



“Gateway to the Future”

2019 CLARB Annual Meeting

September 26-28

Four Seasons Hotel

St. Louis, Missouri

*Note: meeting attendees may attend everything. Paid guests may attend meals and events marked with *.*

Wednesday, September 25

1:00 p.m. – 6:30 p.m.

6th Floor Ballroom Lobby

Registration*

5:30 p.m. – 6:30 p.m.

6th Floor Gateway

(NEW) How do Landscape Architects Protect the Public?*

Hear directly from landscape architects about the work they do and how the solutions they create protect the public’s health, safety and welfare. While this session is ideal for public board members, non-landscape architect board members, and board executives looking to learn more about the licensed scope of landscape architectural practice, it’s open to everyone. (Adult beverages will be served.)

6:30 p.m. – 8:30 p.m.

8th Floor Terrace

Welcome Reception*

Join us as President Phil Meyer officially welcomes everyone to the Gateway City! During this relaxed event, you’ll network with peers, meet new attendees, and experience some of the best St. Louis has to offer. Don’t forget your drink tickets!

Thursday, September 26

8:00 a.m. – 4:00 p.m.

6th Floor Ballroom Lobby

Hospitality Area Open*

8:00 a.m. – 8:55 a.m.

6th Floor Ballroom Lobby

Breakfast*

8:55 a.m. – 9:05 a.m.

*6th Floor Ballroom
Pre-Function*

(NEW) 3-2-1 Blastoff!

Jumpstart the day with an upbeat, fun and interactive mini-event that’s sure to get your energy flowing!

9:05 a.m. – 9:30 a.m.

6th Floor Ballroom

Welcome!

CLARB President Phil Meyer will open the meeting with an overview of what we will accomplish during our time together as well as introduce special guests. The Missouri Board (our host board) will share some fun facts about landscape architecture licensure and regulation in the state and suggestions on what not to miss while in St. Louis.

9:30 a.m. – 10:15 a.m.

6th Floor Ballroom

(NEW) Keynote Presentation: Questioning Orthodoxy

As CLARB continues to navigate the disruption created by the forces of societal transformation, intentional learning is among our top priorities. One of the most important areas of learning we must pursue is "deep unlearning," the active identification, examination and challenging of the myriad orthodox beliefs, i.e., the deep-seated assumptions we make about how the world works that have guided the organization, our stakeholders, and landscape architecture regulation for decades. Orthodoxy can exert an invisible yet profound influence that we must better understand as disruption forces us to reconsider our traditional ways of thinking and acting. In this interactive session, you will participate in this critical deep unlearning process and make an invaluable contribution to building CLARB and our stakeholders to thrive in the future.

10:15 a.m. – 10:30 a.m.

6th Floor Ballroom Lobby

Break*

10:30 a.m. – 12:00 p.m.

6th Floor Ballroom

(NEW) Diversity and Inclusion Training

Our unconscious biases impact everything we do from how we talk to people to decisions we make. With the help of [Myla DeLoatch](#), a seasoned facilitator and speaker with Business Training Works, Inc., you'll discover what your unconscious biases are, explore how you came to have those biases, understand how your biases impact you and those with whom you interact, and explore strategies for mitigating bias influence. CLARB has committed to becoming a more diverse and inclusive organization and is making this available to you so you're prepared to make better and more purposeful, impactful decisions that can positively impact diversity and inclusion in your own boards.

12:00 p.m. – 1:30 p.m.

6th Floor Ballroom Lobby

Lunch*

Enjoy this unstructured lunch time as you have a delicious meal, chat with old friends and make new ones, catch up on work, explore the hotel, whatever! It's your time – enjoy!

1:30 p.m. – 3:30 p.m.

6th Floor Ballroom

Board Best Practices

Still reviewing/approving almost all licensure applications at your board meeting? Having a problem with quorums due to disengaged board members or lack of substantive business? Performing tasks that are better left to your administrative staff? During this training, Dave Bergeson from AMC Institute will highlight what board best practices look like and how your board and stakeholders can benefit from incorporating them (think shorter time to licensure, more engaging conversations, more time to focus on non-administrative tasks).

3:45 p.m. – 5:00 p.m.

Offsite – bring your walking shoes and an umbrella

(NEW) Site Tour

A walking tour is great for pointing out examples of landscape architecture projects, but a site tour is specifically designed to connect the dots between landscape architecture projects and how licensure/regulation of the profession protects the public. We will break down the crucial elements needed to give an effective site tour, so you have a new way to engage with legislators, the media, and the general public.

Friday, September 27

8:00 a.m. – 4:45 p.m.

6th Floor Ballroom Lobby

Hospitality Area Open*

8:00 a.m. – 8:55 a.m.

6th Floor Ballroom Lobby

Breakfast*

8:55 – 9:05 a.m.

6th Floor Ballroom

Pre-Function

(NEW) 3-2-1 Blastoff!

Jumpstart the day with an upbeat, fun and interactive mini-event that's sure to get your energy flowing!

9:05 a.m. – 12:00 p.m.

6th Floor Ballroom

A 15-minute break will be held from 10:30 – 10:45 a.m. and as always, guests are invited to the break.

Rethink Regulation Workshop—Help Design Regulation 4.0

Following up on the 2018 friction analysis findings, CLARB conducted additional research to learn more about time to licensure, duplication of documentation and varying licensure requirements. Hear an update on our 2019 research to address these friction points and help shape a collaborative approach for achieving shared licensure standards, a universal licensure application, and utilization of administrative approval to improve the licensure process for you and your licensees.

12:00 p.m. – 1:30 p.m.

6th Floor Ballroom Lobby

Lunch*

During this “create your own lunch” experience, you will build your own lunch from a variety of food items. Also, you may choose to engage with regional peers or enjoy an unstructured lunch time. It's your time – enjoy!

1:30 p.m. – 3:00 p.m.

6th Floor Ballroom

Why We Need “Smart Regulation”

The licensure reform movement continues to gain momentum across North America. In this session we will review effective messaging tactics, better understand the public's perceptions of licensure and regulation, and hear how CLARB and other national regulatory associations and professional societies have partnered to work together on a multi-year public relations campaign to change the narrative and build public understanding of the need for “smart regulation.” Additionally, you will have an opportunity to work with your peers on effectively communicating to the public about the value of licensure and boards using talking points designed to be effective and persuasive.

3:00 p.m. – 3:15 p.m.

6th Floor Ballroom Lobby

Break*

3:15 p.m. – 4:45 p.m.
MBEs – 6th Floor Gateway
MBMs – 6th Floor LaClede

Member Board Executive (MBE) + Member Board Member (MBM) Sessions
As Fleetwood Mac says, you can go your own way! MBEs will meet in one room and MBMs will meet in another. During your time together with your peers, you'll be able to freely discuss a variety of regulatory and/or board-specific topics and possibly create and/or identify new resources to help you do your job more efficiently. (You'll identify your discussion topics/create your own session this summer via a survey; stay tuned for more details!)

6:00 p.m. – 9:00 p.m.
Stay tuned for an announcement!

President's Dinner*
Enjoy a St. Louis-themed evening filled with music, food and more! Learn more about St. Louis' history including how it came to have its nickname and what cultures have influenced the city we know and love today.

Saturday, September 28

8:30 a.m. – 3:00 p.m.
6th Floor Ballroom Lobby

Hospitality Area Open*

8:30 a.m. – 9:30 a.m.
6th Floor Ballroom Lobby

Breakfast* (note: you get an extra 30 minutes of sleep today!)

9:35 a.m. – 9:45 a.m.
6th Floor Ballroom
Pre-Function

(NEW) 3-2-1 Blastoff!

Jumpstart the final day with an upbeat, fun and interactive mini-event that's sure to get your energy flowing!

9:45 a.m. – 10:45 a.m.
6th Floor Ballroom

Reframing Landscape Architecture

The practice of landscape architecture is poorly understood by the public and policy makers. This creates vulnerability and often is the primary reason the profession is proposed for deregulation. Members of the President's Council (ASLA, CELA, CLARB, CSLA, LAAB and LAF) have partnered on a multi-year project to "reframe" how the public views and understands the profession. You will hear the results of the first phase of the project that identifies the gaps between the "expert story" (what landscape architects think about their work) and the public's understanding. The research also uncovers cultural assumptions and values the public holds that influence their understanding (or lack of understanding) of the profession. Additionally, we will share the next steps in the project and when we expect to have new tools and resources to help you more effectively educate the public you protect on the profession and the need to regulate it.

10:45 a.m. – 12:00 p.m.
6th Floor Ballroom

General Business Session

Hear the results of this year's leadership elections and cast your board's vote on the bylaws resolution which, if passed, will modify CLARB's governance structure. (Your board must have a credentialed Member Board Member present during this session if your board wishes to cast a vote on the bylaws resolution.)

12:00 p.m. – 1:30 p.m.
6th Floor Ballroom Lobby

Lunch*

Enjoy this unstructured lunch time as you have a delicious meal, chat with old friends and make new ones, catch up on work, explore the hotel, whatever! It's your time – enjoy!

1:30 p.m. – 2:30 p.m.
6th Floor Ballroom

Evolution of the L.A.R.E.

She's baa-aaaaack! Adrienne Cadle, CLARB's psychometrician and one of our most popular and engaging presenters each year, will talk about the future of the exam (vendor dependencies, new trends in testing, new technologies, etc.) so the exam remains uniform and defensible but is also more agile and accessible.

2:30 p.m. – 3:00 p.m.
6th Floor Ballroom

Closing Session

Congratulate and thank outgoing and incoming volunteers; find out who will receive the Presidential Recognition Award; help recognize those who are on track to complete the first-ever "Foresight First" certificate program; look ahead to the 2020 Annual Meeting (and CLARB's 50th anniversary) in New York City; and find out where future Annual Meetings will be held through 2024!

3:00 p.m.

Meeting Adjourns

Glossary of Acronyms

CLARB	Council of Landscape Architectural Registration Boards
ASLA	American Society of Landscape Architects
CSLA	Canadian Society of Landscape Architects
IFLA	International Federation of Landscape Architects
FARB	Federation of Associations of Regulatory Boards
CELA	Council of Educators in Landscape Architecture
LAAB	Landscape Architecture Accreditation Board (U.S.)
LAAC	Landscape Architecture Accreditation Council (Canada)
LA CES	Landscape Architecture Continuing Education System
LAF	Landscape Architecture Foundation
President's Council	CLARB + ASLA + CSLA + CELA + LAAB + LAF
NCARB	National Council of Architectural Registration Boards
NCEES	National Council of Examiners for Engineering and Surveying
CIDQ	Council for Interior Design Qualification
ICOR	CLARB + NCARB + NCEES + CIDQ
MBE	Member Board Executive (an executive with a board/agency)
MBM	Member Board Member (a board member on a board/agency)

Important Registration and Travel Information

- The deadline to register for this meeting is **Friday, August 30**.
- Member Board Executives, please contact [Missy Sutton](#) to register all attendees. The registration fee is \$975 (US) per person. To help your Board get the most benefit from attending the meeting, we are once again offering a 50% discount (\$487.50 US) on one registration if a Board Executive and Board Member from your jurisdiction attend together (one discount per jurisdiction). The registration fee includes the meeting registration; all sessions and special events; breakfast and lunch on September 26, 27, 28; and dinner on September 27.
- Once attendees have been registered, each will receive a confirmation email from Missy with details about what to do next.
- Some boards have travel \$\$ on file with CLARB (we call this \$\$ “Participation Credits” or “PCs”). The confirmation email from Missy will tell you if your board does or does not have PCs.
 - If your board has PCs, CLARB will make your hotel reservation and you will use the CLARB travel agency to book your flights. (Flight booking info will be provided.)
 - If your board does not have “Participation Credits,” you will need to make your own hotel reservation and book your own flights. Please coordinate with your Member Board Executive on this.
- The meeting will be held at the Four Seasons Hotel in St. Louis, Missouri. The room rate per night is \$205 + tax (currently 15.929%). Check-in time is 4 p.m. CT. Check-out time is 12:00 p.m. CT. The deadline to make a hotel reservation is **Friday, August 30**. If your board does not have “Participation Credits,” hotel reservations should be made using this link: <https://book.passkey.com/e/49511488>
- The hotel cancellation policy is 48 hours prior to scheduled check-in. Cancellations or no-shows made less than 48 hours prior to scheduled check-in will be charged to the credit card on file for the reservation in the amount of the entire stay that was booked. If you need to cancel your hotel reservation:
 - Please cancel via the hotel first (call 314-881-5800), then email Missy Sutton (if CLARB made your reservation).
 - Please contact the hotel directly at 314-881-5800 (if you/your board made your reservation).
- Did you know? If the hotel has availability, you may reserve rooms at the CLARB rate for up to three days before and after the meeting. To take advantage of this, once your reservation has been made for the Annual Meeting and you have a reservation confirmation #, you will need to call the hotel at 314-881-5757 to add additional nights (this cannot be done online).

- For general information about the Four Seasons, please visit the hotel's [main website](#) (do not make room reservations via the main website). During your stay, you'll have complimentary wi-fi, daily newspaper, and twice-daily housekeeping + access to the 1) locker rooms, whirlpool and saunas in the spa, 2) 24-hour fitness center, and 3) outdoor pool and hot tub on the eighth floor overlooking the Gateway Arch.
- Driving to the meeting? Self parking is free; day valet is \$12 per day; overnight valet is \$38 per day.
- All attendees are requested to arrive in time to attend the 5:30 pm session on Wednesday, September 25. Attendees may depart any time on Sunday, September 29. If an attendee must depart on Saturday, September 28, we recommend planning flight departures no earlier than 5:30 p.m. CT.
- St. Louis Lambert International Airport (STL) is the airport of choice. Shuttle, taxi, Uber or Lyft are your ground transportation options between the airport and hotel.
- The dress code for this event is business casual.

It Feels Good to Give!

New! You asked for this and we're happy to provide a "give back to the community" activity at this year's meeting! Stay tuned for more details!