



18 December 2017

Dear CELA Members,

I think we made it! I hope you have turned in your grades and are getting ready to have a wonderful holiday break. It amazes me that a semester can go by so quickly.

We had a productive mid-year meeting in Los Angeles last month that included some significant milestones. The biggest of these is that Dee Solco, our longtime administrative assistant has resigned to pursue family opportunities. We will certainly miss her and wish her all good fortune. In the interim, we have transferred Dee's duties and others to our longtime accountant, Lori Orta's management company. You may have already noticed some changes in email and mailing addresses as a result. We are confident that Lindsey Orta will provide a seamless transition. New email addresses related to this change, and the ones you should rely-on, are staff@thecela.org and director@thecela.org

Another major and long overdue change was approved at the mid-year meeting: the reorganization of a few of the CELA Regions. This was done to provide a better balance in a few of the regions so that the Regional Director could adequately serve the region (one region had thirty-three member institutions!).

After years of sounding the warning ASLA is hearing that enrollments are at critical low levels in landscape architecture programs across the country. I was able to expound on this warning during the President's Council luncheon as we addressed the "Health of the Profession" questions. I'm pleased that ASLA has focused efforts and resources on getting more people into the profession and thereby our programs. But we have to continue to do our part to assist in this effort. I have challenged all of my nearly 2,000 alumni with an "Each One Recruit One" campaign. We have to be intentional about making the connection with grade- and high-school children that landscape architecture just might be the profession that they are searching to find.

Work is happening in the Standing Committee on Communications and Outreach that will significantly increase CELA's social media presence, so stay tuned.

The call for nominations for CELA officers is now closed, and I hope many of you have thrown your hat in the ring. CELA is a wonderful organization deserving of your time and service.

Finally, it won't be long before we gather together for our annual meeting at Virginia Tech in Blacksburg, VA. I know many people are working hard to finalize all of the conference arrangements. I hope to see you there.

Respectfully,

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