. Landscape Architecture Magazine