



# Looking to the Future

The Landscape Architecture Profession **POST-PANDEMIC**

Regional Conference ▶ June 9 & 10, 2021



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MARYLAND  
POTOMAC  
VIRGINIA

ASLA

Dear 2021 Virtual Regional Conference Attendee,

Our three Chapters are pleased to welcome you to this very special event: our first ever virtual conference organized by the Maryland, Potomac, and Virginia Chapters of ASLA!

This Regional Conference is truly a project of all three Chapters. Members from each of our Chapters were involved in the educational programming, both in submitting proposals and in choosing which sessions to offer, and each Chapter took the lead on various responsibilities.

Thanks to our sponsors, as well as the volunteers and speakers, who have made this Regional Conference possible.

This is the first event of our three Chapters in recent history. Who knows where our collaboration will lead us in the future.

We congratulate you on taking advantage of this opportunity to earn up to 8 PDHs, while expanding your knowledge.

Enjoy this unique event to learn from your peers and experts in their professions.

Sincerely,

Benjamin Boyd, PLA, ASLA  
President  
ASLA Maryland

Matt Johnston, PLA, ASLA  
President  
ASLA Potomac

Barry Frankfield, PLA, FASLA,  
AICP, LEED, AP  
President  
ASLA Virginia

# SCHEDULE

## WEDNESDAY, JUNE 9

- 10:00 – 10:15 a.m.  
Conference Welcome & Introduction
- 10:15 – 11:20 a.m.  
“Parkpulse.io: Using Landscape Analysis to Support Safe and Equitable Access to Nature”  
Michael Yun, Principal, Director of Anti-Disciplinary Design, Knot
- 11:20 – 11:30 a.m. | BREAK  
Break Sponsored By: Tournesol Siteworks
- 11:30 a.m. – 12:30 p.m. | Lunchtime Presentation  
“Change Grows Here: ASLA National Programs and Priorities”  
Torey Carter-Conneen, CEO, ASLA, and Tom Mroz, FASLA, President, ASLA
- 12:30 – 12:40 p.m. | BREAK
- 12:40 – 2:15 p.m.  
“The Evolving Role of Urban Waterfronts in Shaping Urban Form, Community Health and Equity: Case History of the Alexandria Waterfront”  
Skip Graffam, FASLA, RLA, LEED AP BD+C; Dennis Carmichael, FASLA, LEED AP; Richard Lawrence Jr, AICPC; and Daniel Straub ASLA, RLA, LEED AP  
Session Sponsored By: Tree Diaper
- 2:15 – 2:25 p.m. | BREAK
- 2:25 – 3:30 p.m.  
“Property in Perspective: The White Supremacist Roots of U.S. Land Policy”  
Zoé Edgecomb, PLA, ASLA  
Zoé Edgecomb Design Build
- 3:30 p.m.  
Closing Remarks

## THURSDAY, JUNE 10

- 10:00 – 10:15 a.m.  
Conference Day 2 Welcome & Introduction
- 10:15 – 11:50 a.m.  
“Paradigm Shift: Influencing Positive Change in a Polymath Profession”  
Jeanette Ankoma-Sey, PLA, ASLA; Barry Frankenfield, PLA, FASLA; Maritza E. Mercado Pechin, AICP; Doug Cole; and Borden Edgerton, PLA  
Session Sponsored By: Federated Lighting of VA
- 11:50 a.m. – 12:00 p.m. | BREAK
- 12:00 – 1:00 p.m.  
“Lunchtime Climate Change Discussion with Chapter Presidents”  
Benjamin Boyd - Maryland Chapter President; Matthew Johnston - Potomac President; and Barry Frankenfield - Virginia President
- 1:00 – 2:40 p.m.  
“Design for Distancing – Reactivating Baltimore’s Public Realm”  
Heidi Thomas, PLA, ASLA; Jennifer Goold; Tyler Miller, AIA; Kevin Day, AIA; Graham Coreil-Allen; Pavlina Ilieva, AIA; Kuo Pao Lian, RA; and Colin Tarbert  
Session Sponsored By: Sparks at Play
- 2:40 – 1:50 p.m. | BREAK  
Break Sponsored By: Ernst Conservation Seeds
- 2:50 – 4:30 p.m.  
“Pandemics & Protests: Reshaping Company Culture”  
Dani Alexander, PLA, ASLA; Heba Root; and Tom McGilloway
- 4:30 p.m.  
Conference Closing Remarks

# EARNING LA CES HOURS FOR YOUR PARTICIPATION

Eight sessions are available for credits, which means 1.0 to 8.0 PDHs are available.

In order to get LA CES credit for attending the educational sessions during the regional conference you must complete a quiz specific to that session. You must score at least 75% on each session quiz in order to earn LA CES Credits for sessions.

Upon successful completion of the quiz(zes), your hour(s) will be uploaded to ASLA for LA CES credit. Within a few weeks, you will also receive electronic certificates of completion from our offices. It will be our goal to notify you when your hours are uploaded and get the electronic certificates out before June 30th.

You can also view the session recordings after the virtual conference has ended and take the exams then and earn credit(s).



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The advertisement features a collage of images showcasing various outdoor furniture and amenities. At the top left is the RCLF Site Furnishings logo and contact information. Below this is a banner with the text 'Custom Quality Outdoor Furniture and Amenities'. The main body of the ad is divided into several sections: a water tower on a metal stand, a round metal table with four curved benches, a large red curved bench on a lawn, a custom solar ADA table with a red canopy, and a sign for 'DR. G. WAYNE FRALIN FREE CLINIC' on a brick building. The sign also includes the 'RESCUE MISSION' logo. At the bottom, the text 'MADE IN THE USA' is displayed in a bold, black font.

# WEDNESDAY, JUNE 9

10:15 – 11:20 a.m. Parkpulse.io: Using Landscape Analysis to Support Safe and Equitable Access to Nature (1.0 PDH/HSW approved)

Parkpulse.io is a public facing web-resource designed to support safe and equitable access to parks and nature by empowering users with location-specific detailed park information to assist recreation decision-making. Initiated through a partnership between Knot and the State of Oregon Office of Outdoor Recreation (OREC), Parkpulse was carried out with the assistance of the Nassauer Lab at University of Michigan as a collaborative response to the global pandemic. Providing comprehensive information on potential destinations and their key attributes in an interactive user-friendly format represents a deep and previously unmet need. This need has been heightened during the global pandemic when agencies are facing extraordinary management challenges, use of outdoor recreation is increasing and risks from COVID-19 and crowding remain real. The relationship between landscape and human well-being, via public health and sustainability, is a critical area of research and practice for landscape architects in the 21st century. Parkpulse is built on a comprehensive custom GIS database containing information for over 7,200 recreation points, aggregating recreation opportunity information across agencies and displaying a user-specific set of data based on location. Metrics which can influence decision-making include custom metrics for crowding potential, COVID-19 prevalence, park amenities, distance away, open/closure status and external links to current agency specific restrictions. The resulting web-resource represents a strategy for reducing community risk, improving safe and equitable access to outdoor recreation and reducing impacts to the public natural environment by providing key analytical information to the public at the point of decision making.



PRESENTER: Michael Yun, PLA, ASLA  
Principal, Director of Anti-Disciplinary Design, Knot

Michael's expertise is in landscape ecological analysis, planning and design, site design, and large-scale restoration. His qualifications in sustainable design and planning emphasize the use of predictive models to estimate ecological performance, design for species through habitats, and the integration of broad ecological thinking at multiple scales. He holds degrees in Landscape Architecture (MLA) and Terrestrial Ecology (BS) from University of Michigan, and has 13 years of professional experience, five of which are as Principal at Knot.

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11:30 a.m. – 12:30 p.m. Change Grows Here: ASLA National Programs and Priorities

The landscape architecture profession is collectively mobilizing to address the climate crisis and creating comprehensive tools and practices we all can use. Adaptation, mitigation, and re-envisioning our community infrastructure will be critical to creating resilient places for future generations. ASLA is developing programming and policies to help landscape architects lead the way in climate action, and working with allied organizations to advocate for the profession's high-impact work that effects public health, safety, and welfare.

PRESENTERS: Torey Carter-Conneen, CEO, ASLA  
and Tom Mroz, FASLA, President, ASLA



Torey Carter-Conneen joined ASLA as Chief Executive Officer in August 2020. He has served in executive leadership roles for companies ranging in size from \$7 million to \$750 million in annual revenues and staff of nearly four hundred. Prior to joining ASLA, Torey served as Chief Operating Officer (COO) of the American Immigration Lawyers Association. Prior to his leadership at AILA, Torey was the Senior Vice President and Chief Financial Officer for Center for American Progress (CAP), COO and later Acting President and CEO at the LGBTQ Victory Fund and Institute, Divisional Controller of MV Transportation—a privately held North American transportation management corporation—and an auditor at a CPA firm. Torey is a proud alumnus of George Mason University, where he earned degrees in economics and accounting. He later attended the University of Maryland Global Campus where he obtained an M.B.A. with a concentration on global business management and emerging markets.



Tom Mroz, FASLA, is a senior vice president with the integrated design firm, SmithGroup. He has spent his entire 35-year career at SmithGroup, working in numerous positions from entry level landscape architect, senior landscape architect, project manager, studio leader, director of operations to his current position as director of the firm’s Ann Arbor office. His work style encompasses an analytical approach and a passion for teamwork, with a strong belief that an integrated team can accomplish much more than any one individual. Mroz’s career has been built on his interest in the business of landscape architecture, with a focus on business planning, growth and financial stability. He has been a member of SmithGroup’s 401k Committee, Audit Committee and serves as Chair of the Finance Committee. Mroz sits on the firm’s Board of Directors and was Co-Chair of the Board’s Leadership Transition Committee. Mroz received a Bachelor of Science degree in Horticulture from the University of Maryland, and Master of Landscape Architecture and Master of Business Administration degrees from the University of Michigan. He is a licensed landscape architect in 20 states and is LEED accredited.

12:40 – 2:15p.m.      The Evolving Role of Urban Waterfronts in Shaping Urban Form, Community Health and Equity: Case History of the Alexandria Waterfront  
(1.5 PDH/HSW approved)

This panel presentation and discussion will describe how urban waterfronts currently fulfill two major roles: 1) their historic and current role in shaping urban form in a sustainable fashion, and 2) their expanded role in addressing complex environmental and social issues such as flooding, protection of natural resources, public accessibility to open space and parks, public access to healthy environments, public expressions of social equity and fairness, places for people to congregate safely, and opportunities for artistic expressions of cultural and historic resources and other community stories. Finally, the authors believe that Urban Waterfronts can play a pivotal role in COVID-19 recovery as their open space networks, shoreline parks and green infrastructure solutions contribute to improved public health, climate adaptation, multi-cultural artistic expressions and increased economic activity.

PANELISTS: Skip Graffam, FASLA, RLA, LEED AP BD+C, Partner and Director of Research, OLIN  
Dennis Carmichael, FASLA, LEED AP, Carmichael Associates  
Richard Lawrence, Jr., AICPC, Principal Planner, City of Alexandria, VA  
Daniel Straub ASLA, RLA, LEED AP, Urban Planner and licensed Landscape Architect

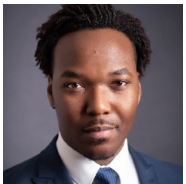


Skip Graffam is a Partner and the Director of Research at OLIN, where he leads design and planning projects as well as OLIN Labs, the studio’s research practice. In our increasingly complex and resource-challenged world, Skip believes that landscape architecture, of all the design and engineering disciplines, is best positioned to positively impact the built environment to engage a social, economic, and cultural consciousness. Skip has recently

completed the landscape design for Target Field Station, a new multi-modal transit hub and civic park in Minneapolis, Apple Park in Cupertino, California, and Adohi Hall, a new student residence complex at the University of Arkansas. He is currently leading OLIN's landscape design for Vallco Town Center, a new mixed-use destination with expansive green roof in Cupertino, and the comprehensive reimagining of the Alexandria Waterfront in Virginia.



Dennis Carmichael of Carmichael Associates is a licensed landscape architect with a focus on placemaking in the public realm. His work incorporates principles of sustainability at all levels and his projects have earned Silver, Gold, and Platinum ratings from LEED. His work has served as a catalyst for the revitalization of many American cities. In particular, he has completed waterfront parks and plazas in Louisville, Chattanooga, Cincinnati, Pittsburgh, and Boston, making those cities more connected to their origins and more livable for their citizens. He participated in the Alexandria Waterfront Plan, both as a planner with EDAW and later as a landscape architect with Parker Rodriguez as a consultant to Olin. Dennis has received over forty design awards and his work has been published in such magazines as Landscape Architecture, Urban Land, and Architecture. In 2006, he served as President of the American Society of Landscape Architects. In 2009, he served as President of the Landscape Architecture Foundation.



Richard Lawrence, Jr. is an award-winning AICP certified Principal Planner with the City of Alexandria who possesses a wide variety of skills including project management, community engagement and facilitation, and plan creation managing the document creation of several Master Plan documents and Urban Design Guidelines. Richard was actively involved in the development of the Waterfront Plan and was instrumental in the approval and implementation of a waterfront redevelopment plan providing technical reviews and project management responsibilities.



Dan is an award-winning Urban Design Planner and licensed Landscape Architect who works as a consultant on various projects including projects that require Green Area Ration (GAR) submissions and other green infrastructure projects. He is also a member of the group working to Save River Farm and protect its natural, historic and cultural resources and the public accessibility to the Potomac River site. Dan has a long-standing interest in urban waterfronts, has written several papers on them, and has recently completed a paper on the role of the Urban Waterfront in Shaping Urban Form.

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**SPECIAL THANK YOU:**  
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2:25 – 3:30 p.m.

Property in Perspective: The White Supremacist Roots of U.S. Land Policy  
(1.0 PDH approved)

The past several years have seen a heightened awareness that racism is pervasive in the U.S. Many of the effects play out on our medium – the land. Over the past four hundred years, a belief in the superiority of White and capitalist systems has shaped land policy at all levels. Access to land is wildly unequal, and decisions about where to locate undesirable and unhealthy land uses have hit people of color hardest. Landscape architecture has been complicit, for example in Frederick Law Olmsted’s involvement in writing racially restrictive covenants. But we have also worked to foster environmental justice—see Kate Orff’s exposé of the tragedy of industrial pollution along ‘Cancer Alley’. This talk seeks to recognize the pervasiveness of the problem, and to begin to fill the holes in our educational systems. A holistic approach emphasizes a connection between the dispossession of Indigenous people, and the systematic exclusion and marginalization of Black people and other non-Whites. The American system of property ownership is unique, and landscape architects can’t address systemic inequities without a better grasp of this foundational history. At the same time, we can become more engaged with people and organizations that are already devising solutions—from the Indigenous-led LandBack movement to Community Land Trusts that are gaining traction among Black activists.

PRESENTER: Zoé Edgecomb, PLA, ASLA  
Zoé Edgecomb Design Build



Zoé Edgecomb of Zoé Edgecomb Design Build has a multi-faceted practice centered around land and landscape. She works in artistic, literary and design modes to explore landscape perception, ownership, and social and environmental justice. Her upcoming art installation “UnNatural Law” brings together deconstructed USGS maps and widely-sourced quotes to question the foundational beliefs underlying acts of colonization.

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# THURSDAY, JUNE 10

10:15 – 11:50 a.m.     Paradigm Shift: Influencing Positive Change in a Polymath Profession  
(1.5 PDH/HSW approved)

Landscape Architects are capable of designing incredible spaces that have broad impacts on the built and natural environments. However, a frustrating number of projects are not realized because decision makers too often misunderstand both the profession or the design benefits provided. COVID-19 stood as a reminder for how valuable outdoor spaces are to people’s wellbeing as users flocked to parks, waterways, campgrounds, and other outdoor destinations. This conversation will focus on how landscape architects can embrace their “jack-of-all-trades” identity to strengthen their voice to create better projects on multi-disciplinary teams. Our diverse panel of professionals have deep knowledge in areas of city planning, master planning, large scale development, zoning, and cross-disciplinary design to offer perspective on how the profession evolves into the future. Different urban locations including Richmond, Arlington, and Virginia Beach will provide real-world context to the discussion by analyzing the Richmond-300 Masterplan, the Tidewater Area planning initiatives, and Arlington urban community outreach.

PANELISTS: Jeanette Ankoma-Sey, PLA, ASLA, LEED AP, Arlington County, VA Department of Parks and Recreation (DPR)

Barry Frankenfield, PLA, FASLA, LEED AP, City of Virginia Beach (retired) and consultant

Maritza E. Mercado Pechin, AICP, Deputy Director, City of Richmond, VA

Doug Cole, Architecture and Design Manager, HHHunt Communities

Borden Edgerton, PLA, ASLA, Federated Lighting Virginia



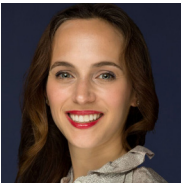
Ms. Ankoma-Sey, PLA, ASLA, LEED AP is a landscape architect and trained horticulturist with Arlington County Department of Parks and Recreation (DPR). She is an integral design partner within the Long-Range Planning Team of DPR reviewing and collaborating on master planning and County Site Plan Review efforts. As project manager she executes approved plans from design through construction. Her specialty and technical design focus are in horticultural and environmental solutions through planting design. Prior to joining DPR Ms.

Ankoma-Sey was an associate designer and planting specialist with AECOM (EDAW). Her private sector work includes urban parks, institution grounds and landscapes, local to international campus designs, green infrastructure ‘scapes’, ecological and agrarian environments. She also serves as an adjunct faculty at the George Washington University teaching design courses in ecological landscape design and urban agriculture/edible landscapes. MS. Ankoma-Sey holds a BSc.in Horticulture from Virginia Tech and MLA from Cornell University.



Barry Frankenfield graduated from the University of Virginia (BA) and the Conway School of Landscape Design. Barry is a licensed Landscape Architect, a Fellow in the American Society of Landscape Architects, a Certified Planner with the American Institute of Certified Planners, and a LEED (Leadership in Environmental and Engineering Design) Accredited Professional. Barry worked briefly in the private sector as a landscape architect with Meade Palmer, FASLA and Associates. Most of Barry’s career was spent with the City of Virginia Beach where he

was the Planner for Resort Improvements (Atlantic Avenue and Boardwalk Improvements); Administrator of Design and Development for Parks and Recreation (parks, golf courses, bike trails, recreation centers); Executive Director of Lynnhaven River 2007; Strategic Growth Area Manager; and recently retired as the Director of Planning and Community Development. Barry has lived in Virginia Beach for all his career. He recently retired from the City of Virginia Beach and manages a small consulting business specializing in land planning and development.



Maritza E. Mercado Pechin, AICP is a Deputy Director with the City of Richmond, Virginia. She is leading the Office of Equitable Development, which is focused on working laterally across City Departments and with the Richmond community to create a more equitable, sustainable, and beautiful Richmond by implementing the Big Moves of the city-wide Richmond 300: A Guide for Growth Master Plan. Maritza was previously a Strategic Planner with AECOM where she oversaw the creation of Richmond 300. Her AECOM consulting experience includes private sector, municipal, regional, and federal clients, and a wide variety of project scales ranging from facilities and land use planning for the U.S. Navy to sustainability planning for the City of Baltimore, Roanoke Region, and Long Island. Previously Maritza was the Development Manager at Fulton Hill Properties, where she oversaw the development of urban infill mixed use projects. Originally from Puerto Rico, Maritza earned an AB in Government from Harvard College and Masters in City and Regional Planning from the University of Pennsylvania.



Doug Cole, a graduate of Virginia Tech, has over 35 years of experience in land planning and landscape architecture having practiced in Chicago, Boston, Charleston (SC) and Richmond. From 2010 to 2016 he was on the Richmond City Planning Commission and the Urban Design Review Committee. After managing his own practice for 14 years he worked for the Henrico County Planning Department where he assisted in plan review and rewriting the County Zoning Ordinance. For the past year and a half, he has worked at HHHunt Communities where he works on master planning, site planning, zoning applications, design guidelines and architectural review.



Borden Edgerton is a licensed landscape architect with a passion for helping designers become better connected and informed. He holds a BS in Horticulture from NC State University as well as a MLA from Cornell University. His design career has seen him living in Washington DC, Shanghai China, and Richmond VA with a broad range of public and private projects. Borden's latest initiative is a startup business, Forms by Federated, with the goal of assisting landscape architects streamline their projects and work more effectively. This work offers a unique macro perspective that sparks insight into the profession at large. Additionally, he pursues his goals to help landscape architects through his active involvement in the ASLA Mentorship Program, ASLA-VA Executive Committee, ULI Young Leaders Committee, ULI Product Council, and Design VA.

This panel on regional climate action and advocacy features the chapter presidents of ASLA Maryland, ASLA Potomac, and ASLA Virginia, and will be moderated Jason Thomas, past president of ASLA Virginia. Panelists will discuss the overall context of ASLA's climate action initiatives, and strategies that our chapters can undertake to mitigate the effects of climate change through design practice, legislation and policy, knowledge sharing and education. There will be an opportunity for member input to inform our chapters' roles and meaningful responses to climate action in our region: future collaborative programs and action, and how you can get involved. ASLA Climate Action Resources: <https://www.asla.org/climateaction.aspx>. Southeast Coastal Region (NC, SC, GA, FL) Climate Action pilot webinar (recording from October 2020): Practitioners and educators shared policy and project case studies relevant to climate issues impacting their region.

PANELISTS: Benjamin Boyd, PLA, ASLA, Maryland Chapter President  
Matt Johnston, PLA, ASLA, Potomac Chapter President  
Barry Frankenfield, PLA FASLA AICP LEED AP, Virginia Chapter President



Benjamin Boyd is a registered landscape architect at Mahan Rykiel Associates in Baltimore, Maryland and the current President of the Maryland Chapter of the American Society of Landscape Architects. Benjamin's 10 years of professional experience includes a wide variety of domestic and international projects including hospitality venues, academic institutions, mixed use developments, and master plans. Ben recently wrapped up a semester teaching digital design technology at the University of Maryland and is a proud graduate of the

University of Florida.



Matthew Johnston is a registered landscape architect with MVLA, an award-winning design firm in Alexandria, VA. He received his Masters of Landscape Architecture and Masters of Urban Planning degrees from Virginia Tech, and is an enthusiastic member of the professional design community represented by the Potomac Chapter of ASLA. Matt's background in international relations, urban planning, and landscape architecture informs his commitment to bring the benefits of design to more people. He previously served as Chapter Coordinator for the DC chapter of Architecture for Humanity, and he's a member of the Potomac Yard Design Advisory Committee for the City of Alexandria, helping to shape development in a growing urban corridor.



Barry Frankenfield graduated from the University of Virginia (BA) and the Conway School of Landscape Design. Barry is a licensed Landscape Architect, a Fellow in the American Society of Landscape Architects, a Certified Planner with the American Institute of Certified Planners, and a LEED (Leadership in Environmental and Engineering Design) Accredited Professional. Barry worked briefly in the private sector as a landscape architect with Meade Palmer, FASLA and Associates. Most of Barry's career was spent with the City of Virginia Beach where he was the Planner for Resort Improvements (Atlantic Avenue and Boardwalk Improvements); Administrator of Design and Development for Parks and Recreation (parks, golf courses, bike trails, recreation centers); Executive Director of Lynnhaven River 2007; Strategic Growth Area Manager; and recently retired as the Director of Planning and Community Development. Barry has lived in Virginia Beach for all his career. He recently retired from the City of Virginia Beach and manages a small consulting business specializing in land planning and development.



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1:00 – 2:40 p.m. Design for Distancing – Reactivating Baltimore’s Public Realm  
(1.5 PDH/HSW approved)

Design for Distancing (D4D) is a Baltimore-based tactical urban design initiative intended to help small businesses in Baltimore reopen or continue to operate during Covid-19 without compromising public health, and seeks to support social gathering through safe physical distancing. The panelists will share case studies from several D4D design-build installations, and discuss ideas for safely and equitably reactivating urban environments. State legislators will be invited to join the presentation to discuss the value of services landscape architects, urban designers, and placemakers bring to the reshaping of the public realm.

PANELISTS: Heidi Thomas, PLA, ASLA, Founding Principal of EnviroCollab  
Jennifer Goold, Executive Director, Neighborhood Design Center  
Tyler Miller, AIA, Associate, Gensler  
Kevin Day, AIA, Principal, Inquiry | Architecture + Design  
Graham Coreil-Allen, Founder, Graham Projects  
Pavlina Ilieva, AIA and Kuo Pao Lian, RA, Co-Founders/Principals, PI.KL Studio  
Colin Tarbert, President & CEO, Baltimore Development Corporation



Heidi Thomas is Founding Principal of EnviroCollab, a landscape architecture, planning, and urban design studio focused on collaborative design projects and social equity initiatives aligned with cultural and environmental sustainability. As a Professional Landscape Architect with 20 years of experience, Heidi has served as lead designer and project manager for placemaking projects spanning many sectors and scales and all phases of project development—from outreach and engagement, to visioning and design, through documentation and construction administration. Driven by the values of inclusivity and empowerment, through Heidi’s work with EnviroCollab she views her role as dynamic and adaptive, serving as a creative intermediary among clients, partners, project stakeholders, and community members. In addition to her undergraduate studies in Landscape Architecture, Heidi’s graduate studies in Cultural Sustainability focused on the co-creation of environment, culture, and community in urban contexts—a theme which continues to serve as the cornerstone of her engagement and design approach across the breadth of her professional work. She aspires to enhance the visibility of and increase access to the field of landscape architecture, particularly among women, minorities, and under-served communities. Her experiences as an adjunct instructor, a community advocate, and a neighborhood organizer for environmental projects in Baltimore have furthered this aim, while also helping to illuminate the inextricable correlation between nature access and social equity.



Jennifer Goold joined the Neighborhood Design Center in 2012 after more than a decade of work in cultural resources management, historic preservation, development and planning. At NDC, she directs all aspects of the center’s operations including staff, programs, outreach, and fundraising. A Baltimore resident since 1993, she has been involved in many of the city’s largest historic building rehabilitations, including the American Can Company, Silo Point and Tide Point. She received a BS in Interior Design from Indiana University and an MS in Historic Preservation from Columbia University. Hailing from Boone County Indiana, Jen’s early years included a 10-year 4H membership including winning the title of master showman.

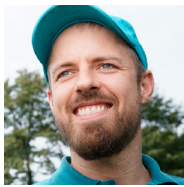


At the University of Kansas and in 10 years of professional practice, Tyler Miller has developed a simple ethos: Community, Collaboration, and Corners. Our community is always our client, what we draw affects them for years, and should reflect their values and ideas. As designers we should be active in, and learning from, the community at every turn. Collaboration starts with listening, involves as many constituents as possible, and will always make designs more loved. The designer’s hand isn’t invisible, it’s a nimble translator of these inputs. Finally, corners will tell you how much care was given through the entire design process. Get the corners right, and always look to

others' corners to appreciate their attention and craft.



Kevin Day is Founding Principal of Inquiry Architecture +Design and is experienced in developing and managing projects from programming, concept design, technical design, and ultimately through construction. He has a passion for ensuring design decisions are “durable” and can be executed during construction, which can be seen in the white papers and presentations given on this subject. Kevin believes that clear communication and collaboration amongst the client, design team, and contractor is fundamental to quality control and highly successful outcomes. Kevin believes that each project has unforeseen opportunities that can be discovered by working closely with the owner and project team. Such potential allows for added value within the client’s program and budget. Kevin is able to identify these opportunities by drawing upon years of collaboration with a diverse range of clients, wide spectrum of program types, and work on a vast range of project scales. This gives him broad insight which he utilizes in assisting clients to identify, refine, and distill the parameters of complex or unique projects. Kevin holds a Master in Architecture and Bachelor of Science from the University of Virginia.



Graham Coreil-Allen is a Baltimore-based public artist making places more inclusive and livable through public art, placemaking, and civic engagement. Coreil-Allen collaborates with neighbors to interpret and activate public spaces through public art for pedestrian safety and play, interactive mapping, radical walking tours, and neighborhood advocacy. From artistic crosswalks and creative wayfinding to immersive sculptures and participatory light art,



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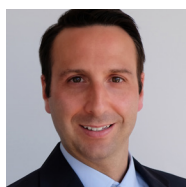
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Coreil-Allen infuses public space with play and intrigue. Coreil-Allen was born in Galveston, Texas, grew up in Tampa, Florida, studied at Tulane School of Architecture, completed his BA at New College of Florida and received his MFA from the Mount Royal School of Art at Maryland Institute College of Art. Since founding Graham Projects in 2005, Coreil-Allen has created public projects and programs for numerous organizations, places, and events both nationally and abroad, including the Baltimore Office of Promotion and the Arts, The Deitch/Creative Time Art Parade, Eyebeam, The Baltimore Museum of Art, Washington Project for the Arts, Arlington Art Center, Artscape, Transmodern Festival, VisArts, Current Space, ICA Baltimore, and Light City. Coreil-Allen was a 2018 OSI-Baltimore Community Fellow, is a Baltimore Heritage board member, serves as a co-chair of Baltimore City Mayor Brandon M. Scott's Arts and Culture Transition Committee, and is the President of the New Auchentoroly Terrace Association.



Pavlina Ilieva is Principal and Co-founder of PI.KL Studio – an award-winning practice engaged in architecture, design/build and micro-development. She specializes in wearing many hats and integrating everyday design process across disciplines. The firm's work spans across the commercial, workplace and urban housing scales as well as varied community-based and open space projects for non-profit organizations, private and local government entities. Pavlina serves as Chair of the Urban Design and Architecture Advisory Panel (UDAAP) for the Baltimore City Department of Planning, which provides design review and professional design assistance for significant projects and master plans throughout the city. An experienced educator, she also served as Program Director of the Undergraduate Architecture and Environmental Design Program at Morgan State University and is recipient of national ACSA Architectural Education Awards for her work in fostering diversity in Beginning Design Pedagogy and Housing Design Education. She has published, lectured and juried nationally and is a 2018 Fellow of the Landscape Architecture Foundation CSI Program.



Colin Tarbert is the president and CEO of the Baltimore Development Corporation (BDC), which serves as the economic development agency for Baltimore City. It is responsible for growing the city by retaining and attracting businesses, expanding job opportunities for city residents, and increasing investment in city neighborhoods. Prior to his BDC appointment, Tarbert served in various leadership roles for nearly a decade at the Mayor's Office of Baltimore City during three administrations, including the roles of Deputy Chief of Strategic Alliances and Deputy Mayor for Economic and Neighborhood Development. In addition, Tarbert is active on numerous civic and non-profit boards, including chair of the Baltimore Hotel Corporation, chair of the Baltimore Public Markets Corporation and a member of the boards of the Neighborhood Impact Investment Fund and East Baltimore Development Inc. In 2013, Tarbert was named as a 40 under 40 honoree by the Baltimore Business Journal. Previous to the role of president & CEO and his tenure in the Mayor's Office, Tarbert was a senior economic development officer for BDC. Tarbert graduated with a B.S. in Architecture, summa cum laude, from the University of Maryland, where he subsequently earned his Master of Architecture degree. A native of the Baltimore area, Tarbert lives in Baltimore City with his wife, Bonnie and their daughter.



2:50 – 4:30 p.m.      Pandemics & Protests: Reshaping Company Culture  
(1.5 PDH/HSW approved)

As we emerge from the 2020 pandemic and protests, how will firm operations change to promote inclusion and balance in the workplace? In this session, three panelists from design firms large and small will come together to discuss the operational changes made in response to the events of 2020 and what long-term impacts they hope to achieve so that both workers and businesses can thrive moving forward.

PANELISTS: Dani Alexander, PLA, ASLA, Principal, Studio AKA LLC  
Heba Root, Director of Human Resources, LandDesign  
Tom McGilloway, Principal, Mahan Rykiel Associates



Dani Alexander is founding principal of Studio AKA. Her work is imbued with the belief that putting people in touch with nature brings about a deep sense of well-being. She is passionate about transforming the public realm to be more equitable, resilient, and compelling. Before founding Studio AKA, Danielle worked at Reed Hilderbrand Landscape Architects, Verzone Woods Architects, and Michael Van Valkenburgh Associates. While at Reed Hilderbrand, Dani contributed to the implementation of multiple projects set forth in Harvard University's Allston Institutional Master Plan. She was also on the design team for the American Museum of Natural History's Richard Gilder Center for Science, Education, and Innovation, contributing to the design and preliminary construction documentation. For the Houston Arboretum and Nature Center, Dani helped to develop a planting design for a tricky ravine site, as well as re-imagined access in a site of difficult topography and flooding. In all of these projects, she enjoyed collaborative relationships with architects, engineers, naturalists, and stakeholders. Dani's commitment to communicating the impacts of design, climate change, and resilience efforts is additionally supported through volunteering, teaching, and writing. As a trained Climate Reality Leader through Former Vice President Al Gore's Climate Reality Project, she works to communicate the impacts of climate change on landscape and public health. She manages the Shifting Latitudes project, a communications platform covering these issues. She served as adjunct faculty at the Boston Architectural College, teaching in both the Architecture and Practice Departments, and has sat on numerous student design juries. Dani's writing has appeared in various print and digital publications. Most recently, she served as Editor and Contributor for the book Food Urbanism by Craig Verzone and Cristina Woods, which will be released in 2021. In 2019, she was the Urban Wild Writer in Residence for Freshkills Park. Dani earned her Bachelor of Arts at Harvard University and her Master of Landscape Architecture from University of Virginia, where she was a William R. Kenan Fellow and Editor of the design publication lunch.



Heba Root is the Director of Human Resources where she leads all efforts to recruit and retain the passionate trailblazers that make up LandDesign. In correlation with LandDesign's focus on people and relationships, Heba strives to create a progressive and positive work environment for all LandDesigners. She has 15 years of experience enabling employees to have a voice in shaping the place they want to work, while counseling and training employees to excel in their role. Strike up a conversation with Heba, in either Spanish, Arabic or English, and even you will want to join the LandDesign team.



Tom McGilloway has been with Mahan Rykiel since 2001 after working 17 years for LDR International in Columbia, MD. He earned his Bachelor of Science in Landscape Architecture at the Pennsylvania State University in 1984. Tom's professional focus is master planning; and he offers broad experience in downtown/neighborhood revitalization; park planning and design; and campus master planning. Tom is particularly skilled at engaging stakeholders in the planning process and working in "Main Street" and economically challenged communities.

Significant projects include the Lancaster (PA) Economic Development Strategic Plan; Downtown State College (PA) Master Plan; Downtown Baltimore Open Space Plan; and downtown revitalization charrettes/master plans for over 40 communities throughout the United States. He recently led the master planning effort for Ellicott City, MD, a community devastated by two historic floods in two years. In addition to his landscape architectural practice, Tom is also part of Mahan Rykiel's Leadership Team and has been actively engaged in the firm's response to the COVID-19 Pandemic and the creation of the JEDI Committee to help organize a three part change management process for the firm. Personally, Tom is active in park and neighborhood revitalization in his own community.

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