

Not Your Garden-Variety Landscape Architects: Leading Nontraditional Careers

Friday, October 10, 2025
3:45PM - 5:00PM | FRI-D07

Don't see yourself in a landscape architecture firm? Neither did we. How three landscape architects followed their own path, are working outside the boundaries of the private sector, and are making a difference in their communities



**ANCHORAGE
MUSEUM**

ASLA 2025
Beyond  **BOUNDARIES**

Conference on Landscape Architecture
OCTOBER 10-13 • New Orleans

Learning Objectives

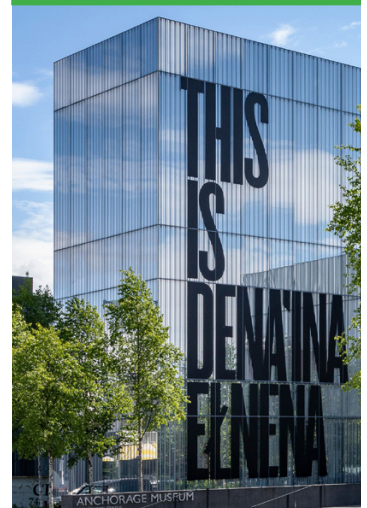
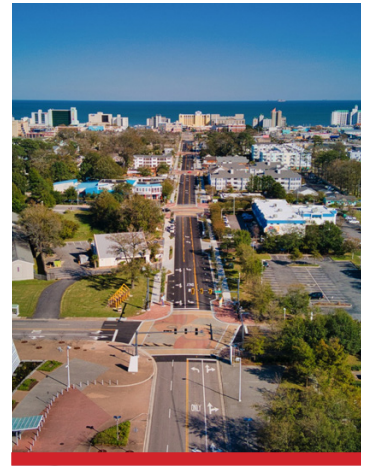
1. Learn how different careers for landscape architects, outside of private design firms, are making a difference in their communities and for the profession.
2. Learn how a leadership role in local government is transforming the City of Virginia Beach through interdisciplinary partnerships and a focus on creating places of sustained value.
3. Learn how a public university applies stewardship principles that protect and uplift an institution's most cherished assets, and advance initiatives that foster a more inclusive, diverse, and healthy campus community.
4. Learn how a museum is influencing a sustainable and equitable North, and inspiring creativity and imagination for what is possible by advancing community initiatives.

Outline

1. Introduction – 2005 to 2025, how three Bachelor of Landscape Architecture SUNY-ESF graduates charted their own unique path in the profession.
2. Emily Archer, PLA, ASLA, Economic Development for the City of Virginia Beach, will describe how her leadership role in local government flips the script on a Landscape Architect's traditional role.
3. Jack Rosenberger, PLA, ASLA, Director of University Planning at Virginia Tech, will discuss the challenges of guiding planning, design, construction, and maintenance on a historic campus that aims to reflect the institution's contemporary mission while remaining grounded in its foundational aesthetic.
4. Jonny Hayes, ASLA, Chief Design Officer at Anchorage Museum will describe how a Landscape Architect as an in-house design leader in a cultural institution directly influences his community.

Sources

1. <https://www.yesvirginiabeach.com/resources/infrastructure-and-development-projects>
2. <https://vtechworks.lib.vt.edu/handle/1091987075>
3. <https://vtechworks.lib.vt.edu/bitstream/handle/10919/93584/campus-design-principles.pdf>
4. <https://www.anchoragemuseum.org/about-us/>



Speakers



Emily Archer, ASLA, PLA

Emily is a Professional Landscape Architect with a Master of City Planning from the University of Pennsylvania. She has over 20 years of experience working in both the private and public sectors. Emily's diverse training and experience makes her a skilled leader within the City of Virginia Beach's Economic Development Department. She oversees Department operations, authors council-adopted plans, manages multi-million-dollar capital improvement projects, and regularly works across departments and with community stakeholders on special initiatives and public-private partnerships. Her integrated solutions support economic vitality, improved transportation, and meet community needs to facilitate the vision and future growth of the City.



Jack Rosenberger, ASLA, PLA

Jack is a Professional Landscape Architect and the Director of University Planning at Virginia Tech, having recently served as the university's principal Landscape Architect for the past 10 years. As Director of University Planning, Jack provides support for master planning, campus design principles, design guidelines, management of cultural resources, and pre-authorization of capital projects. Since the completion of Virginia Tech's Master Plan in 2018, there has been a strong desire to create a campus environment that prioritizes equity and inclusion through advancements in the mobility network. Jack holds a BLA from SUNY-ESF (2005) and an MLA from Ohio State (2012).



Jonny Hayes, ASLA, PLA, SEGD

As a Professional Landscape Architect and Chief Design Officer at the Anchorage Museum, Jonny collaborates with internal teams and community partners to advance exhibitions, installations, and interpretive projects as part of an internationally renowned cultural institution in Anchorage, Alaska. In addition to day-to-day operations managing project timelines, teams, contracts, and budgets, Jonny serves the community as the organizer of Anchorage Design Week (2017-present) and leverages experiences gained as a professional landscape architect to co-design projects for positive impact in Anchorage. He is committed to supporting local advocates with expertise in facilitation, planning, design, fabrication, and installation.