



POTOMAC
CHAPTER
AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS

P.O. Box 18184
Washington, DC
20036-8184

**Executive
Committee 2006**

President:
Lisa Delplace

President-Elect:
Ron Kagawa

Past-President:
Heather Modzelewski

Trustee:
Faye Harwell

Secretary:
Amy Neiberline

Treasurer:
Ryan Keith

Members-At-Large:
Jeanette A. Ankoma-sey
Barbara Deutsch
Robert Good
Chris Shaheen

Potomac Chapter ASLA – EXCOMM Meeting Minutes, December 11, 2006

Attendees: Heather Modzelewski Barbara Deutsch
Chris Shaheen Lisa Delplace
Dave Norden Rich Bensman
Ron Kagawa Rich Schuback
Dena Billingsley
Ryan Keith
Faye Harwell

Call to order 6:14 pm Monday, December 11, 2006

November 2006 meeting minutes were approved with corrections.

President's Report: Lisa Delplace

Discussed Members-at-Large role in Ex.Comm. Each of the Members will be appointed a committee.

Website- Joel Thomas to replace Chris Doiron.

Executive Committee-Discussion of paying for outside assistance in order to assist the Ex. Comm. Ryan to put together a formal proposal with a budget for the potential new member. Historically, Chapters have paid \$483 a month.

President Elect's Report: Ron Kagawa

See attached report.

2010 ASLA Annual –Discussed organizing a work group to strategize the collection of local LA work. Chris S, Ryan Keith and Faye Harwell interested in participating in work group.

Committees:

Discussed the need for more involvement on the committees: many are without members or a chair. Ryan, Barbara and Amy will write task descriptions for each of the committees.

Membership Committee: Dave Norden

See attached report.

Ex. Comm to discuss increasing membership dues. Need to review 2006 Chapter dues and decide on an appropriate fee to charge. To be discussed next meeting since deadlines for revisions are October 2007.

Public Relations: Heater Modzelewski

Need a job description for committee since National would like a contact person from committee. Ex. Comm to vote on all press releases in the future.

Social Committee: Rich Bensman

Discussed status of lecture series and suggestion of integrating more team building/sporting events: kickball and/or an organized outing to baseball game. AN and RB to organize firms in the area and get them on social calendar for website. AN to create list of potential firms to contact.

Student Chapter Report: Dena Billingsley

January 17 is the student portfolio event at VA Tech. DB requested 2-3 sample works

from offices that will be attending event.

Secretary's Report: Amy Neiberline

Report shows 2 new members and 3 lapsed members; letters were sent out accordingly.

Treasurer : Ryan Keith

See attached report.

Motion was passed for the Investment Policy Statement. Motion passed for RK to deposit money from banquet certificates.

Trustee's Report: Faye Harwell:

No report.

Old Business:

River Farm event: Ex. Comm to assist in suggestions for speakers and theme prior to conference call on January 19. Meeting to be organized to provide assistance to banquet members.

Upcoming meetings:

January 8 @ LandDesign 200 South Peyton Alexandria, VA

February 12 @ Casey Trees, 1425 K St NW, Suite 1050, Washington DC 20005

March 12 @ Urban Resource Group 13221 Woodland Park Suite 400, Herndon VA

It was moved to adjourn at 8:35pm

Space : Public : Place

The first record of contemporary works representing the Potomac Chapter of the American Society of Landscape Architects. 2010 Edition.

On occasion of the 2010 ASLA National Meeting, this publication will represent the endeavors of offices, individuals and students as part, and as extension of the Potomac Chapter. The publication will provide a dossier of places and experiences for meeting attendees while simultaneously recording the state of the art of the Potomac Chapter.

General Criteria:

- a. Requested works shall be dedicated to public space and civic contribution.
- b. Constructed works must be publicly accessible.

Categories:

- a. Works - Executed / Realized / Constructed
- b. Works – Not Executed / Unrealized
- c. Works – Speculative / Protestations / Interventions

Process:

- a. Contributions of work will be solicited by the Potomac Chapter.
- b. A standardized page and electronic media format will be implemented.

Resources:

- a. A fee will be requested per page with a minimum/maximum. Pay as you go venue.
- b. Fees will be adjusted to accommodate student contributions.
- c. Production costs vary dependent upon the printing house, format and quality used. Based on previous experience, with reasonable response, it appears that the publication could be 80-90 percent self sustaining.



2006 ASLA Chapter Dues

Membership in one or more chapters is a requirement for U.S. members (student members excepted). Dues are determined by each chapter. Rates effective October 1, 2005. Rates are subject to change.

State	Full Member	Associate Member	Affiliate Member	State	Full Member	Associate Member	Affiliate Member
Alabama	\$ 50.00	\$50.00	\$ 50.00	Missouri	62.50	28.75	50.00
Alaska	75.00	75.00	50.00	(Prairie Gateway Chapter)			
Arizona	75.00	45.00	75.00	Missouri zip codes 64000-64599			
Arkansas	50.00	50.00	50.00	and 64700-64899			
California Northern	100.00	85.00	100.00	Missouri (St. Louis Chapter)	70.00	60.00	80.00
Includes California zip codes 93800-95199; 95400-95599; 96200-96699				Montana (Idaho/Montana Chapter)	50.00	50.00	50.00
California San Diego	85.00	55.00	65.00	Nebraska (Great Plains Chapter)	30.00	30.00	15.00
Includes California zip codes 91900-92199				Nevada	50.00	50.00	50.00
California Sierra	75.00	35.00	75.00	New Hampshire (Boston Chapter)	65.00	50.00	50.00
Includes California zip codes 93600-93799; 95600-96199				New Jersey	50.00	30.00	25.00
California Southern	103.00	82.00	62.50	New Mexico	50.00	40.00	40.00
Includes California zip codes 90000-91899; 92000-93599				New York	100.00	40.00	150.00
Colorado	75.00	30.00	50.00	New York Upstate	75.00	50.00	75.00
Includes Wyoming				North Carolina	60.00	40.00	25.00
Connecticut	50.00	35.00	50.00	North Dakota (Great Plains Chapter)	30.00	30.00	15.00
Delaware (Pennsylvania/Delaware Chapter)	65.00	33.00	45.00	Ohio	95.00	95.00	95.00
Florida	115.00	97.00	88.50	Oklahoma	48.00	48.00	28.00
Includes Puerto Rico				Oregon	60.00	30.00	60.00
Georgia	75.00	55.00	75.00	Pennsylvania (Pennsylvania/Delaware Chapter)	65.00	33.00	45.00
Hawaii	45.00	45.00	45.00	Rhode Island	45.00	35.00	50.00
Idaho (Idaho/Montana Chapter)	50.00	50.00	50.00	South Carolina	55.00	35.00	55.00
Illinois	100.00	100.00	100.00	South Dakota (Great Plains Chapter)	30.00	30.00	15.00
Indiana	70.00	35.00	70.00	Tennessee	85.00	85.00	85.00
Iowa	65.00	50.00	65.00	Texas	75.00	75.00	75.00
Kansas (Prairie Gateway Chapter)	62.50	28.75	50.00	Utah	75.00	65.00	55.00
Kentucky	60.00	50.00	50.00	Vermont	65.00	50.00	50.00
Louisiana	45.00	25.00	25.00	Virginia	65.00	45.00	45.00
Maine (Boston Chapter)	65.00	50.00	50.00	Washington	60.00	50.00	60.00
Maryland	70.00	35.00	40.00	Washington, DC, Metro Area (Potomac Chapter)	50.00	30.00	30.00
Massachusetts (Boston Chapter)	65.00	50.00	50.00	West Virginia	70.00	50.00	40.00
Michigan	65.00	65.00	65.00	Wisconsin	117.00	57.00	112.00
Minnesota	63.00	53.00	63.00	Wyoming (Colorado Chapter)	75.00	30.00	50.00
Mississippi	50.00	50.00	50.00				

Membership Committee Agenda
December 11, 2006

1. Committee Update
 - a. 2nd member on board
 - b. National chair conf. call – Thurs Jan 18 – to discuss marketing ideas
2. Outline Progress
 - a. Inventory
 - i. Lapsed members – list from Mark Miles
 - ii. DC area LA magazine subscribers – Mark Miles
 - b. Analysis
 - i. Survey 1 draft – to review
 - c. Marketing Tools
 - i. New ideas
 1. Provide web marketing for firms that support employees
 2. Website 'Why should you Join' ideas – in progress
 3. Chapter Advocacy Program – for ex. members
3. Chapter dues schedule

Survey 1 Questions –

Audience: Current Potomac Chapter ASLA members

Purpose: to determine background information for use in analysis and implementation of marketing techniques for potential and existing chapter members

You have received this survey because you are a member in good standing of the Potomac Chapter of ASLA for 2006-2007. The Potomac Chapter serves ASLA members in the Metropolitan Washington, D.C. area including Northern Virginia and portions of Maryland. In addition to national dues, chapter fees for this year were \$50 for Full Members and \$30 for Associate and Affiliate Members.

1. Who paid your chapter membership dues this year?
 - a. I did
 - b. My employer paid all
 - c. My employer paid a portion, and I paid the rest
 - d. Other, please explain _____

2. Events sponsored by the chapter this year include the annual awards banquet at the National Botanical Garden, open houses at several area companies, and National Landscape Architecture Month tour of DC Mall attractions. How would you describe your level of involvement in the chapter over the past year?
 - a. I have been very active – attended 5 or more chapter events
 - b. I have been somewhat involved – attended 3 to 5 chapter events
 - c. I have been a little involved – attended 1 to 3 chapter events
 - d. I have not been involved at all in the chapter over the past year

3. What is your work's zip code? _____

4. Rank the following factors from greatest to least influencing your chapter participation:
 - a. Distance from events
 - b. Effectiveness of Communications
 - c. Program / Subject Matter
 - d. Personal Interest and Schedule

5. For the next year, do you suggest the Chapter should plan:
 - a. More events
 - b. Same as this year
 - c. Less events

6. Please rank in order from greatest to least your interest in the content of events for the next year
 - a. Social and Networking Opportunities
 - b. Lectures and Symposiums
 - c. Tours and Site Visits
 - d. Banquets and Galas
 - e. Business Meetings with Chapter Leadership

7. Please rank your overall satisfaction level with benefits and opportunities from being a member of the local chapter this year
 - a. Very Satisfied
 - b. Somewhat Satisfied
 - c. Somewhat Dissatisfied
 - d. Dissatisfied
8. What is your preferred method for communications about opportunities and events for the Chapter?
 - a. Limited Email – two to three messages per month
 - b. Email – regular messages as necessary
 - c. Word-of-mouth via office representative
 - d. Printed Newsletter
 - e. Online group (free)



Potomac Chapter of the American Society of Landscape Architects

Treasurer's Report

Prepared by: Ryan Keith

November 13, 2006 – December 11, 2006

Account A – BUS HIGH MMI – XXXX-2407

Previous balance as per November 13, 2006 Treasurer's Report \$34,694.280

Account Activity:

11/30/06 Interest (11/01/06-11/30/06) \$40.80

Current Balance \$34,735.08

Account B – FIXED CD – XXXX-5593 Maturity 05/03/07

Previous balance as per November 13, 2006 Treasurer's Report \$10,865.71

Account Activity:

Interest over 1 periods \$12.39

Interest 2006 YTD: \$338.66

Current Balance \$10,899.35

Account C – NON PROFIT CHKG – XXXX-4694

Previous balance as per November 13, 2006 Treasurer's Report \$15,039.23

Account Activity:

12/08/06 Check 2396 (LORE – Internet Sevices-inv-7909) -\$24.99

12/08/06 Check 2397 (A. Nieberline-Stamps and Labels) -\$35.58

12/05/06 Check 2395 (J. Serck-Zoomerang Survey-po/va conf) -\$75.00

12/05/06 Deposit: Sponsorship \$1,500.00

11/20/06 Automated Credit (ASLA) \$650.00

11/14/06 Check 2394 (LORE – Internet Sevices-inv-7445) -\$100.00

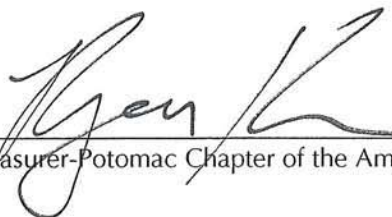
11/13/06 Check 2393 (LORE – Internet Sevices-inv-7655) -\$24.99

Current Balance \$16,928.67

Total Chapter Balance

As of December 11, 2006 \$62,563.10

Difference from November 13, 2006 \$1,963.88



Treasurer-Potomac Chapter of the American Society of Landscape Architects

12/11/06

Date