

Why Employers Should Support ASLA Membership

Empower your employees. Strengthen your practice.

Why It's Worth the Investment:

Professional Development

- **Monthly Webinars:** One free PDH each month.
- **Conference Savings:** Get over 40% off ASLA conference registration, the premier event for industry innovation.
- **Online Learning:** Ensure your team stays ahead with unlimited access to advance their knowledge and earn CEUs.

Stronger Staff = Stronger Firm

- **Cutting-Edge Expertise:** Immediate access to the latest knowledge on industry trends, techniques, and technology.
- **License Readiness:** Enhanced preparation for licensure candidates via specialized learning tools.
- **Standardized Excellence:** Access to ASLA standard contracts that mitigate risk and streamline project delivery.

Increased Visibility for Your Firm

- **Firm Listings:** Your practice is featured in public firm profiles via ASLA's directory on JobLink.
- **National Exposure:** Showcase your firm's perspectives and expertise through contributions to THE DIRT and THE FIELD.
- **Leadership Pipeline:** Position your staff as industry influencers through local and national leadership.

ASLA membership equips your professionals with the tools, network, and expertise required to advance their careers while directly increasing the value they bring to your firm.

Talent Retention & Engagement

- **Career Alignment:** Demonstrate a tangible commitment to your employees' professional goals and progression.
- **Culture of Excellence:** Foster a firm-wide environment of continual learning and professional advocacy.
- **Increased Morale:** Strengthen professional identity and job satisfaction, reducing turnover.

Advocacy for the Profession

- **Licensure Defense:** ASLA actively protects licensure and elevates the status of landscape architects through rigorous local, state, and national advocacy.
- **Industry Leadership:** ASLA positions landscape architecture as a leader of climate solutions, keeping your firm at the forefront of biodiversity and climate-change resilience.

"As a firm leader, I think it's important that members of our staff are involved in ASLA because it shows our commitment to the profession, and the return on investment is incredible."

— Brad McCauley, FASLA, PLA

ASLA 2025 President, Managing Principal, Site Design Group

