

2004 ANNUAL MEETING CALL FOR PROPOSALS

Invitation to Prospective Authors/Presenters

The American Society of Landscape Architects Annual Meeting & Expo, attracting over 3,500 participants each year, is an outstanding opportunity to experience a range of innovations defining the future practice of landscape architecture. Through a combination of networking opportunities, education sessions, LandTech demonstrations, tours, supplier exhibits, and meeting abstracts, the ASLA assembles an unparalleled view of the profession.

To create this educational opportunity, the ASLA Annual Meeting Steering Committee and the LandTech Advisory Committee invite presentation proposals from landscape architects, related art, design and environmental professionals, educators, suppliers, and technology experts. In addition, proposals from associated professionals that address government and regulatory issues, financial planning and business development topics, or cultural and social trends are welcome to help expand the greater context of landscape architecture practice. These proposals, plus a group of notable invited speakers, form an outstanding education program created especially for design professionals at all career stages.

Meeting Theme – Natural Spaces, Public Places

This theme represents the depth and breadth of the landscape architecture. It advances the inherent tension found within contemporary practice of the profession. Questions of sustainability, intrusion, impact, and culture cause both public and private sector debate as suburban expansion and inner city reinvestment occur.

Hosting this year's meeting, Salt Lake City is uniquely positioned with a large variety of landscapes from desert to alpine within 30 miles of the city. Its proximity to national, state, and local natural spaces will inspire discussion about the public use and abuse of these spaces. The cultural diversity of Native Americans and Mormon settlers also had an affect on shaping the city's landscape. Another key element in the development and shaping of its landscape has been transportation from the first transcontinental railroad to the 2002 Winter Olympics. Salt Lake City, the "Crossroads of the West," signifies the need for balance as a beautiful, natural setting surrounds its urban experience.

Natural Spaces, Public Places will bring to the forefront a debate on the public/private use of public land, the demands of development, and the pressures of preservation. The city serves as an ideal setting to rethink an often-contradicted natural harmony resulting from past efforts to influence the natural environment when envisioning and shaping public space. The setting will help landscape architects explore the definition of stewardship of the land and how that is communicated through the work of the profession. The 2004 Annual Meeting will celebrate the profession at a time when it's increasingly challenged to resolve social and environmental issues of significance and importance.

Suggested Topics for Education Sessions

In keeping with the theme and the direction of this year's meeting, several topics are included as suggestions for proposal. These potential topic areas include subjects of current interest to landscape architects as well as subjects that continue to provide valuable information and assistance. However, all proposals are given careful consideration and may deviate from this list of suggested topics

Public Lands

- Security Design
- Scenic Byways
- Economic Valuation
- Ecosystem Health
- Fire Ecology
- Land Management
- Urban/Wild Interface
- Resort Planning
- Land Protection
- National Forest Management

- Rural Landscape Design
- Public Land Management
- Scenic Byways
- Public-Private Partnerships
- Infrastructure Issues
- Recreational Development
- Natural Resources
- Wildlife Management
- Business and Practice Development and Management
 - International Practice Involvement
 - International Practice Benefits
 - Design/Build Issues
 - Individual and/or Firm Financial Planning
 - Individual and/or Firm Retirement Planning
 - Insurance
 - Communication
 - Sales Presentations
 - Ethical Issues in the Profession
 - Legal Aspects of Practice
 - Landscape Photography and Art
- Urban Planning and Design
 - Security Design
 - Scenic Byways
 - Green Roof Technology and Design
 - Parks and Recreation Facilities
 - Urban/Wild Interface
- Reclamation and Restoration
 - Brownfields Restoration
 - Wetlands for Sewage Treatment
- Historic Preservation
 - Historic American Landscape Survey (HALS)
 - Security Design
- Parks and Recreation
 - Skate Park Design
 - Eco-Golf Courses
 - Stormwater Parks
 - National Park Management
- LandTech
 - Design Technology
- Housing, Residential, and Community Design and Development
 - Healthy Communities
 - Active Living
 - Military Base Conversion
 - Urban/Wild Interface
 - Fire Ecology
 - Therapeutic Gardens
 - Stormwater Management
 - Designing Memorials
 - Green Roof Technology and Design
 - Campus Planning and Design
 - Cultural and Social Trends
 - Rural Landscape Design
 - Responsible Residential Design
- Sustainable Design and Development
 - Wetlands Management
 - Wetlands for Sewage Treatment
 - LEEDs Ratings
 - Site Credits

Site Design
Community Planning
Stormwater Management
Government issues
Transportation
Sustainable Development
Historic Preservation
Urban Parks and Facilities
Public Land Protection
Context Sensitive Design
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Education Formats

Education Session

These sessions are 90-minute presentations and take place at the convention center. Sessions may have up to five presenters/panelists. The rooms are set in theater style with two screens; two slide projectors; and one LCD panel to accommodate an electronic presentation. Laptop computers are NOT provided by ASLA. Handouts are strongly encouraged. Limited seating education sessions are permitted; be certain to explain the need for this smaller, more in-depth presentation format in your submission materials. These sessions are included in the registration fee of all primary meeting registrants and badges are required for entry.

Education Session with a Mobile Component

In many instances, education sessions can be enhanced by the addition of a mobile component. ASLA's host cities can often serve as a showcase of built and/or planned elements that reflect the subject matter of the education session. When considering an education session with a mobile component, ASLA suggests the author/presenter have first-hand knowledge of various sites to be visited or at least have a co-author/presenter who's personally knowledgeable of these sites. The education session portion should remain close to 90 minutes in length. The overall length of the session will include the amount of time allotted for the mobile component.

The scheduling of these sessions will be governed by the Steering Committee and may take place during the meeting itself or on a pre- or post-day of the meeting (Friday or Tuesday) and must include a classroom portion as a major element of the session. Handouts are strongly encouraged. Based upon the cost of providing these sessions and the possible need to limit the number of participants, attendance fees may be charged. These sessions require a primary registrant badge for entry and/or ticket purchase and badges/tickets are required for entry.

NOTE: These sessions are not tours. For the most part, tours are created and conducted by the host chapter. Any individuals or groups other than the host chapter who wish to conduct a tour must provide staff with a written proposal (not submitted through this electronic submission format) no later than January 30, 2004, which outlines the purpose of the tour, the sites to be visited, etc. Prior to submitting a proposal, contact JoAnn Brown (202-216-2333; jbrown@asla.org) for additional requirements. These proposals will be reviewed by the Steering Committee for appropriateness and viability within the overall meeting program and host chapter tour plans.

LandTech Education Session and Demonstration Session

These presentations are two-fold: the education session component, which is 90 minutes long, showcases real projects and business strategies that have been accomplished using the latest technology and software. The presenters or software developers will then follow up with a 60-minute demonstration, which takes place in the EXPO LandTech Pavilion. These demonstrations showcase the software and technologies discussed in the education session and illustrate their use in project design and business goals. Handouts are strongly encouraged.

Proposals should include both the education session, focusing on the project or business application, as well as the demonstration session, including hardware and software being presented. Business software can include any applications for use in the practitioner's daily work activities including

database management and accounting, communication tools, and online applications. The rooms for the education session portion are set in theater style with two screens; two slide projectors; and one LCD panel to accommodate an electronic presentation. Handouts are strongly encouraged. The demonstration portion of the session, which takes place on the floor of the EXPO, is set in theater style with one screen and an LCD projector using rear screen projection. Laptop computers are NOT provided by ASLA for either of these types of sessions.

The education sessions are included in the registration fee of all primary meeting registrants and badges are required for entry. The demonstration sessions are offered to all badged registrants.

Time Line

January 30, 2004	Proposals due at ASLA by 11:59pm EST
March 15, 2004	Selection notification sent from ASLA to author/presenter
June 30, 2004	Final abstract paper due at ASLA by 5:00pm EST
Oct. 29-Nov 2, 2004	ASLA Annual Meeting in Salt Lake City, Utah

ASLA Continuing Professional Education

The presentations made at the Annual Meeting are an integral component of ASLA's Continuing Education Program. This program is directed to enhance and expand the knowledge, skill, and ability of practicing landscape architects. These learning experiences allow landscape architects to remain current and render competent professional service to clients, the profession, and the public. ASLA's education program objectives are to:

- Encourage regular, systematic continuing professional education for landscape architects;
- Advance the profession by enabling individual landscape architects to achieve personal and professional development objectives; and
- Fulfill ASLA's mandated role in educating landscape architects.

In a continuing effort to upgrade the education programming, ASLA incorporated an electronic scanning system to assist those landscape architects needing to submit attendance verification to state registration boards for credits gained from formal education sessions. Primary registrants' badges are scanned electronically by the session monitors at each room for up to 15 minutes after the start of the session. A record of attended sessions will be mailed after the annual meeting to those individuals who used this system.

Proposal Evaluation Process

Presentations are expected to make significant contributions to the professional dialogue and development of attendees' skills. Presentations of built work should exemplify and articulate a specific design theory, innovation or approach, and authors/presenters must refrain from marketing particular products or services.

Proposals will initially receive peer review by subject area from volunteer adjunct reviewers with final review and approval from the ASLA Annual Meeting Steering Committee. The Steering Committee may request that accepted proposals be combined with related ones to form a stronger session. ASLA membership is not a pre-requisite for submissions and proposals from disciplines other than landscape architecture are encouraged, as are proposals from the supplier community.

Selection criteria include the clarity of the proposal itself; the relevance of the topic to the meeting theme and the profession of landscape architecture; the presentation's inspirational and practical value; and the quality and degree of interaction proposed between author/presenter and audience.

Benefits to Author/Presenter

- Complimentary registration to the ASLA Annual Meeting.

- Business networking contacts, sharing of your expertise, and further opportunities for public speaking and personal growth.
- Publication in the *2004 ASLA Annual Meeting Abstracts*.

Expectations of Author/Presenter

- Make no changes in content, or of presenters, without prior approval from ASLA once the session has been selected.
- Write the proposal for the presentation and serve as moderator (if multiple speakers or panelists are involved) for the session. Or name another individual who's not involved in the presentation to serve as moderator.
- Act as point of contact for ASLA staff. Provide names and contact information on all presenters/panelists involved in the session.
- After acceptance as an annual meeting speaker, submit an electronic 1,500-2,000-word paper on the presentation topic for inclusion in the *2004 ASLA Annual Meeting Abstracts*. Delineate the individuals from the presentation to be listed as authors on the abstract paper.
- Agree to have the presentation recorded in Salt Lake for the benefit of those who cannot attend the session.

Education Session Submission Requirements

- Only electronic submissions using the online format will be accepted. The online format will be available in early January and will be accessible from the link in this area of ASLA's website.
- If you have questions regarding the content of your proposal prior to the submission deadline, contact Ron Leighton (202-216-2339, reighton@asla.org).
- When creating the proposal for submission, identify information such as the author/presenter's name, session title, topic area, target audience, instructional objectives, format, learning objectives, delivery methods, panelist information (if applicable), mobile component offering (if applicable), LandTech demonstration offering (if applicable), etc.
- Authors/presenters need to also create the following materials for online submission:
 - Biography of 100 words on the principal author/presenter;
 - Marketing statement of 75 words (excluding author and speaker names) describing this session; this statement will be used for marketing purposes. If applicable, submit a separate 75-word marketing statement on the mobile component or the LandTech demonstration session;
 - Learning outcomes (minimum of three) describing the knowledge, understanding, and skills, which the participants will acquire as a result of attending this session;
 - Session description of 200 words (in an outline format), which provides overview information on what will be covered in the session; and
 - Detailed session summary of 500 words, which will be used when the proposal is reviewed, providing a description of the key issues, topics, and concepts to be addressed.
 - Additional information will be required in the event a mobile component is accepted as part of an education session, i.e. tour guide(s) names; a realistic budget including admission fees, rental fees, handouts, snacks, parking; a mapped-out tour route; bus size restrictions, etc. This information will be solicited directly from the author/presenter at a later date and does not need to be part of the original proposal submission.

Electronic Submission:

Proposals must be input by Friday, January 30, 2004, at 11:59pm EST using the online submission process. Mailed or faxed submittals and late submittals will not be accepted. Changes may be made to the original submission until January 30, 2004.

Go to <http://www.asla.org/meetings/am2004/cfp/index.html> for link for online submission process – coming soon.