

04 January 2019

Happy New Year!

The Wisconsin Department of Safety and Professional Services (DSPS) has issued its final report for the Occupational Licensing Study that was required by the 2017-19 state budget. Many of you recently took the survey related to this. **I am happy to report of the 28 licenses DSPS recommends for elimination; landscape architect IS NOT one of them!**

Thank you to all of you who have taken the time to contact your legislators, attend public hearings and fill out the DSPS survey. There is no doubt that your advocacy helped prevent landscape architect licensure from being identified for elimination in the report.

Over the past two years WI ASLA has worked diligently with volunteers and our lobbyist, Blumenfeld and Associates, to advocate for licensure and demonstrate how landscape architects protect the health, safety, and welfare of the public. Our effort included:

1. Up-to-date communication including emails, newsletter updates, and social media
2. Meeting with legislators and their staffers
3. Organizing landscape architects to testify at the Joint Finance Committee hearings on the state budget. Our strong turnout resulted in the removal of a more restrictive licensure reform initiative being removed from the proposed budget.
4. Providing testimony at the public hearing on Assembly Bill 370/Senate Bill 296, which specifically targeted landscape architect licensure for elimination. These bills failed to make it to the Assembly and Senate floors for a vote.
5. Communication with DSPS staff and leadership; including two site tours showing what landscape architecture is and how we protect the health safety and welfare of the public.
6. Communication and coordination with State Government Affairs at ASLA National, who provided resources, guidance, and assistance throughout

This effort was guided by the leadership of Cody Axness, PLA, ASLA and Jay Gehler, PLA, ASLA with support from the WI ASLA Board and volunteers. A special thank you to Elizabeth Hebron and the State Government Affairs team at ASLA National in Washington D.C. for their support and guidance. It should be noted while we were speaking at the hearing in late 2017, State Government Affairs was monitoring live on Wisconsin Eye.

While landscape architect licensure is not included in the final DSPS recommendations for elimination, it is important that we remain vigilant. Licensure reform, which in general has bipartisan support, is a nationwide trend. We have a newly elected governor and newly elected representatives, along with their appointees and staffers, to educate about the profession of landscape architecture. In addition, both the Assembly and Senate have chosen to maintain their respective standing committees on licensure reform for the 2019-20 session.

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As the new legislative session begins, please take time to speak with your elected officials about landscape architecture and the need for ongoing licensure. Tell them your story. No one can tell it better than you!

Thank you everyone for your hard work! Celebrate this victory!

Sincerely,

A handwritten signature in blue ink, appearing to read "Jonathan L. Bronk".

Jonathan L. Bronk, PLA, ASLA  
WI ASLA Chapter President

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