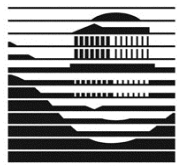


P O T O M A C



A S L A

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C H A P T E R  
A M E R I C A N  
S O C I E T Y O F  
L A N D S C A P E  
A R C H I T E C T S

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

**Executive  
Committee 2010-2011**

*President*  
Bethany A. Carton

*President-Elect*  
Steven E. Lefton

*Past-President*  
W. Lisa Siri

*Trustee*  
Ron M. Kagawa

*Secretary*  
Sarah S. Couchman

*Treasurer*  
Mark J. Mastalerz

*Members-At-Large*  
Adele N. Ashkar  
Jeanette A. Ankoma-Sey  
Paul J. Kelsch

*Student ASLA Representatives*  
Lesley Conroy  
Basem Saah

**Potomac Chapter ASLA – EXCOMM Meeting, Monday, March 14, 2011**

Attendees:

Adele Ashkar      Jeanette Ankoma-Sey      Beth Carton  
Lesley Conroy      Sarah Couchman      Paul Kelsch  
Mark Mastalerz      Basem Saah      Lisa Siri

The meeting was brought to order at 6:15 pm at the Lee Center in Alexandria, VA.

The Executive Committee (ExComm) was not in a position to approve the February meeting minutes; therefore, members will review the minutes this week and a vote will be held over email.

**Maryland Chapter Report** (Michelle Kasper and Courtney Galber)  
Maryland Chapter Executive Committee Treasurer Michelle Kasper and President Courtney Galber were present to update the Potomac Chapter ExComm on the upcoming awards banquet and other opportunities for joint activities.

**Awards Banquet**

The awards banquet will be held on Friday, April 15, 2011 aboard the Spirit of Baltimore. Guest will board at 6:30 pm, the awards presentation will take place from 7:30 to 8:30 pm and then the ship will disembark at 8:30 pm.

ExComm felt that the ticket price for students was a little high, so Michelle and Courtney will be taking that back to their committee for discussion. It was also determined that they would add two notes to the invitation, the first stating that no checks will be accepted after a certain date and the second stating that registration will close on a certain date and no walk-ins will be permitted.

**Orioles v. Nationals Game**

The Maryland Chapter is organizing an outing to an Orioles v. Nationals game at Camden Yards. The date is tentatively set for Friday, May 20, 2011 (7:05 pm game time). They are also looking at Saturday, May 21, 2011 (4:05 pm game time). ExComm expressed a preference for Saturday. ExComm will get back to the Maryland Chapter within a week to let them know whether or not we would like to participate.

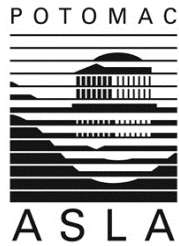
**LARE Review**

The Maryland Chapter is planning on holding an LARE review session on May 14, 2011. The Potomac Chapter is interested in developing a mentoring program to pair individuals who have taken the exam with those who are getting ready to do so. It was suggested that the two Chapters market their LARE programs together as a joint event to increase participation.

**President's Report** (Beth)

**Chapter Professional Awards and Banquet**

Awards submissions are due this Wednesday, March 16, 2011. A reminder will go out tonight in an eblast. An awards committee will meet next Tuesday,



March 22, 2011 to package the submissions and send them to the Alabama Chapter for judging.

#### National Professional Awards

The Potomac Chapter made two submissions to the national ASLA awards program. Dena Kennett and Joan Honeyman put together an application for the D.C. City Guide from the 2010 Annual Meeting and Adele Ashkar, Ron Kagawa and Beth Carton put together a submission for the Time:Space project.

#### National Landscape Architecture Month (NLAM)

Plans are underway to hold a reception for the 2010 Fellows at national ASLA headquarters in D.C. The Maryland Chapter officers expressed interest in holding a joint event with the Potomac Chapter to honor fellows from both chapters in the future.

Steve would like some assistance with planning NLAM activities. He is looking to revive one of the walking tours from the 2010 Annual Meeting and is looking at one of the last two weekends in April. Anyone who knows of potential volunteers or who would like to volunteer himself/herself should contact Steve.

#### **President-Elect's Report** (Beth on behalf of Steve)

Steve is continuing to work with Barbara Nolan to organize a program to offer CEUs. Beth looked into using the Lee Center as a venue. A smaller space would cost \$80 for two hours and a larger room would cost \$120 for two hours. Also with regard to CEUs, Sarah followed up with Barbara Deutsch at the Landscape Architecture Foundation (LAF) about holding a presentation on their Landscape Performance Series for CEUs. Sarah asked that she provide the ExComm with an outline or description of the program content and a list of venue/equipment requirements by the end of March. Per Steve's request, Sarah followed up with an email directing Barbara to work out the scheduling and logistics with Steve.

#### **Committee Reports**

##### HALS (Paul)

Nothing to report at this time. Refer to the previous HALS report for information.

##### Nominations/Elections (Lisa)

Fellow nomination applications are due to national ASLA this Friday, March 18, 2011. Karen Kumm has already submitted her application to national and Mark Gionet gave Beth a draft for her review.

##### Sponsorships (Mark)

Victor Stanley would like to be a sponsor for the rest of this year's cycle (through September), so Mark will collect a prorated amount from them. In turn, we need to relocate their logo on our web site so that it appears on the homepage and in any other locations where we feature our other sponsors.



#### Audit (Sarah)

Sarah will find two volunteers – not on ExComm – to participate in this year’s audit. Per Mark, the books are ready to go and can be reviewed any time.

#### **Secretary’s Report** (Sarah)

Total membership for March is 354. This includes 5 lapsed members and 2 new members.

#### **Treasurer’s Report** (Mark)

Mark provided the following summary:

Money market account: \$31,882

Checking account: \$29,066

Scholarship account: \$25,839

Total: \$86,787

The window for applying for the Edward Ballard scholarship was supposed to close on Wednesday, March 16, 2011. However, no applications have been received, and the invitation to submit an application was not well-circulated. Therefore the deadline has been moved to March 28, 2011. A revised notice will go out with the March newsletter.

Mark distributed a draft of the sponsorship letter and form for the ExComm to review and discuss at next month’s meeting.

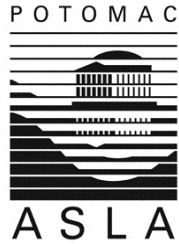
#### **Trustee’s Report** (Beth on behalf of Ron)

National ASLA is looking to get input from the membership on the question, “What does it mean to be a member?”

Specifically, they would like to know what members think about the services provided to domestic versus international members and what is appropriate for each. Second, they would like to know what members think about the question, “Should licensure be required for full membership status?” National provided Ron/Beth with some information regarding these inquiries, which she will forward to ExComm. ExComm must devise a way of presenting these questions and the supporting information to the membership and then gathering feedback. Several suggestions were made: town hall meeting, webinar, blog, posting on chapter web site. It was determined that an online forum would reach more members, and ExComm liked the idea of giving members the ability to comment in a fashion that enabled others to see the comments and then respond. Sarah is going to look into creating a temporary blog for this inquiry. National ASLA would like to collect the feedback from individual chapters by May 20, 2011.

#### **Student Report**

Lesley and Basem reported WAAC students are participating in an art project with Target Gallery at the Torpedo Factory called the Nest Project. The project consists of interpretations of nesting located along the shore of the Potomac. Students at the WAAC have been working with Laurel McSherry to



present their idea of nesting: a sense of home, comfort, familiarity. Lesley and Basem also reported that the student chapter of ASLA is having trouble finding firms to participate in the career fair they are holding with AIAS on Friday, March 25, 2011. The participation fee required of firms and the time (Friday afternoon) is posing a challenge. Depending on responses from firms in the next few days, they may retool and hold a portfolio review-type event instead.

### **Old Business**

#### Landscape Architecture Continuing Education System (LACES)

Sarah is going to move forward with the LACES provider approval process. It was suggested that she form a committee to assist her with this task. Once she has completed a draft of the application, she will present it to ExComm for the committee's review and comment.

### **New Business**

#### Communications Plan/Web Site

Rob Anderson will no longer be available to maintain and make changes to the Chapter web site. It was suggested that ExComm establish a web site committee or designate more than one individual responsible for making changes to the site, so that the Committee is never dependent on only one person. Lesley and Basem were asked whether any students might be able to perform these duties and be interested in taking on the responsibility. They thought there might be interest, and they will take the inquiry back to the student chapter of ASLA

ExComm also discussed the lack of a central data storage location for all chapter files, information, records, etc. The practice of having individuals store files and then pass them on to their successor is not reliable and makes it difficult to keep track of chapter information over time. Therefore, Lisa suggested that we look into an online storage venue, such as DropBox, where we would have a central location for years to come. Sarah will look into online data storage options and report back to the Committee. Adele suggested that Beth speak with other chapter officers at the CPC meeting to see what they do for data security and continuity.

The next Executive Committee meeting will be held on April 11, 2011, at the MPA Building on the GWU campus at 805 21<sup>st</sup> Street, NW, in room #303.

Meeting adjourned at 8:07 pm.