



Date: November 19, 2020

To: APA California Board of Directors

From: Hanson Hom, President, Planner Emeritus Network

Subject: **Planners' Memorial Program**

Prompted by the recent passing of long-time PEN member and former PEN President Stan Hoffman, the PEN Board in August 2019 discussed the possibility of PEN taking a leadership role in creating an annual recognition of California planners who had passed away in the previous year. With strong support from the PEN Board, PEN President Bob Paternoster proposed the memorial program to the APA California Board with PEN taking the lead in developing and implementing the program. At the January 2020 APA California Board meeting Bob Paternoster reaffirmed PEN's plans to launch the memorial program. However, PEN's initial efforts got delayed by the pandemic and the shift to a virtual State Conference. At this point PEN plans to launch the program in the spring, well in advance of the State conference in Riverside in September. The following outlines PEN's initial thoughts on the structure of the program.

Venue and Format

The inspiration and models for the planners' memorial program are the memorial presentations at the awards ceremonies for the Oscars, the Emmys, and the Grammys. The program would be presented at the annual California Chapter conference as a video/slideshow, either as part of the awards ceremony or at a plenary session – perhaps at the opening keynote session. The video or slideshow would include photos of planners honored along with their names and some identifier or biographical information.

Length of the Presentation

The memorial presentations at the three awards ceremonies mentioned above run two to five minutes, with dozens of individuals recognized for three to five seconds each. Given the relatively small size of the planner pool in California, we're likely to only be able to identify a dozen or so planners who have passed in the previous year. This would allow time for bios 10-20 seconds and still keep the memorial segment under five minutes.

Whom to Include

PEN board members have discussed whether those recognized should include non-planners such as attorneys, academics, elected officials, journalists, or citizen planners who have played important roles in California planning. The PEN Board consensus is that the focus should be on APA professional planners, with rare exceptions for non-planners.

Identification

In the three examples mentioned above, those remembered are identified by their specialty or specialties (e.g., actor, director, set designer). But for planners it is fairly typical that their careers have included a combination of time spent as local government planners, state or regional planners, consultants, NGO planners, or academics. With longer bios (10-20 seconds) than allowed by the three examples, multiple professional roles can be mentioned, minimizing this concern. The bios should focus on career accomplishments, rather than resume details such as college degrees.

Collecting Information

While there may be multiple ways we might hear of the passing of a California planner, PEN would establish a protocol of asking for information from section directors every year in conjunction with their providing nominations for annual PEN awards. We should also be checking with APA National, since they track the passing of FAICP members. In any event, the annual effort to gather this information should commence as early as March and conclude in June, leaving time for the production in July or August of a slideshow or video for the state conference.

Recommendation

At this point, the PEN Board is seeking input from members of the APA California Board on the preliminary outline contained in this memo. With the Board's input we will revise the outline and seek formal Board authorization for the inclusion of the planners' memorial program in the program for the APA California annual conference.