



SE Group's Claire Humber Elected to ASLA Council of Fellows

Prestigious nomination is result of three decades of making landscape architecture central to the comprehensive designing and planning of mountain resorts and recreation destinations.

SE Group's Claire Humber will be elevated to the American Society of Landscape Architect's (ASLA) Council of Fellows during a ceremony this November, along with 27 other members. Election to the Council of Fellows is among the highest honors the ASLA bestows on their members for their career contributions and achievements within the industry.

SKI INDUSTRY PIONEER

Claire joined SE Group in 1991 and has been driving the evolution of the ski industry ever since. Once seen as single-sport winter destinations, Claire has led SE Group's work to help transform ski resorts into thriving year-round outdoor recreational destinations.

Embodying SE Group's unique cross-functional expertise, Claire's work merges the disciplines of landscape architecture's physical planning and design with business and operations strategic planning. Her thoughtful plans for dozens of ski resorts – both large and small – has helped to preserve and maintain these treasured community assets by identifying and maximizing opportunities for viable year-round activities. The results have created financially sustainable, ecologically sensitive, and resilient businesses that are catalysts and engines of economic development.

AN EYE FOR THE GUEST

Claire and her team at SE Group have been recognized as some of the first to focus on purposeful planning for the total guest experience at mountain resorts. Her focus on planning and designing for an integrated experience considers the whole guest journey—from arrival to departure and from outdoor to indoor. By ensuring that this integrated vision considers the experience of first timers, SE Group has helped to improve access to a historically elite sport.



Claire's approach strives to reveal the unique physical qualities and character of each place. The results are not only plans that satisfy the goals of the client and align to the marketplace, but designs that protect and celebrate the characteristics of its natural environment—thereby promoting a distinctive sense of stewardship within the guest experience.

TRANSFORMING FOR THE FUTURE

Claire was nominated for the Council Category "Knowledge"—and it's easy to see why. Throughout her career, she has been the go-to expert for resort planning and design, giving keynote speeches and writing for industry-leading associations and publications such as the National Ski Areas Association, *Ski Area Management* magazine, and the Urban Land Institute. Whether she is presenting on resort real estate or multi-season recreation, Claire's commitment to the future of the ski industry has been steadfast.

Dedicated, passionate, and humble, Claire has devoted her career to SE Group's comprehensive planning and design for the sustainability of ski areas and their host communities—and in doing so has been instrumental in creating the experience as we know it today.

“The ski industry can resist changes; but, thanks to Claire, they are changing, and the industry is going to be a far more interesting, responsible, and impactful one in the years to come.”

Olivia Rowan,
Publisher,
SAM Magazine



ABOUT ASLA AND THE ASLA FUND Founded in 1899, the American Society of Landscape Architects (ASLA) is the professional association for landscape architects in the United States, representing more than 15,000 members. ASLA Mission: Empowering our members to design a sustainable and equitable world through landscape architecture. ASLA Fund Mission: Investing in global, social, and environmental change through the art and science of landscape architecture.