

PRACTITIONER TURNED EDUCATOR: LANE MARSHALL IS BULLISH ON LAs

By BRUCE F. SHANK, Executive Editor

"The landscape architect should be the one to convince owners that maintenance is vital to the value of a landscape," says Lane Marshall, head of the Department of Landscape Architecture at Texas A&M.

Marshall, former president of the American Society of Landscape Architects and practicing landscape architect in Sarasota, Florida, for 20 years, has a new perspective on his industry now that he is a university department head. His experience and understanding is apparent in a report he did for ASLA, *Landscape Architecture in the Twenty-First Century*.

"After graduating from the University of Florida in 1959, I went to work for a practicing landscape architect in Fort Lauderdale. After nine months, I struck out on my own since no licensure was required then. I started with small residential designs and worked my way up, gradually building in size and skill.

"At the same time, I recognize there is an informal apprenticeship of 2 to 3 years where the beginning LA spends much of his time at the table on smaller jobs," Marshall points out. "I understand the frustration of my students starting out. They have a unique set of ethics toward the quality of life and to living things which drives them through the tough times."

"LA graduates are excellent problem solvers and this quality goes with them into whatever field they settle on. And, for this reason, there is room for twice as many LA graduates as American colleges and universities produce," Marshall claims. He points out there are 44 schools accredited by ASLA, perhaps 100 with LA curricula. "Out of these, there are at least a dozen superb programs for aspiring landscape architects."

Marshall's life swung toward education as he travelled the coun-

try in 1977-78 as president of ASLA. "After 500,000 miles, I simply couldn't go back to private practice. Instead, I attended the University of Illinois and received a Masters in Landscape Architecture in 1979." In 1980, he and William H. Behnke, a landscape architect in Cleveland, Ohio, joined forces in Florida. But within the year, the lure of education and a department head offer from Texas A&M drew him back.

Marshall still consults with Behnke and his former clients when possible. It would be like letting down a friend otherwise as he describes it.

Since 1956 when he was a student, Marshall has been active in ASLA. He became a full member in 1964 and later served on a committee to establish selection criteria for an executive director. The result of his work was the

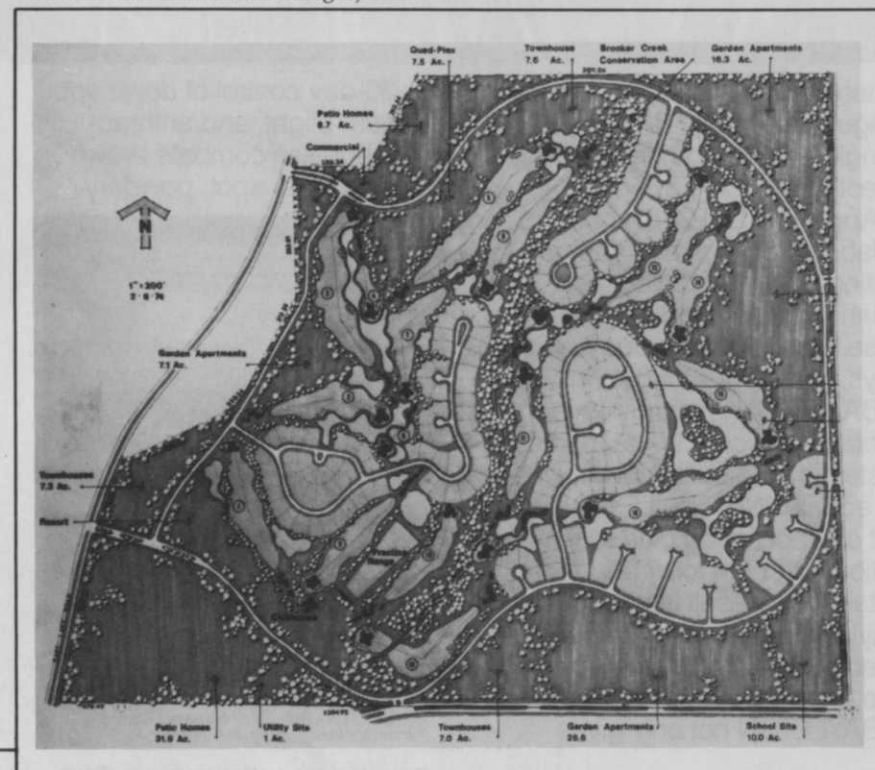
hiring of current executive director Ed Able in 1977, months before Marshall became president, ASLA's growth has been a tribute to Able and to Marshall's committee.

Marshall sees a need for a second level of certification in the field to prove to clients that LAs are staying current. He openly suggests his students go to states without licensure to gain experience. However, he sees self-policing as the key to success in certification. "In many states, it is licensure that publicly states the landscape architect is as professional as an architect."

The ASLA Board of Trustees has endorsed a nation-wide continuing education program tied to seminars and other educational methods of keeping up-to-date. Marshall says it will take 3 to 5

continued on page 46

Tarpon Woods Golf and Tennis Club was a master plan done by Marshall prior to teaching. The plan includes landscape planning for garden apartments, townhouses, a resort and the golf course.





Lane L. Marshall

years to get the program off the ground.

"We need to establish a program similar to the CPA in public accounting, where the initials mean as much as any law. A landscape architect in the ASLA program might wait five years after graduating to begin the continuing education program.

"The time to show clients the value of maintenance is up front," Marshall exclaims. "If four or five

of your jobs go sour because of poor maintenance, you'll get the motivation to sell clients on maintenance."

In many cases, Marshall actually wrote a three-year maintenance contract into his bid to make sure his jobs were properly maintained. He wrote a maintenance manual and gave it to nearly all his clients, although the cost for this he built into their fee.

"Maintenance contractors, not installation contractors, are the major reason for the poor taste many architects have about contractors. At the most, one out of ten installation contractors would disappoint me." On the other hand, he had a hard time finding a reliable maintenance contractor. He is pleased that many landscape contractors are developing maintenance divisions today.

"In the future, the landscape architect should do more thinking and less drawing," Marshall states. "The resistance to computers

should be dispelled and the full capabilities of computers in landscape architecture recognized."

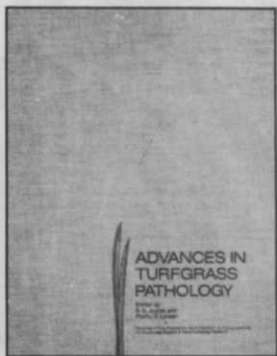
Still, Marshall believes the computer age will not take away from the LA's interest in landscape problems. "I don't see LAs shifting away from site and plant challenges because of computers."

"I have a very positive attitude about design/build," Marshall said. If you look at some of the work of Theodore Brickman of Chicago or Lambert's in Dallas, you see what I mean. Their work meets any standards for LAs."

Marshall believes there is a greater role for women in landscape architecture. "Women have the natural intuitiveness and sensitivity many men lack. They have no problem competing with men. The problem, like in any profession, might be lack of longevity caused by a husband's move or motherhood. Landscape architecture is a super profession for women." **WTT**

Advances in Turfgrass Pathology

published by **HARCOURT BRACE JOVANOVIH PUBLICATIONS** in cooperation with **Dr. B. G. Joyner, Dr. P. O. Larsen and Chemlawn Corporation**



This extensive volume contains chapters on:

- turfgrass diseases
- cool v.s. warm season pythium blight and other related pythium problems
- snow molds of turfgrasses
- fairy rings
- leaf spot of Kentucky Bluegrass in Minnesota
- initial and field fungicide screening
- turfgrass disease resistance
- PLUS MUCH MORE!

\$27.95* (hardcover)

COPIES LIMITED — DON'T DELAY!

ADVANCES IN TURFGRASS PATHOLOGY is a compilation of more than 23 reports and discussions by the nation's leading turfgrass pathologists. Explore the diseases that attack turfgrass. Find out how to conquer the battle of turfgrass diseases.

KEEP CURRENT WITH NEW IDEAS ON HOW TO HANDLE TURFGRASS PROBLEMS WITH ADVANCES IN TURFGRASS PATHOLOGY.

Return this coupon to: **Book Sales**
 Harcourt Brace Jovanovich Publications
 One East First Street, Duluth, MN 55802
 YES! Please send me _____ copy(ies) of **ADVANCES IN TURFGRASS PATHOLOGY**.

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____

\$27.95* hardcover
Quantity rates available on request.

A check or money order for _____ is enclosed.

*Please add \$3.00 per order plus \$1.00 per additional copy for postage and handling.

Please charge to my Visa, Master Card, or American Express (circle one)
 Account Number _____
 Expiration Date _____
 Please allow 6-8 weeks for delivery. WTT 43