



Jeff Brophy, ASLA

## Florida Chapter ASLA Office of Palm Beach/Treasure Coast Section Chair 2010-2012 Term

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### Goals & Objectives

It is clear that the role of the Landscape Architect is more important to our society now than ever before, especially in Florida. As we struggle with growth, environmental, and sustainability issues, our profession needs to be at the forefront in terms of not only design, but policy as well. The fact is, while the landscape architect is needed more than ever, our profession continues to lose jobs and membership within the industry. So, how do we stay relevant? What do we do as a profession to encourage growth and education within our own ranks while contributing to the overall well being of the State?

One important example to look at within the State of Florida is the cooperation of groups such as the Tampa Bay and Central Florida Partnerships. These groups have realized that more can be achieved through cooperation than conflict. This process needs to be ingrained throughout our organization. Our profession needs to be involved with private and public leaders on regional initiatives. We have an infinite amount of knowledge to share, and a huge stake in the outcome of those initiatives, job creation being the most important. Sitting back and waiting for a hopeful arrival of the next wave of prosperous years is the absolute worst idea for our profession. Now is the time to be involved. The rules within Florida are changing as it transitions away from its historical development based economy. Constitutional Amendments on the 2010 ballot look to further decimate jobs within our profession while Statewide and regional initiatives are focusing on environmental and land stewardship issues. So, what will Florida look like when it grows up? As a profession, we can sit back and watch it all change, or we can become involved and have a voice in the outcome.

Involvement in initiatives that create jobs for our profession in the short term, as we attempt to recover from the last few years, is critical. Sustainable, long-term business development needs to be a central focus for the continued growth of our profession. That is why we need to continue our efforts in education, licensure and public relations. Landscape Architecture has always been an inward-oriented profession. However, the changing environment around us demands that we turn our sights outward. It is time to become involved - involved both outside of our profession, and outside of our comfort zone. As the world changes around us, we must ask, are we ready to change with it? Are you ready?

### Biographical Information:

University of Guelph  
Guelph, Ontario, Canada  
Bachelor of Landscape Architecture, 2000

Florida Registered Landscape Architect, 2007- LA6666868

Director, Landscape Architecture & Site Planning  
Land Design South, 2000-present  
West Palm Beach, FL

Married to Erin, trying to keep up with 2 ½ year-old son Jasper

### Professional Commitments:

Palm Beach County Development Review Oversight Committee,  
Member 2005-present, Chair 2009-present

Palm Beach County Regulatory Taskforce, Member, 2009-present

Palm Beach County Urban Redevelopment Area Sub-Committee,  
Member, 2008-present

Vote No on Amendment 4 Campaign, Speaker, 2010