

EDUCATION

Bachelor of Environmental Design,
North Dakota State University.
2002

Bachelor of Landscape
Architecture, North Dakota State
University. 2002

PROFESSIONAL SERVICE ACTIVITIES

National

2018-present – ASLA Annual
Conference Education Advisory
Committee, Member

2015-2017 -- ASLA Executive
Committee, Vice President of
Communications

2008-2014 – ASLA Board of
Trustees, Great Plains Chapter

Nebraska-Dakotas Chapter

2008-2014 – Chapter Trustee

2004-2008 – Chapter President

2002-2004 – Member-at-Large

Michael Stanley, ASLA

Director of Planning, Dream Design International, Inc.
ASLA Council of Fellows Nomination: **Service**

On behalf of the Executive Committee of the Nebraska-Dakotas
Chapter/ASLA, it is my privilege to nominate Michael Stanley, ASLA,
for your consideration.

Executive Summary

Mike Stanley's nineteen years of dedicated service and leadership in ASLA have significantly enhanced the Society's media presence, communication methods, overall brand identity and public awareness of the profession. Serving as a Chapter President and Trustee, and ultimately selected by his fellow Trustees to serve as Vice-President of Communications, Mike has been instrumental at all levels of the Society in generating far-reaching benefits to the advancement and public recognition of our profession. He is highly respected by his peers for his knowledge of ASLA's brand and communication methods at chapter and national levels, and his efforts in developing/revising critical Society policies. His on-going service commitment positioned him to fill a critical role working with ASLA leadership, staff, and marketing consultants on many impactful activities and products, including: updates to Society branding, social media, websites, and member messaging; the ASLA Public Awareness Summit; and a renovation of the society's headquarters in Washington DC into the Center for Landscape Architecture. From a new brand strategy to a new Society headquarters, Mike Stanley's inspired service helped modernize the look and voice of ASLA, increase tangible public awareness and appreciation for our profession, and institute a venue for ASLA to "walk the talk" relative to sustainability leadership and environmental stewardship. In addition to his impactful national service, Mike has also made long-term commitments to benefit his community and local schools, support the North Dakota State University landscape architecture program, enhance chapter services, and expand local and regional public awareness of the profession.

Mike Stanley served as Vice President of Communications when I was ASLA President, and his outstanding engagement on the Executive Committee was constant. His thoughtful approach provided clarity and led to meaningful action on a range of challenging issues including the redevelopment of the headquarters building as the Center for Landscape Architecture. Additionally, his strong leadership in the successful rebranding of ASLA, including a rework of the web page and other communications, is highly valued.

**Vaughn B. Rinner, PLA,
FASLA, SITES AP
Landscape Architect, VRLA**

Past President, ASLA

In recognition of his dedicated service, the ASLA Nebraska-Dakotas Chapter is pleased to nominate Mike Stanley to Fellowship in the Service category.

**PUBLIC SERVICE
CONTRIBUTIONS**

2019 - North Dakota State University, 5th year Landscape Architecture Student Thesis Presentations, Reviewer

2015 - North Dakota State University, 5th year Landscape Architecture Student Thesis Project, Mentor

2013 - North Dakota State University, Landscape Architecture Program Honor / Merit Awards, Judge

2012 - Mika Sica Trail Organization, Board Member

2008 - North Dakota State University Landscape Architecture Program, Guest Lecturer

2007 - Western Dakota Tech Foundation, Board Member

2004-2007 - Mt. Rushmore Road Group, President and Board Member

2003-2005 - Rapid City Beautification Committee, Board Member

Michael Stanley, ASLA

Address the exceptional accomplishments as a volunteer at the local, state, national and/or international levels sustained over an extended period of time that are truly inspiring and serve as an example to others.

For almost two decades, Mike has been and continues to be a role model dedicated to service and leadership within the landscape architectural profession and for the greater public good of the Great Plains region. His inspired volunteer commitments at the national, regional, chapter and local levels have not only benefitted the profession, but have helped to significantly enhance public perception, knowledge and awareness of the quality-of-life benefits associated with quality design and planning.

From 2015 to 2017, Mike served as Vice President of Communications. Nomination to a national ASLA office reflects a high regard and respect for the selected member, and is typically indicative of the quality of committed service provided by the member in previous volunteer positions. Mike's election by his peer Trustees further indicated the trust and support that Mike had earned in his previous service and leadership roles in ASLA.

Mike's role as Vice President of Communications encompassed a wide range of responsibilities and roles that overlapped all aspects of the Society and impacted both national and chapter levels of ASLA. His responsibilities required an on-going dedication to open lines of communications on the Executive Committee, with key ASLA staff, and with chapter leadership across the country – all at a time when communication was critical to the discussion/consensus-building/approval of major changes to the internal and public faces of the Society.

ASLA is a relatively small professional organization with limited resources, so it can be difficult to find the resources (and initiative) to invest in changes to brand, logos, messaging, social media presence, etc. But the need for an organization to stay modern in its message and work is critical to long-term success. The Green Roof project on the ASLA Headquarters in 2006 was a significant step towards the Society's goals of sustainable design and enhancing political and public awareness of societal and environmental benefits associated with our profession. Mike is dedicated to the idea that we, as landscape architects, need to embrace the design solutions proposed to our

Mike was instrumental in ASLA's rebranding, from agency selection to design options and approvals. He was an effective intermediary among staff, the Executive Committee, and the Board of Trustees, then became a strong advocate at the chapter level for national adoption of the brand across many diverse interests. His active role in the Public Awareness Summits helped earn thousands of social media posts, accompanying press coverage, and a highly visible online presence for the profession.

**Terence Poltrack
Former ASLA Director of
Public Relations and
Communications
2008-2018**

SELECTED HONORS AND AWARDS

2018 - Build South Dakota Award - Associated General Contractors of South Dakota, E Idaho, E. Nevada, Ivy Street and Robbinsdale Park Reconstruction

2017 - Great Plains Chapter ASLA Honor Award, Robbinsdale Park Master Plan

2017 - Great Plains Chapter ASLA Merit Award, City of Custer Parks Master Plan

2017 - Rapid City Sustainability Award, North Middle School Drainage Improvements

2016 - Associated General Contractors of South Dakota, Build South Dakota Award, North Middle School Drainage Improvements

2014 - Sustainability Award, Rapid City Central Irrigation Control

clients – and that our environmental design and sustainability leadership hinges on the standards we set for ourselves.

Michael Stanley, ASLA

The ASLA Center for Landscape Architecture project was an important second step in establishing a strong identity for the Society, and it provided a highly visible opportunity for ASLA to implement the state-of-the art design and workplace wellness concepts expected from design leaders. Mike invested significant time as a Trustee in project discussions among ASLA leadership, and it was dedicated in 2017 during Mike’s term as Vice President.

In addition to ASLA’s investment in the Green Roof and Center projects, ASLA leadership determined a need to rebrand the Society and to integrate these updates into social media within the rebranding initiative. Mike’s commitment to this initiative was substantial and occurred on several levels. He worked with ASLA staff to identify a branding consultant that genuinely understood ASLA’s values, mission and strategic objectives. Our society has a unique story to share that deserved to be amplified through a carefully chosen consultant partnership. Once selected, he worked with the consultant to update and re-envision the ASLA brand, focusing on two questions: what do we stand for? and how do we communicate it? Mike facilitated discussions between the consultant and ASLA staff to critically review and refresh the ASLA logo, which was perhaps the most difficult step given the diversity of opinions and input from national and chapter leadership, as well as strong opinions from the general membership. Mike’s leadership didn’t end at the completion of brand development; he also led the rollout of the brand and logo, and ensured that brand strength was supported through a unified chapter implementation and communication strategy. His efforts to personally take the brand and logo updates to the chapters reflected the depth of his commitment to ASLA and ensured the ultimate success of a new brand for the Society.

Mike’s enthusiasm and hard work rejuvenated the Great Plains Chapter and set it on a course of improved services to our members and financial stability that is unheralded in my four decades of chapter membership. Rather than focus on his term, he helped our chapter leaders focus on achieving long-term goals that would ensure chapter success. Mike’s efforts transformed our chapter by creating a series of successful programs, engaged our emerging and experienced professionals alike.

**John Royster, FASLA, PLA,
President & CEO,
Big Muddy Workshop**

**Past Trustee, Nebraska/Dakotas
Chapter**

During Mike’s term, there were also significant changes to Society social media and public relations that were associated with the branding updates and required parallel but separate leadership in their initiation and implementation. Website enhancements were completed that tied to the new branding and expanded the “portfolio” website presence. ASLA’s social media presence was revised from a “sourced” information format to a structure that effectively “pushed” information to key news outlets, political entities, and public awareness venues.

As Vice President, Mike was also responsible for leading the two-day ASLA Public Relations Summit. The meeting/workshop provides a valuable opportunity for all chapters to collectively plan social media

Michael Stanley, ASLA

events for the year and coordinate themes and available resources, including the development and expansion of World Landscape Architecture Month. During the Summit, Mike led the group discussions that resulted in the sunset of the Public Relations committee and the start of the Public Relations Coalition. The Coalition included a representative from each chapter (versus a handful of members on the PR Committee), which significantly enhanced the efficient and timely flow of information to all chapters. As a result, ASLA can more quickly understand the public relations needs and challenges among chapters as well as more effectively share successes with chapters in a timely way.

Address the nominee's exceptional accomplishments sustained over an extended period of time.

Mike has made a lasting impression on the Nebraska-Dakotas Chapter of ASLA through his leadership and willingness to address difficult issues through open communication. He served as Member-at-Large, and then began a three-year term as President-Elect, President, and Past-President. He returned for an additional year as President when the Chapter Executive Committee asked him to cover the elected President who had moved out of the chapter region. During his four years in chapter president leadership roles, the Chapter established a long-term reserve; raised dues; initiated more direct involvement between the chapter and the three university landscape architectural programs in the Chapter's boundary; and helped initiate the ASLA Central States Conference which has been a highly successful six-chapter biennial event since 2006. Given the groundwork laid a decade ago, the Nebraska-Dakotas Chapter has experienced steady membership growth, a wide variety of successful profitable conferences, and the strongest vendor support in the history of the chapter.

Mike served two terms as Trustee for the Nebraska-Dakotas Chapter (previously the Great Plains Chapter) of ASLA from 2008-2014. There were many challenges facing ASLA at the time, including the loss of membership and revenue due to the 2008 recession. ASLA leadership

Mike Stanley was instrumental in the redevelopment of many Rapid City Area School District Properties. His understanding of spatial design was critical; we worked to combine important infrastructure fixes with enriching educational environments. These environments, whether creating a model of the solar system or laying out an internal courtyard based on a Modrian painting, have inspired and excited students. He has challenged students and the result has been an increased interest in education.

**Kumar Velswammy, PE
Facilities Services Manager,
Rapid City Area School District**

EXPERIENCE

2019 to Present – Director of Planning, Dream Design International, Inc.

2010 to Present – Firm Owner and Landscape Architect, Stanley Design Group, LLC.

2006 to 2010 – Landscape Architect, Dream Design International, Inc.

2002 to 2006 – Landscape Architect, Wyss Associates, Inc.

worked overtime to address the challenges, and Mike's commitment to the long hours required, coupled with his diligent efforts to keep his chapter apprised of national activities and concerns, contributed to a successful society turnaround, as well as ensured that his chapter leaders were engaged at addressing this issue at the local level.

Michael Stanley, ASLA

Describe notable activities that contribute to the advancement of the profession of landscape architecture and public recognition of the profession.

During his six years as Nebraska-Dakotas Trustee, he worked to "modernize" the society and develop/revise important Society policies, including the financial procedures for navigating ASLA through the 2008 financial crisis, and the development of the Center for Landscape Architecture - ASLA Headquarters renovation. A groundswell of support emerged in Mike's terms as Trustee for the Headquarters Building to become a center for green education and human wellness. The building became the first part of rebranding ASLA and reworking the organization. The Center for Landscape Architecture established a "look," multi-functional rooms for displays and talks, and set a workplace standard for wellness. These decisions made the organization of ASLA more inclusive, helped expand the member base, and created a venue for ASLA to "walk the talk" relative to sustainability, leadership and environmental stewardship.

For over seven years, Mike has worked with the Rapid City School District to create enriching environments that stimulate, educate, and develop young minds. These new environments and designs are part of school ground renovations at middle and elementary schools. Instead of re-creating or duplicating existing conditions, he works with the school's facilities manager to create spaces that excite students and strongly support curriculum. One example is the renovation of an internal courtyard that is a scaled model of the solar system. This interactive model allows elementary students to play around, sit on, and interact with a planet and planetary orbits. Mike physically tied this design to the school's library, creating a seamless flow between the interior learning environment and the exterior. When the students came back from summer break, the school noticed a larger interest in students looking at science and books about the solar system. The design, and installation of an environment is critical to the education and development of students' education, enthusiasm, and overall education success. This installation not only empowered student learning and strongly tied school facilities to curriculum, but it also provided a highly visible public demonstration of the tangible education benefits and quality learning environments that can be derived through quality landscape architecture design.

Summary by Chapter President

Mike Stanley has made significant contributions to our profession, to ASLA and his chapter through his dedicated service and leadership. His commitment and perspective on "modernizing" Nebraska-Dakotas Chapter monetary and administrative policies helped the chapter achieve the solid financial and organizational footing that currently exists. His timely insights and time-intensive commitment to the modernization and strengthening of ASLA's brand, including leadership during the establishment of the Center for Landscape Architecture and an expanded social media presence, have made a significant and very positive impact on public visibility and awareness of the profession. Additionally, his service has enhanced ASLA's political visibility, improved communications between chapters relative to public relations messaging and resources, and provided ASLA leadership a clear perspective on the decisions and resources that were needed to move ASLA forward as a professional design society that practices what it preaches.

The Nebraska-Dakotas Chapter of ASLA is proud to have Mike Stanley as a member, and is grateful for his service and the benefits derived from that service over the past nineteen years. In recognition of his service and leadership accomplishments and impacts, the ASLA Nebraska-Dakotas Chapter is pleased to nominate Michael Stanley to Fellowship in the Service category, Class of 2022.

Sincerely,

Zack Fergus, ASLA, PLA
President, Nebraska-Dakotas Chapter
American Society of Landscape Architects