

FRI-D06 **PROTECTING THE PUBLIC:**

LICENSURE IS AT RISK AND HOW TO RESPOND

"The American Society of Landscape Architects supports licensure of the practice of landscape architecture within the United States and its territories as the only effective regulatory measure, by which to protect the public health, safety and welfare and to maximize practitioners' ability to compete within regulated markets of the design professions."

- ASLA POLICY STATEMENT ON PROFESSIONAL LICENSURE

FRIDAY, OCTOBER 19 | 3:30 - 5:00

Unprecedented threats to occupational licensure laws around the country require a coordinated advocacy response. This session explores the current policy and political environments driving licensure reform. ASLA, CLARB, and practitioners present contemporary strategies and resources for making a compelling case for protecting the public and retaining licensure for landscape architects.

LEARNING OBJECTIVES

- Gain an understanding of the external influences on licensure and why those matter in protecting the health, safety, and welfare of the public.
- Understand why the profession needs to be licensed.
- Learn techniques and benefits for advocating and lobbying for professional licensure at the regional, state, and local levels.
- Identify key synergies between design professions, the practice of landscape architecture, and allied initiatives.
- Identify the role of the landscape architect in licensure advocacy and protecting the public.

SECTION 1: BACKGROUND

LICENSURE DEVELOPMENT JOURNEY

- The Regulation of Landscape Architecture
 - The regulation of design professionals
 - Evidence of harm
 - Evaluation of the need for regulation
 - Brief analysis of forms of regulation
- Title Act to a Practice Act
- Existing licensure laws
- The role of past efforts in addressing threats

CURRENT ENVIRONMENT:

- Policy: Who forms regulation and how
- Politics: How the political makeup of the state

influences the regulatory environment

- State legislative responses to policy and politics

SECTION 2: WHAT ARE WE DOING ABOUT IT

DISCUSSION OF CONTEMPORARY LICENSURE BATTLES

- Types of challenges:
 - Deregulations
 - Compacts
 - Right to Earn a Living Act
 - Governors' Executive Orders
 - Sunset Reviews
- Why this issue matters to everyone: Emerging Professionals, Non-Member License Holders, Chapter Members, Governments, Developers, the Public, etc.

RESPONDING TO THREATS

- Developing a coalition and making a case
- Dispelling the myths of lobbying
- ASLA resources and engagement:
 - The Landscape Architecture Licensure Handbook
 - Advocacy Summits, Advocacy Day, iAdvocate
 - Fact-Sheets, State and Licensure Advocacy Grant Program
 - Licensure and State Advocacy Committee
- Chapter experiences and embodied knowledge
- CLARB and ASLA's Chapter/Licensure Board Engagement Initiative

SECTION 3: CONCLUSION

- Challenges and opportunities
- #DoOneThing
- The threat's not going away
- Run for office!

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#DOONETHING

#GETLICENSED

#IADVOCATE

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FRI-D06 PROTECTING THE PUBLIC: SPEAKER BIOS



ELIZABETH HEBRON

Director, State Government Affairs | ASLA | Washington D.C.

Elizabeth Hebron has been with ASLA National for over two years. As Director of State Government Affairs, she works with ASLA Chapters to promote and defend landscape architecture licensure and to advance other key issues impacting the profession. In 2017 she received the Council of Landscape Architectural Registration Board's Presidential Recognition Award for her collaborative efforts in advocacy. Prior to coming to ASLA, she worked four years on Capitol Hill and spent 10 years lobbying on federal legislative issues involving historic preservation, tax, appropriations, and affordable housing. She has BS and MS in Agricultural Economics from The Ohio State University.



EUGENIA MARTIN, FASLA

Vice President of Government Affairs | ASLA | Columbus, OH

Eugenia M. Martin, FASLA is the Vice President of Government Affairs of ASLA and a founding Principal at CYP Studios. She has more than 20 years in the public and private sector, bringing a unique knowledge base of landscape architecture, land planning and urban design to her projects. Her passion for creating people-oriented spaces guides clients in the development and redevelopment of sites. Eugenia was one of the first recipients of the ASLA Outstanding Service Award, recognized for her active leadership roles in ASLA and dedication to the advancement of the profession at both the state and national levels.



DAVID SPRUNT, JR., ASLA

Senior Licensure Defense Consultant | CLARB | Denver, CO

David Sprunt, ASLA, Senior Licensure Defense Consultant for CLARB, is dedicated to service to the profession. In 2017, as VP of Government Affairs and Advocacy for ASLA Colorado, he led the chapter's relicensure efforts and received ASLA's Advocacy Leadership Award. Earlier, he led a study to measure and communicate public welfare benefits of LA projects. David received MLA and MUD degrees at the University of Colorado, Denver in 2009. Before graduate school, he was a producer at AOL, and previously was an officer in the Coast Guard, serving as a rescue helicopter pilot, public affairs officer, and affirmative action officer.



JONATHON GEELS, PLA, ASLA

Landscape Architect | Troyer Group | South Bend, IN

Jonathon Geels' experience encompasses design, strategic planning, innovation planning and development, as well as efficiency analysis and cost reduction. He is passionate about urban sociology applications in landscape design and sees it as integral to environmental and infrastructure management as well as economic development. As his work continues to span sectors, he seeks to solve problems by connecting people to new ideas through design, innovation, and advocacy. Additionally, he is the Immediate President of the Indiana Chapter of ASLA, a recipient of the ASLA Rising Star Advocacy Award, and he is a member of several community advocacy and academic committees.