

2012 ASLA Annual Meeting: Chapter Responsibilities

5/17/11

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ASLA Arizona Chapter Responsibilities:

- Develop ten to 15 **field session proposals** highlighting areas of interest around Phoenix that have lesson value for landscape architecture professionals. The proposed field sessions must be submitted through the annual Call for Presentations process and vetted by the ASLA Annual Meeting Education Advisory Committee and ASLA national staff. Once the field sessions are selected, ASLA national staff will provide all logistical management, including scheduling, transportation, A/V, catering, pricing, ticket sales, promotion, and other support.
- Set up and staff the **Arizona Chapter booth**. Setup will be held on September 26-27; the booth should be staffed during registration hours each day from September 28-October 1. Space will be provided in a well-trafficked area for the chapter to promote its programs and awards. ASLA national staff and the show decorator will work with the chapter to design complimentary booth signage in accordance with the meeting's graphic theme. Materials, handouts, and promotional items will be provided by the Arizona Chapter at its expense, but must be pre-approved by ASLA national staff.
- Provide technical advice to ASLA national leaders and staff on regional culture, history, geography, media, etc. ASLA national leaders and staff will take this information under advisement in planning and promoting the annual meeting. This does not infer any decision- or policy-making obligation to the chapter.
- Promote the annual meeting to Arizona Chapter members frequently and encourage members to register for the meeting and to volunteer to lead field sessions and staff the host chapter booth.
- The Arizona Chapter may not pursue sponsorships for national annual meeting activities or approach national annual meeting exhibitors or sponsors about chapter sponsorships.
- The Arizona Chapter may pursue the sale of regionally-themed items from the Arizona Chapter booth, such as t-shirts, local guidebooks, or gifts, upon approval by ASLA national staff. Proceeds from these approved items are the exclusive property of the Arizona Chapter.
- Printed or online materials, handouts, sale items, and promotional items created by the Arizona Chapter for promotion of the annual meeting or distribution at the annual meeting must be pre-approved by ASLA national staff.
- The Arizona Chapter may begin planning and promotion of the 2012 annual meeting following the close of the 2011 annual meeting (October 30-November 2) upon approval of the ASLA Director of Meetings and Special Programs. Every effort should be made to avoid overlap of promotion with the 2011 annual meeting.