



NEWSLETTER

FEB.
Volume: 22
Number: 02



ASLA Annual Conference & Expo 2017

STUDENT ESSAY

by Oscar Delgado

My first experience at an ASLA conference was definitely one to remember. All of the professionals that I met throughout the conference showed me the different career paths that I can take when I become a professional. The conference as a whole taught me that as a landscape architect, one can

make a huge impact on the environment that is dependent on their design. There was one session that was my all-time favorite because it opened up my eyes to a problem that is not being spoken about enough. "Bee There or Be Square: Promoting Pollinator Habitats in Landscape Architecture" was my

favorite educational session at the conference, because this session spoke about an issue that can affect people worldwide. The panel in this session consisted of the following speakers: Tao Zhang, Anthony Fettes, Rob Fiegenger and Pati Vitti. They spoke to us about the declining populations of certain insects

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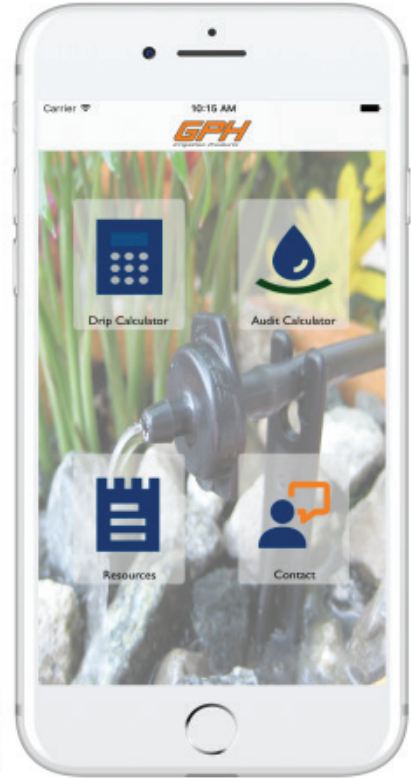
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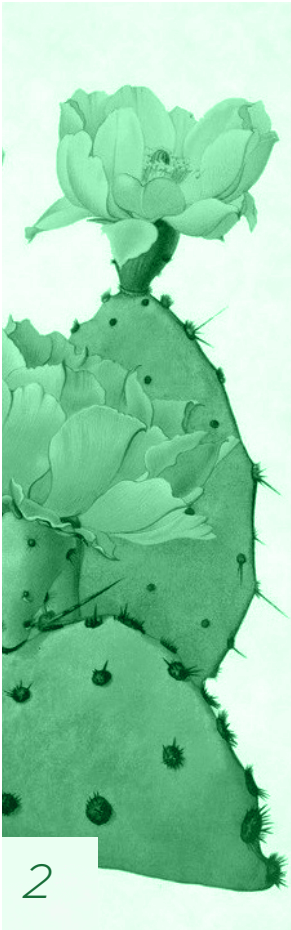


Shelly Walker
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STUDENT ESSAY

Continued from page 1



and animals that help pollinate our food supply. The habitats of bees, butterflies, beetles and bats, and other animals are being destroyed. This is causing a rapid decline in their population, which causes a negative impact in our food supply. According to the lecture, one out of every three bites comes from a

pollinator, and this made me realize how important these animals are—even though some may be deemed less pleasant than others. The speakers explored the different ways in which we can support these animals at different scales, with a collective effort from the landscape architecture

community. From what I took away from this session, I want to always strive to design something that will help the local pollinator populations, because if their habitats were to be destroyed, our ecosystem will be greatly affected. There were a lot of amazing products being shown at the expo, from

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STUDENT ESSAY

Continued from page 2

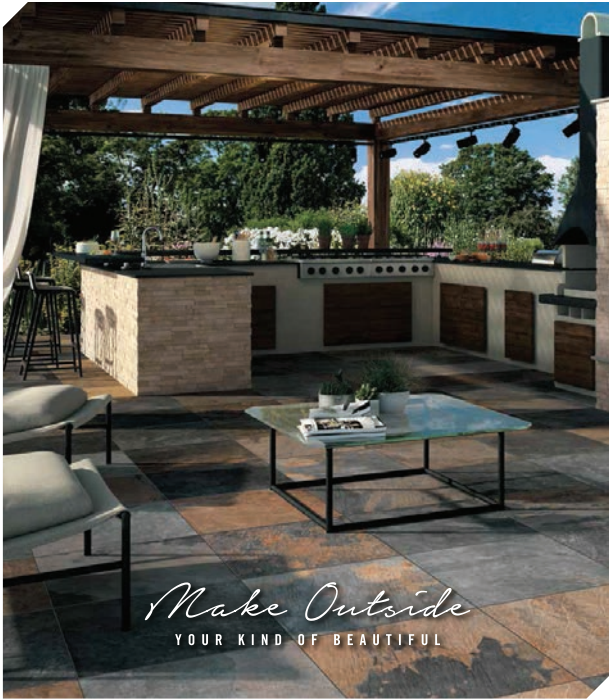
playground design companies to water-conservation systems. I would say my favorite booth has to be the Toro booth, because they were showcasing a product that really surprised me on how a small thing can have a huge impact in the future. I live in a desert where water conservation is a huge issue, and

where the water district keeps a close tab on all homeowners on their water usage. When I walked up to the Toro booth, one particular product that they were showcasing that caught my attention was the Precision™ Series Spray Nozzle. This nozzle replaces the traditional lawn sprinkler head and saves water when

watering your lawn. Toro states that this sprinkler head can save the homeowners money in water usage because this sprinkler head uses up to 60% less water while watering your lawn. This sprinkler head can cost a homeowner a pretty penny, but the Toro representative said that some water districts will

Continued on page 4

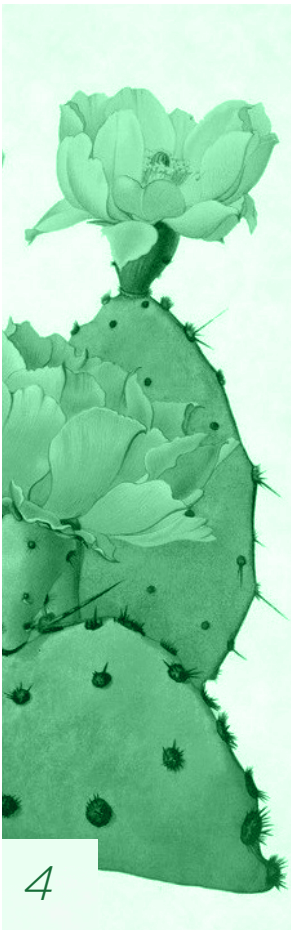




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BELGARD



STUDENT ESSAY

Continued from page 3

reimburse you if you switch your sprinkler heads to this one. The social event I attended was the Alumni Tailgating event where all the colleges had a little mini party for all the alumni from their school that attended.





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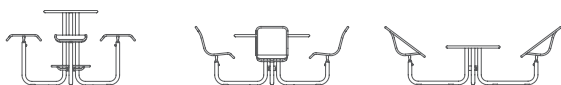
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2nd Annual Mayor's Symposium On Urban Design

SPEAKERS

CHRIS REED, *Stoss*

MARY MARGARET JONES, *Hargreaves Associates*

CAROL ROSS BARNEY, *Ross Barney Architects*

WELLINGTON "DUKE" REITER, *Arizona State University*
(KEYNOTE SPEAKER)

REED KROLOFF, *Jones/Kroloff*

SUSAN KRANE, *Former Executive Director of San Jose
Museum of Art*

TRINITY SIMONS, *Mayor's Institute on City Design*

Thursday February 15, 2018
At The Historic Fifth Street School Auditorium

Symposium: 9 am - 5 pm
Luncheon & Keynote Address: 11:30 am - 2 pm

This will be our first luncheon of the year with
lunch being sponsored by *Victor Stanley*

GRAPHIC

WORKSHOP

WITH RICHARD SCOTT



February 2, 2018

1-Day Event

***Location:
Historic Fifth
Street School***

****Participants will be emailed with event details.****



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EDITOR'S LETTER



State of the City

by Diego Alvarez

Earlier in January, I had the pleasure of joining others at the City Council Chambers to watch the State of the City presented by City of Las Vegas Mayor Carolyn Goodman. It was a great presentation full of jokes and spunk from Mayor Carolyn Goodman.



State of the City

Photo by Diego Alvarez

The presentation started with a tribute video for the 1 October tragedy that highlighted the community rallying and helping all the affected by donating blood and creating the healing garden located downtown that was built in 4 days by volunteers. It was a powerful video presentation and hard to keep emotions in as the tragedy is still fresh in our minds.

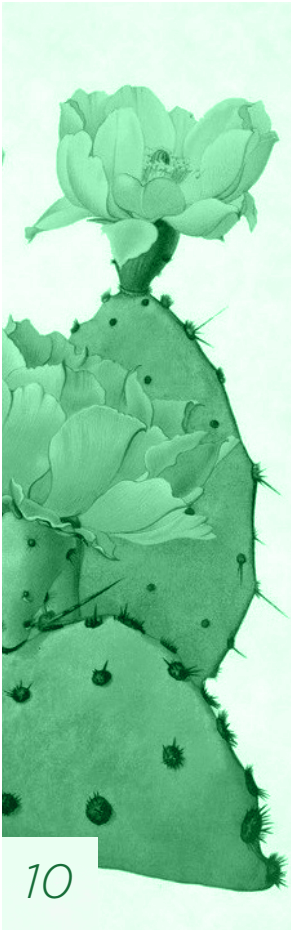
It was then off to business with our City Council and City Manager joining the Mayor on stage. Mayor Goodman first addressed more about 1 October, issues about safety, and our City coming together to overcome this tragedy. The Mayor then talked about all the successes of new development such as the Medical District, housing developments, Project Neon, the Fremont Street display screen renovation, and growth in our gaming and business sectors. Sports was another hot topic as the Mayor also spoke about our new professional sports team such as the WNBA Las Vegas Aces and the City's new soccer team, The Lights, which will be moving into Cashman Field in Downtown.

Afterwards, we were invited to a delightful reception at the ground floor of the City building. It was a great way to top off the night with some tiramisu, my favorite desert!

Submit articles, updates, events, & photos to:

editor@nvasla.com





CALL FOR ACTION!

NEVADA ASLA

LANDSCAPE ARCHITECTS. OUR PROFESSIONAL LICENSURE IS UNDER REVIEW AND YOUR HELP IS NEEDED!

8:30 AM

CARSON CITY
LOCATION: LEGISLATIVE BUILDING, 401 S. CARSON ST., CARSON CITY, ROOM 3137

LAS VEGAS LOCATION:
GRANT SAWYER BUILDING, 555 E. WASHINGTON, LAS VEGAS, ROOM 4412 (VIDEO CONFERENCE)

PLEASE JOIN YOUR FELLOW LANDSCAPE ARCHITECTS ON WEDNESDAY, FEBRUARY 21ST AS THE EXECUTIVE DIRECTOR OF THE NSBLA PRESENTS TO THE SUNSET SUB-COMMITTEE

WE NEED ALL OF YOU!

Sunset Subcommittee Review

Our professional license is under review. Our Executive Director of the Nevada State Board of Landscape Architecture (NSBLA), Ellis Antunez will present to the Sunset Sub-Committee on the date noted below. He will present what landscape architects do and how the NSBLA is run efficiently. He will have 10-15 minutes to talk and then questions will be asked by the committee.

We need all of you to show up to represent our profession. There is strength in numbers and unity. We need to show that we landscape architects really care to keep our licensure intact. This is the first review meeting of many to come.

Date: *February 21, 2018*

Time: *8:30 a.m.*

Carson City Location:

Legislative Building, 401 S. Carson Street, Carson City, NV

Room: *3137*

Las Vegas Location: *(video conferenced from north)*

Grant Sawyer Building, 555 E. Washington Avenue, Las Vegas, NV

Room: *4412*

****If you happen to know any of the individuals in the list below please reach out to them and let them know how important landscape architecture is to you. You can also invite them on a site tour of a project that you worked on to show them what we do. Show by example!*

List of Members of the Committee:

- Senator Kelvin Atkinson
- Senator Moises Denis
- Senator James Settlemeyer
- Assemblywoman Shannon Bilbray-Axelrod
- Assemblywoman Irene Bustamante Adams - Chair of the Committee
- Assemblyman Keith Pickard

Non-Voting

- Carmen Amen
- William "Buzz" Harris
- Teresa P. Froncek Rankin

If you have any further questions please email: Landscapeboard@nsbla.nv.gov

Public Relations Update

By David Farley, ASLA, PLA - Nevada Chapter Public Relations Chairman

It's been a busy month for your Public Relationships committee. We've been hard at work attending summits, reviewing and updating our social media accounts, and revamping our social media strategy.

Public Awareness Summit

During the first weekend in January I attended the Public Awareness Summit in Austin, Texas. The event was sponsored by the ASLA National office and brought together representatives from 47 chapters. Presentations were given on public relation strategies, engaging ASLA student chapters, website and social media tips and tricks, promoting member's work, and reaching the next generation of Landscape Architects. All-and-all, it was an informative weekend in a great city!

National ASLA Logo Unveiled

In case you haven't heard, National ASLA has been working on a revised ASLA logo for a couple of years. The current one has been in use for many years - going back to when I was in college in the early 90's at least! - and an update is long overdue. National ASLA will be rolling out the logo to all chapters and members within the next month along with a usage guide and the specific colors and font type used in the design. More information and updates will be forthcoming, both from National and your NVASLA Chapter. Be sure to check for announcements on the website, Facebook, Twitter, and Instagram!

Revamped Website

Speaking of websites, your Executive Committee and the Information Director for NVASLA have been diligently exploring ideas for the Nevada Chapters home page. Our goal is to make it the page easier to navigate with valuable information such as upcoming events and announcements right at your fingertips. We also want to have greater compatibility with mobile devices.

Revised Social Media Strategy

I've been working on a revised social media strategy for the Chapter since accepting the Public Relations chairmanship in December. The revised strategy has three key target audiences and goals:

1) Increase awareness of the profession with policy makers and politicians; 2) Increase the public's awareness of the profession; and 3) Engage, inform, and educate the next generation of Landscape Architects.

Reaching each of these audiences is crucial to the continued existence and growth of our profession. Look for more detailed information on the strategy and how we plan to reach our target audiences in a future newsletter article.

Updated Social Media Streams

On a related note, the NVASLA social media stream was getting bogged down due to the number of groups, people, and organizations that we were ‘following’ on the various feeds. It was felt that important announcements, articles, and the like were getting lost amongst other interesting but less critical posts. The feeds that we are following are have been trimmed to include only professional organizations. Firms and individual members/people have been removed for the time being. The Public Relations committee asks for your understanding and forgiveness in this matter. We are also requesting that the membership share important posts with NVASLA at the social media addresses listed at the bottom of this article.

A Day in the Life Campaign

We’re planning to launch “A day in the Life” campaign to coincide with World Landscape Architecture month in April. This campaign will highlight the many duties and responsibilities that Landscape Architects under take on a day-to-day basis. Topics will cover every aspect of being a Landscape Architect including design, construction documentation and administration, public meetings, running and office, etc. We want to include all the many aspects of our professional lives that make being a Landscape Architect such a rewarding career. If you’re interested in contributing pictures to the campaign or have ideas, please contact me at pr@nvasla.org.

How can YOU help?

We need every member to help increase the awareness of the profession. Please follow and share our social media campaigns on Facebook, Twitter, and Instagram. And remember to share interesting and important posts you come across with NVASLA!

Twitter: @NV_AS LA

Instagram: NVASLA_1998

Facebook: Nevada Chapter of the American Society of Landscape Architects



25-YEAR MILESTONE MEMBER: Stan Southwick

In celebration of Stan Southwick's long-term commitment please read a special interview that was conducted by UNLV student J. Alvarado last year's World Landscape Architecture Month. Stan, we are incredibly honored to have your dedication and experience in our state and look forward to many more years to come.



Interviewing a well-known landscape architect is nerve-wracking if you don't know that much about them. Fortunately, I have known Stan Southwick for about two years when he was involved in the design charrette for the Westside Project in my second-year studio. When I arrived at his office, I waited in the conference room and prepared myself for the interview since I was nervous about the questions I was going to ask him. Once he arrived, we were able to get a few laughs going and then we started the interview.

Jack Alvarado: What made you go into landscape architecture?

Stan Southwick: *It started off in high school where I was interested in drafting, so I decided to study engineering until my senior year. My teacher, who was an architect, convinced me to study architecture and then I studied it during my freshman year of college. During that time, I became more fascinated with the outdoor environment, so when I found landscape architecture I found what I was looking for.*

JA: What landscape architect has most influenced your design philosophy?

SS: *There are many but there is one that really stands out. He still practices a little bit and his name is Steve Martino. Martino was lecturing when I first started out and I was impressed with how Martino handled things. His designs were desert-based and I needed that type of insight. I still refer to his work on certain projects.*

JA: What kind of advice would you give for graduates that would soon enter in the profession?

SS: *Have some field experience such as working for a landscape contractor because you will learn more*

about how the design is physically built compared to putting it on paper.

JA: What resources do you use the most when working on any project?

SS: *In my firm, past experiences would be the biggest resource as I have six landscape architects working for me and the youngest one has 15 years of experience. The internet is another resource that is commonly used now in my firm. In terms of software, my firm uses mainly AutoCAD, Photoshop, SketchUp. They also have a small library filled with catalogs, brochures and other sources of inspiration but we are mainly digital.*

JA: What type of materials do you take with you while on a site visit?

SS: *Typically, I will take a set of plans, a camera, and on some site visits our tablets to take photos and develop punch-lists that include the photos of the site with the site plan in "PlanGrid". Another tool that I take with me is a caliper tape to inspect the trees or anything similar to see if it's up to specs.*

JA: Do you prefer a Mac or PC when you're working?

SS: *My firm uses only PC's as mostly everyone in the profession uses PC's and not Mac.*

JA: Have you seen resumes that are very unique and became drawn to it?

SS: *I look at the first page to see if they have the right balance between graphics and verbiage. I have a strong preference to see the applicant's resume in one page and look for the important parts that the applicant wants to show otherwise he would go on to the next one.*

JA: How did you put together your business plan and what type of advice can you give while making it?

SS: *I looked on-line on how to do a business plan but many of the samples I found had language that only lawyers would understand, so I had to try and simplify it to a few pages.*

JA: *One final question:* How is your firm unique compared to other firms in town?

SS: *The way my firm is set up is that with six landscape architects on staff, it makes all the difference in the world when it comes down to design. Another critical element which is stated in my business plan is to create a firm that can work with a range of clients from architects to government officials and we continue getting work from previous clients.*

After we concluded the interview, Southwick showed me some examples of his brochures that he would give to clients and allowed me to take a brief look at his business plan. This interview has given me insight as to how he does things in his firm both from the design and business aspects. Running a firm is no easy task because you must take into account so many elements ranging from finding clients to taking care of your employees. It is my belief that firms like Stan Southwick's would continue to thrive and everyone would want to work with him.

Written By: **Jack Alvarado**





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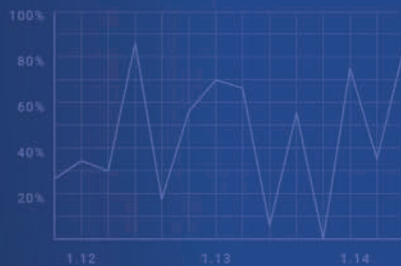
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FILL LEVEL HISTORY

1/12/18 00:00 - 34%	1/13/18 01:00 - 70%
1/12/18 04:48 - 30%	1/13/18 05:32 - 76%
1/12/18 09:36 - 88%	1/13/18 10:16 - 5%
1/12/18 14:24 - 18%	1/13/18 15:46 - 58%
1/12/18 19:12 - 58%	1/13/18 20:27 - 0%



STATISTICS

AVG. FILL LEVEL AT COLLECTION
83%

AVG. WEIGHT AT COLLECTION
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AVG. TIME BETWEEN COLLECTIONS
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PROFESSIONAL PORTFOLIO REVIEW

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PRESIDENT'S MESSAGE

Email:
president
@nvasla.com



A Personal Point of View

by Laura Miller, PLA, ASLA

Two identical long-tailed macaques (monkeys) were cloned recently. Somehow I think most of us forgot that Dolly the Sheep came first in 1996; and the world changes. 22 years between the two events. And now headlines are asking are humans next to be cloned? It is this leap in time and inventions that alter our patterns in daily life that I believe our profession needs to keep a pulse yet take record of our past.

Personal drones can now be purchased for quick investigation of large tracts of land, our smart phones let us take our office anywhere as long as there is a wifi connection, and this list of constant updates goes on and on. I feel fortunate that I learned to draw with my hand and a mark-making object (pen, pencil, marker, etc. perhaps these will be obsolete at some point) and then introduced to drawing with computers. Speaking of which we have a Graphic Workshop coming up this week with Richard Scott. I can't wait to take a breathe and sit and draw for a few hours.

We are coming up to another major update with our professional license. Our legislators have a sunset review in the works. This is where our state government decides whether or not to eliminate certain agencies in order to reduce government spending. Our Nevada State Board of Landscape Architecture (NSBLA) and licensure is up for review. NSBLA has to prove that it is self-efficient and adding to the quality of life in our state. We as a group of professionals have been asked to attend a very important "Sunset Subcommittee Review" details are included in the newsletter. I ask all of you to show up to be seen as a strong and collective body on February 21st and defend our profession. I also ask that you talk to everyone you know why landscape architecture is important to solving our current and future world conditions. We have to keep our professional pulse beating before the clones take our place!

UPCOMING MEETINGS & EVENTS

Organizers: Laura B. Miller (president@nvasla.com) & Steven Clarke (preselect@nvasla.com)

GRAPHIC WORKSHOP

February 2, 2018

Time: *TBD*

Location: *Historic Fifth Street School, Las Vegas, NV, United States*

LUNCHEON

2ND ANNUAL

*MAYOR'S SYMPOSIUM ON
URBAN DESIGN*

February 15, 2018

Time: *TBD*

Location: *Historic Fifth Street School, Las Vegas, NV, United States*

SUNSET SUBCOMMITTEE REVIEW

February 21, 2018

Time: *8:30 a.m.*

Carson City Location:

*Legislative Building, 401 S. Carson Street,
Carson City, NV*

Room: 3137

Las Vegas Location:

(video conferenced from north)

*Grant Sawyer Building, 555 E. Washington
Avenue, Las Vegas, NV*

Room: 4412

PROFESSIONAL PORTFOLIO REVIEW

February 23, 2018

Time: *5:30 p.m.*

Location: *UNLV Paul B. Sogg Architecture
Building, Las Vegas, NV, United States*

FUTURE MEETINGS & EVENTS

Organizers: Laura B. Miller (president@nvasla.com) & Steven Clarke (preselect@nvasla.com)

Executive Committee Meeting

March 8, 2018

Time: 4:00 p.m.

Location: UNLV Paul B. Sogg Architecture

World Landscape Architecture Month

April 1-30

Advocacy Day in Washington D.C.

April 24th - 28th

Executive Committee Meeting

April 12, 2018

Time: 4:00 p.m.

Location: UNLV Paul B. Sogg Architecture

UNLV Shadow Mentor Day

April 12-13, 2018

****schedule dependent*

NVASLA Jury Review and Pizza for UNLV Chapter

April 20th, 2018

Time: 5:00 p.m.

Location: UNLV Paul B. Sogg Architecture

UNLV Jury Week

April 31 - May 4th

NVASLA Annual Golf Tournament

May

****more details to come*

Executive Committee Meeting

May 10, 2018

Time: 4:00 p.m.

Location: UNLV Paul B. Sogg Architecture

Executive Committee Meeting

June 14, 2018

Time: 4:00 p.m.

Location: UNLV Paul B. Sogg Architecture

Executive Committee Meeting

July 12, 2018

Time: 4:00 p.m.

Location: UNLV Paul B. Sogg Architecture

Executive Committee Meeting

August 9, 2018

Time: 4:00 p.m.

Location: UNLV Paul B. Sogg Architecture

Executive Committee Meeting

September 13, 2018

Time: 4:00 p.m.

Location: UNLV Paul B. Sogg Architecture

Executive Committee Meeting

October 11, 2018

Time: 4:00 p.m.

Location: UNLV Paul B. Sogg Architecture

NVASLA 20-year Anniversary Pink Flamingo

December

****more details to come*

Not a member (or still considering renewal) of ASLA and NVASLA?

Discover the many benefits of joining/renewing! Without the support of members the Nevada Chapter of ASLA would not be as strong as it is. Memberships allow NVASLA and ASLA National to provide you with monthly information on relevant developments within the field nor able to provide advocacy for you within the state of Nevada.

Join: <http://www.asla.org/join.aspx>

Renew: <http://www.asla.org/renew.aspx>

Benefits: <http://www.asla.org/benefits.aspx>

THE NEWSLETTER 2018

Submit to editor@nvasla.com

- ▶ Have you ever thought of writing an article?
- ▶ How about sharing a photo or upcoming event?
- ▶ Have an event, job opening or something else to announce?
- ▶ Or maybe you just want to see your name/photo in print.

We'd love to highlight your creativity in the newsletter. Feel free to submit any relevant item to the newsletter editor.

Please limit articles to 350 words and be sure to include references or links for more information. Submit to: editor@nvasla.com by the due date ahead of the month you'd like your article/image/event to appear.

NEWSLETTER SUBMISSION

DUE DATES:

02/21/2018
03/21/2018
04/18/2018
05/23/2018
06/20/2018
07/18/2018
08/22/2018
09/19/2018
10/24/2018
11/21/2018
12/19/2018

