



POTOMAC
CHAPTER
AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS

P.O. Box 18184
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**Executive
Committee 2011- 2012**

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Dear Potomac Chapter Friend:

The **Potomac Chapter of the American Society of Landscape Architects** supports over 300 members and friends throughout the Washington metropolitan area who are dedicated to improving the quality of the built and natural environment. On behalf of the Chapter, we are writing you to thank you for your work with our profession and offer you an opportunity to participate in our 2012-2013 Sponsorship Program.

We are pleased to announce several levels of sponsorship throughout the two-year period with varying options to promote your business or organization to our members. Any proceeds go toward Chapter development and the Student Scholarship Fund. The Potomac Chapter provides a monthly newsletter, educational sessions, recognition programs, networking events, and community service opportunities. Programs for 2012-2013 include:

☐ **2012 Awards Program and Gala:** Over 300 members of the Potomac and Maryland Chapters, their partners and clients meet in April 2012 to recognize the region's top works of landscape architecture in the areas of design, research, communication, analysis, and planning. The Potomac Chapter hosts the annual banquet for 2012.

☐ **National Landscape Architecture Month Events:** Every April the chapter hosts an exciting educational opportunity for the membership. Past events have been walking tours and educational conferences.

☐ **Office Social & Presentation Series:** Quarterly meetings to visit member firms and learn about current projects.

☐ **Educational Series:** Periodic lectures and educational opportunities throughout the year provide learning and networking opportunities for our members and sponsors; plus professional continuing education (CE) sessions several times each year.

☐ **Web site:** www.potomacasla.org: The site serves as a resource for members, partners, prospective employers, and job seekers. The Chapter posts job and volunteer opportunities, member resources, program news, member recognition, award-winning work, announcements, and classified ads. ***A Sponsor's Linked Logo includes a graphic of your company's name and logo along with a live-link to your website.***

☐ **Monthly Newsletter:** emailed at least monthly throughout the year to provide news and networking opportunities for our members and sponsors. Presenting Sponsors may include a linked-logo and brief announcements about new products and services in each newsletter. Sponsors at other levels will be listed on the newsletter.

The Chapter is fortunate to reach a large and national audience for certain programs and events because of its proximity and partnership with ASLA Headquarters in Washington, DC. With the many complex and interdisciplinary environmental problems faced today, the demand for professional services of landscape architects continues to grow and is needed now more than ever. We would appreciate your participation in our Sponsorship Program and support of our profession and communities. Please join us today and be recognized as a Sponsor starting now for 2012-2013!

Sincerely,

Steve

Mark

Steven E. Lefton, RLA, ASLA
Potomac Chapter, President

Mark Mastalerz, RLA, ASLA
Potomac Chapter, Treasurer/Sponsorship Chair