

# Why Employers Should Support ASLA Membership

Empower your employees. Strengthen your practice.

**ASLA membership equips professionals with the tools, network, and knowledge to thrive—and bring greater value to your firm.**

## Why It's Worth the Investment:

### Professional Development at a Fraction of the Cost

- Free Monthly Webinars (1 PDH each).
- Discounts up to 75% on on-demand courses through [ASLA Online Learning](#).
- Conference Savings: Save over 40% on [ASLA Conference](#) registration.

*Comparable continuing education elsewhere can cost hundreds—this is high-impact learning for less.*

### Stronger Staff = Stronger Firm

- Up-to-date [knowledge on trends](#), techniques, and technology.
- Better-prepared licensure candidates through [free and discounted learning tools](#).
- Access to ASLA standard contracts and practice tools that benefit every project.

*Membership means your employee brings more to the table—every day.*

### Increased Visibility for Your Firm

- [FirmFinder](#) Listing: Public firm profiles available through ASLA's directory.
- Contributions to [THE DIRT](#) and [THE FIELD](#): National exposure for staff and firm perspectives.
- [Leadership Pipeline](#): Encourage your staff to lead locally and nationally within ASLA.

### Tangible Business Perks

- Up to 59% off ASLA [standard contracts](#).
- Office supply discounts through [affinity partnerships](#).
- Travel and insurance savings for work and personal use.

### Talent Retention and Engagement

- Show support for employee goals and career progression.
- Create a culture of learning and advocacy.
- Boost morale and professional identity.

### Advocacy for the Profession and Licensure

- ASLA protects licensure and elevates the role of landscape architects through local, state, and national [advocacy](#).
- ASLA advocates for landscape architecture as a leading climate solution, with landscape architects at the forefront of [addressing climate change and biodiversity loss](#).

**“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

### The Bottom Line?

**Your investment supports capable, connected, and committed team members.**

**Join the leading firms already investing in ASLA membership for their staff. | [aslal.org/join](#)**

### Questions?

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