



Honorary Membership Nomination

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Florida Greenways and Trails
Foundation

BRIAN DICK
Florida Urban Forestry Council

EBRU ÖZER
Faculty Representative, FIU

DAN MANLEY
Faculty Representative, UF

Nominee: Diana Ferguson, Esq.
Nominees Address: 119 South Monroe Street, Suite 202
City/State/Zip: Tallahassee/Florida/32301
Phone: 850-459-3453
Nominator: G. Kevin White / FL ASLA Member at Large for Licensure & Advocacy

To Members of the Executive Committee and Board of Trustees:

On behalf American Society of Landscape Architects Florida Chapter, we are honored to nominate Diana Ferguson for Honorary member status in the society. Diana has been a godsend to our profession since she was hired as our lobbyist in 2011. She serves not only as our lobbyist but as a key advisor and counselor for bills and potential threats to our profession. Diana joined the firm of Rutledge Ecenia in January 2011 as an attorney and lobbyist. Her practice is concentrated in the areas of environmental and administrative law, regulated industries and government relations. She currently provides governmental advocacy services for several clients, including businesses, local governments, associations, and non-profit organizations. Prior to joining the firm, Diana provided legislative counsel to the Florida Association of Counties. In that capacity, she lobbied numerous environmental issues as well as other local government issues.

Diana was pivotal in the structuring of our Political Committee in 2013 after the passing of HB 569. This bill prohibited all of Florida's Committees of Continuous Existence (CCE) from accepting contributions. This prohibition was led by the Division of Elections (DOE) of the Department of State (DOS). Diana led the effort of converting our Committee of Continuous Existence (CCE) to a Political Committee (PC). She also drafted the Bylaws for the **Friends of Landscape Architecture Political Committee** (FLAPC) <https://www.100fla.org/> and began her role as the permanent Secretary and Treasurer for the FLAPC. FLAPC is certified and regulated by the Florida Department of State. The conversion of the state CCE's to PC's in 2013 allowed for unlimited contributions. With Diana at the helm, the FLAPC provides the resources necessary to promote and advance Landscape Architecture in Florida. As a statutorily regulated profession, Florida's Landscape Architects are recognized as state registered professionals. This distinction results from the Florida Legislature's recognition of the practice of Landscape Architecture. Contributions are recommended by Diana and approved by the Board of Directors as provided in the Bylaws. Members of FLAPC help to provide the necessary resources to promote and advance the governmental affairs interests of the profession. Florida Landscape Architects are privileged to enjoy the statutorily conferred professional status of state registered design professional, which is the hard-earned result of the Florida Legislature's recognition of the importance of our profession.

Each year, Diana's goal is to support many of our ongoing allies, who represent a bi-partisan mix of state House and Senate leaders that have been champions for the profession. These relationships are a direct result of her hard work throughout the state. We are also able to forge new relationships each year with the numerous other professional organizations and lobbyists that she collaborates with. These organizations include the International Society of Arboriculture, Florida League of Cities, Florida Nursery, Growers and Landscape Association, Florida Engineering Society, Florida Building Commission, and the Florida Department of Transportation as well as many others. This has become even more important with term limits, as we have a new class of legislators every two years, most of whom are not familiar with our profession. Landscape Architects know the importance of educating these legislators and the public on a regular basis. Case in point, the 2019 Florida Deregathon that Governor DeSantis organized for all 23 of the Florida Professional Licensure Boards. Diana was a key liaison for us as we positioned ourselves to support and offer technical advice to our Florida Board of Landscape Architects. Deregulation,



Sunset, Consultant Competitive Negotiation Act (CCNA), Highway Beautification and even Tree bills are prime examples of items that Diana monitors as numerous bills are presented to the Florida House and Senate. Another example is SB518 in 2021 that we appropriately labeled 'The Tree Bill'. This was a broad sweeping bill to allow mass tree removals in preparation of major storm events. Diana worked with the Florida ISA lobbyist and the Florida League of Cities to craft language in response to this bill. This was a true partnership to correct the bill language that could have resulted in mass litigation throughout the state.

Many of our legislative champions, including Representatives and Senators, but also cabinet officials such as the Chief Financial Officer, spend time with ASLA FL members at the Annual Conference and at other events, including webinars and political events organized by the Friends in coordination with various chapters. Diana's dedication to orchestrating these monumental efforts are not only good for Florida Landscape Architects but for the entire profession. Our profession constantly benefits from the political activity undertaken by the Friends. Diana has orchestrated strategic meetings to not only have our voice heard but to help us avoid landmines presented in bills presented throughout the committees and sub-committees on the House and Senate floors. Legislators and legislative staff routinely look to ASLA leaders and consultants as subject matter experts in legislation affecting landscape architecture, particularly as to the effect of deregulation proposals, as well as environmental issues such as water quality and tree protection ordinances. Her tireless effort has elevated many of these legislators to speak on our behalf during session meetings; as well as on social media accounts supporting such things as our 1.5% allocated to highway beautification. She's also been influential in setting up gift presentations of prized photography from artists such as Clyde Butcher and Steve Vaugh. These gorgeous prints sit proudly in the offices of legislators and one of the first things discussed with their guests is the profession of Landscape Architecture.

Diana is an invaluable resource to our Chapter and her influence has no boundaries. Our annual conference garners many visitors from out of state. Some of which have participated in our monthly Government Affairs Meetings to disclose their hurdles with their own local state legislators. These ASLA members have heeded many of Diana's recommendations to use in their own government legislative battles. On behalf of the ASLA Florida Chapter, it has been an honor to serve alongside Diana. She has promoted and lead the protection of our profession on so many levels. Please accept this nomination of Diana Ferguson for ASLA Honorary Membership.

Sincerely,

G. Kevin White, PLA, ASLA
ASLA Florida Chapter Member at Large for Advocacy & Licensure (2021-24)

February 11, 2023

To the Board of Trustees
American Society of Landscape Architects

To All,

I highly recommend Diana Ferguson, Esq., as a candidate deserving of Honorary Membership in ASLA. She 'gets' our profession and does a great job of educating elected officials and allied organizations as to what we do and who we are. She has done this as ASLA Florida Chapter's lobbyist.

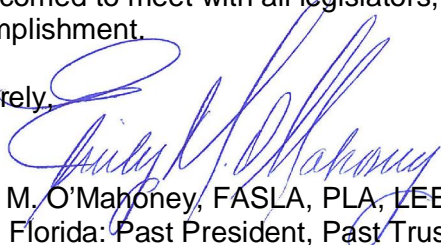
I have been involved in the Florida Chapter since the mid 1990's and have witnessed the impact, or lack thereof, of several lobbyists. Diana stands out as a STAR! She builds really good relationships with elected officials and their staffs. They listen to her...and actually open up to listen to our side of a bill. They love her. And we love her, too!

The list of things she started and does for our association is incredible. Here is what comes to my mind:

- Always get local and state elected officials to our annual conference to speak and engage with membership.
- Brings elected officials to our 'Get Up To Date' webinars (political and governmental update for Florida) so that every webinar is different and a learning experience each and every time.
- Thoughtfully and respectfully makes suggestions on who to give donations for political impact with our limited funds.
- A strong proponent of fundraising efforts for the PAC. This includes organizing the how, where and when for the asks.
- Took an existing PAC web site, expanded it celebrating the yearly contributors and yearly results of our work.
- Started an awards program for legislators (and sometimes their aides) to recognize outstanding work in the previous legislative session. The Florida ASLA Award is a large photograph of a Florida landscape which the recipients hang in their offices. Other elected officials have wanted to know how they can get one! That's impact!

The most important thing that Diana has done for landscape architects is give recognition of the profession in all the work that she does. She is continually educating the public and especially the elected officials and their staff. And because she is who she is (respected and loved), Diana is welcomed to meet with all legislators, often to change the course of a bill. What an accomplishment.

Sincerely,



Emily M. O'Mahoney, FASLA, PLA, LEED®AP
ASLA Florida: Past President, Past Trustee, Past Education & Past Government Affairs Chair
2022-2023 ASLA President

February 28, 2023

To the Board of Trustees
American Society of Landscape Architects

To All,

It is with great pleasure that we are writing this letter of support for the nomination of Diana Ferguson, Esq., as a candidate for Honorary Membership in American Society of Landscape Architects. Diana is one of those rare individuals that has been able to maneuver the halls of our State Capitol and change the perception of landscape architecture. Her leadership of our Chapter's advocacy efforts have been exceptional; her ability to build strategic alliances is unmatched; and her knowledge of the profession, and willingness to share this knowledge, has been most effective in advancing the issues that are critical to the profession. Diana has almost singlehandedly kept ASLA and the profession of landscape architecture at the forefront of legislative issues that directly affect our livelihood and careers.

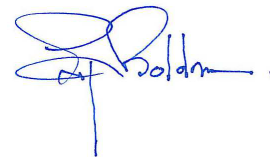
Diana has worked tirelessly to educate landscape architects in the State of Florida. She has educated them on the laws and rules that govern the profession. She has fought to protect those laws and advocated for strengthening them. The impact of her advocacy efforts are immeasurable. She has been instrumental in the guidance and leadership of the 100 Friends of Landscape Architecture (100FLA). 100FLA is a Political Action Committee dedicated to the advancement of landscape architecture in the State of Florida. Her organizational and fund-raising efforts have dramatically improved the effectiveness and perception of this PAC.

Diana Ferguson has done more to protect, promote and advance the profession of landscape architecture than most landscape architects could ever imagine. She has elevated the profession in the eyes of our elected officials and she has set the standard for advocacy for the profession of landscape architecture. Diana has been instrumental in the evolution of landscape architecture in the State of Florida, and we cannot think of a more deserving candidate to receive an Honorary Membership in the American Society of Landscape Architects.

Sincerely,



Laurie Hall, ASLA
ASLA Florida President



E.J. Bolduc III, FASLA
ASLA Florida Past President

JEFFREY HOWARD CASTER

February 27, 2023

ASLA Executive Committee
636 Eye Street, NW,
Washington, DC 20001-3736

Dear ASLA Executive Committee:

Members of the Florida Chapter of the American Society of Landscape Architects are nominating **Diana Ferguson, Esq. for Honorary Membership in the Society**. In our state, where the legislative majority joyfully celebrates deregulation, Diana's service to our profession is essential, notable, and worthy of recognition by the Society. Diana's achievements are of national significance to landscape architects. Her guidance, mentorship, and example influence ASLA Florida Members and Members across the nation.

Beginning decades ago, Members of ASLA Florida rely on lobbyists to be our profession's ears, eyes, and voice at the State Capitol. Other Chapters admire our Chapter for being so visible and vocal at our Capitol, for enacting an annual dues increase exclusively to afford a tip tier lobbyist. At BOT and CPC meetings, ASLA Florida leaders come prepared to share our experience, our lessons learned. Reflecting on it now, its obvious, there would be no registered landscape architects in Florida without ASLA Florida. That matters throughout the profession.

During the past dozen or so years, while other Chapters have learned and enjoyed their own legislative successes, *only* ASLA Florida has Diana Ferguson. Florida's 40 State Senators and 120 State Representatives know and trust Diana. Thanks to Diana, Florida Legislators know about landscape architecture and most know at least one landscape architect. They all listen to Diana before formulating their opinions or casting a vote on any bill dealing with licensed professionals. In the truest sense, landscape architects in Florida... and beyond, count on Diana's reputation at the Florida Capitol. More times than we know, she's saved our a--.

Please give Diana Ferguson's nomination for ASLA Honorary Membership your full consideration. No one I know is more deserving.

Sincerely,

A handwritten signature in black ink, appearing to read "JEFF CASTER", with a large, sweeping flourish underneath.

Jeff Caster, FASLA
ASLA Florida Trustee 2008-2010



February 27, 2023

Honorary Membership Nominations
c/o Honors and Awards
636 Eye Street, NW
Washington DC 20001-3736

Dear Nomination Committee,

I write this letter to endorse Diana Ferguson, Esq., for Honorary Membership in the American Society of Landscape Architects. I have personally benefitted in knowing Diana since she was hired by our chapter in 2011. Her involvement as a lobbyist, strategist, advisor, and advocate has had a fundamental impact on our Chapter and certainly enhanced our profession in Florida. She has:

- Advised our Chapter through difficult regulation challenges, successfully defending our licensure and practice act.
- Collaborated with the engineering lobby teams as well as those for architects, surveyors, and geologists in the state to work through common ground issues, such as challenges and modifications to the Consultant's Competitive Negotiation Act, statewide building code issues, and countless other areas of common concern.
- Identified key state representatives to educate them to the depth and breadth of our profession and instituting meaningful ways to recognize and acknowledge their assistance whether by monetary contributions or partnership awards.
- Lead education sessions, updating the membership on key issues and advocacy efforts.
- Provided monetary targets for political fundraising and strategized with the Chapter government affairs committee in collection and contribution of those funds.
- Worked hand-in-hand with the statewide landscape architect for the Florida Department of Transportation in support of highway beautification efforts and to assist members in advocating for increasing landscape architects' standing in transportation-related concerns.
- Aided in coordination with the statewide water management districts and Florida Department of Environmental Protection to enhance landscape architects' services related to permitting for projects submitted to those agencies.

Her accomplishments has certainly raised the profile of landscape architecture state-wide, benefitting hundreds of landscape architects. She is a great friend and confidant, one who has always grasped the diversity of our profession and advocates for all areas of our practice, no matter how specialized. She will be a valuable addition to the association; I support her nomination as Honorary ASLA Member.

Sincerely,

Jonathan D. Haigh, PLA, ASLA

ASLA Florida: Past President, Past Government Affairs Committee Chair



February 27, 2023

Honorary Membership Nominations
c/o Honors and Awards
ASLA
636 Eye Street NW
Washington DC 2001-37363

Dear Nomination Committee,

I am writing on behalf of the ASLA Florida Chapter to endorse Diana Ferguson, Esq., for Honorary Membership in the American Society of Landscape Architects. I have had the pleasure of working closely with Diana since she was retained by the Florida Chapter in 2011. Her contributions to the Chapter go far beyond her lobbying and advocacy on our behalf. Her strategic guidance has expertly shaped our advocacy and has positioned us better than I could have ever imagined.

Diana has guided us through regulatory challenges and successfully defended our licensure and practice act, but more importantly, she has been able to guide us in ways to prevent past and future challenges to our licensure. She continues to identify key legislators that are strategically aligned with our profession and allied with our advocacy strategies, and proactively helps us build relationships with these legislators. These relationships have been instrumental to the successful growth of our voice as a profession in the State of Florida.

Diana has also identified indirect ways that we can continue to make a difference beyond our profession. Her leadership has enabled ASLA Florida to take the lead in several Florida Department of Transportation endeavors, including Highway Beautification Grants and Trails programs. She has also guided us coordination efforts with each of the Florida statewide water management districts to codify our ability to provide permitting services within these agencies. This contribution has been monumental for many practitioners in a state where water is arguably our most important resource.

Diana's accomplishments and contributions to the ASLA Florida Chapter have continued to elevate the perception of the profession of Landscape Architecture within the state. I am proud to call Diana a friend and colleague and enthusiastically support her nomination as an Honorary ASLA Member.

Sincerely,

A handwritten signature in blue ink that reads "David J. Flanagan".

David J. Flanagan, PLA, ASLA

ASLA Florida: Past President, Past Trustee





2023 ASLA HONORARY MEMBERSHIP Nomination Nominee Contact Details

Nominee's Name:

Diana Ferguson, Esq.

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dferguson@rutledge-ecenia.com

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Tallahassee, FL 32301

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