

ACADEMIC ELEVATOR SPEECH

ASLA is the only organization advocating for the profession of landscape architecture. As someone who travels in the academic world, you can utilize ASLA to stay informed about current trends in the profession. You'll also have opportunities to contribute and expand the body of knowledge on practice-specific information through ASLA's Professional Practice Networks, as well as on a national level at the Society's Annual Meeting & Expo. ASLA wants you to be a part of a larger conversation about landscape architecture, where it is and where it can go! Furthermore, by being a member, you'll set a great example for your students by encouraging them to join and gain exposure to real world projects and enriching professional experiences.

ACADEMIC BULLET POINTS

- Sets an example for students
- Allows you to stay connected with current trends in landscape architecture
- Keeps you connected with research happening within the profession
- Allows you to contribute to bodies of knowledge

EMERGING PROFESSIONAL ELEVATOR SPEECH

Let me tell you a little about ASLA, and then I'd ask you to seriously consider joining.

I didn't join ASLA right after graduating from college. I thought I had all the tools I needed to succeed in the profession. After all, I had just completed a challenging program at a highly regarded school and I had already landed a good job. I thought, 'I don't need ASLA.'

But after a few years, I realized that, in order to keep growing, I needed more than just a good job. In order to keep improving my skills, I needed to reach outside my workplace. A landscape architect who was quite a bit more senior than I told me he thought it was important to join because I could make ASLA whatever I wanted. It was a member driven group – a volunteer group – but one that was at the frontier of the profession. That made a lot of sense to me.

You can do that too. You can make ASLA whatever you want. There are millions of ways to learn and grow – from volunteering to help with programming and education events, to advocating in **(insert name of state capitol)** to preserve and expand the reach of our profession, to working on the social-media projects we're developing at both the local and national levels. You decide!

I think you'll realize very quickly that you're becoming a better landscape architect because of your membership. You'll be a part of a collection of landscape architects; a louder, unified, articulate voice. You may find a colleague who can work with you as a mentor – someone you can bounce ideas off. Your professional knowledge will grow from all the continuing education programs you'll have access to. Career opportunities will come more readily when you're in touch with your fellow landscape architects in the area. All of these add up to making you a well-rounded design professional. You can even develop leadership skills by serving on committees or the Board. And most of all, you will demonstrate your commitment to the field and to making the profession, and in turn the world, a better place.

EMERGING PROFESSIONAL BULLET POINTS

- Make ASLA whatever YOU want it to be
- Opportunities for professional growth
- Mentorship opportunities
- Develop leadership skills
- Stay abreast of new ideas in the profession through continuing education and other programs
- Become an Advocate for the profession
- Special Associate membership rates for emerging professionals

SEASONED PROFESSIONAL ELEVATOR SPEECH

Are you a member of ASLA? I've been a member for a long time, and I highly recommend it.

If you think about it, ASLA is the only organization whose sole purpose is to promote the profession of landscape architecture. While we are busy managing our projects and our firms, ASLA is continually advocating for us on a local, State, and National level. When you join the Society, your support and involvement helps make that happen. Also, the profession has been good to you: You have been successful, you've done some good work and have prospered. At this point in your career I think you have a lot to offer the younger professionals. It's time you started "giving back" to a profession that has given you so much. As seasoned professionals, we all have a responsibility to the generations of landscape architects that preceded us, and those who will follow, to continue to advance the profession.

From a personal standpoint, ASLA also offers many opportunities for professional development that you cannot find anywhere else. State and National Annual Meetings provide valuable networking, as well as courses that keep members up to date on industry trends and emerging markets. And speaking of networking: when you participate in ASLA as a member (and especially if you become an active volunteer with the organization) you get the opportunity to interact with a broad network of professionals of varying backgrounds and expertise.

Try it for a year – become a member – and get involved! It will be more rewarding than you can imagine.”

SEASONED PROFESSIONALS BULLET POINTS

- ASLA is the only organization whose sole purpose is to promote the profession of landscape architecture.
- Any profession worth being part of is also worth giving back to.
- We have a responsibility to the generation of landscape architects that preceded us, and those who will follow, to continue to advance the profession.
- ASLA provides opportunities for professional development that you cannot find anywhere else.
- You get the opportunity to interact with a broad network of professionals of varying backgrounds and expertise.

PUBLIC PRACTITIONER ELEVATOR SPEECH

Have you ever considered becoming a member of ASLA? My membership helps me make connections and friendships both internal and external to my agency.

I have found ASLA's networking, educational opportunities, and business tools beneficial; all help keep me current with trends and support my practice. I am also able to keep up with trends occurring in the private sector. For example, I've been able to connect with private firms and product vendors at the Annual Meeting & Expo, giving me a better awareness of current business conditions as I prepare solicitations and cost estimates.

ASLA's advocacy and public awareness efforts have ensured that landscape architects are included in rules and regulations, ultimately providing project opportunities for landscape architects. This also provides more opportunities for landscape architects to lead projects rather than other disciplines. Your membership would help strengthen the collective voice of the profession, regardless of public or private sector focus.

These are just a few of the many reasons why I am a member of ASLA. If you would like more information on how to join, I would be happy to have someone from ASLA contact you.

PUBLIC PRACTITIONER BULLET POINTS

- ASLA is the only organization that advocates on a national and state level for the profession of landscape architecture.
- Being a member is the best way to keep abreast of industry trends locally and nationally, public and private.
- Gain access to a growing network of professional peers, both inside and outside the profession.
- ASLA provides numerous opportunities for professional development both on the state and national level.

STUDENT ELEVATOR SPEECH

Are you involved in the student chapter of ASLA? It's a good addition to your resume and a great way to start building a professional network. Knowing more people gives you better connections and a head start once you start looking for internships and jobs. You also get to connect with other students, in your program or other schools, who will be your professional colleagues down the road.

Being a student member at the national level is also a great idea. ASLA's website constantly updates current job postings and lets you post your resume and portfolio for free on their website as a member. Joining as a student, you get free membership that first year after graduation. It's a great investment for your future. It's a way of showing professionals that you're dedicated and serious about your career as a landscape architect.

STUDENT BULLET POINTS

- Opportunities to connect with other members
- Stellar magazine that keeps you current on design trends from technical to social
- Access to internships and jobs and portfolio reviews
- Increase visibility and support funding for the profession through advocacy efforts
- Much more affordable than a professional membership so take advantage of it
- Student members get first year of membership out of school covered...and graduated cost to full price over the next 2 years
- Discount for Annual Meeting & Expo and exposure to many more professional events

AFFILIATE ELEVATOR SPEECH

Having a membership with ASLA as an affiliate member can be very beneficial to you in keeping up with what's new in the world of Landscape Architecture nationally and internationally. Your membership will be an additional way to stay informed directly and straight from the "horse's mouth" versus gathering information from other organizations or contacts. The annual ASLA Annual Meeting will give a tremendous opportunity to meet and greet with Landscape Architects throughout the country and the world, as well as locally and can help build strong relationships with the various areas of expertise within our industry. These real world experiences with Landscape Architects will help build a core for relationships for years to come.

AFFILIATE BULLET POINTS

- Direct information from ASLA
- Meeting Landscape Architects
- Build relationships
- Real World experiences