

February 2019

# LEADERSHIP LINK



*“The quality of a leader is reflected in the standards they set for themselves.”*

- Ray Kroc

## Lessons Learned through ASLA Chapter Executive Committee Leadership

### Membership Involvement

- Be visible and accessible to Chapter membership.
- Create opportunities for members to volunteer and get involved.
- Be welcoming to members, especially new members.
- Keep membership informed on the events and actions of the Chapter.
- Encourage dialogue with membership.

### Excom Meetings

- Develop/publish Excom meeting calendar for the year.
- Prepare Chapter work plan, goals, objectives, and budget no later than the first meeting of the year.
- Distribute agenda at least one week prior to Excom meeting.
- Start and end meetings on time.
- Stay on agenda and run the meeting like a business meeting.
- Have fun...remember everyone is a volunteer; however, running a Chapter is a business.

### Volunteer Appreciation

- Thank volunteers...keep thanking them with notes, calls, emails, etc.
- Make members feel as though they are part of something very special.
- Make volunteers feel honored and respected for their leadership and service.
- Ask Excom and Committee Chairs to nominate members for Chapter Service Awards.
- Show how much you care.



American Society of  
Landscape Architects

Thank you for reading the Leadership Link. Look for the next issue on **Monday, April 1, 2019**; Leadership Links will be delivered to your email on the second Wednesday of every-other month.

Need  
Help?



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## Leadership Profile



Jeff Caster, FASLA, ASLA

### Q1 Who/what inspired you to become a leader in ASLA?

Mom, Dad, their friends, and my brothers all have long records of volunteer service and leadership in their communities. Their early examples inspired me, and still do. Married with children in the 1980s, Mimi and I owned a small landscaping business. We met Tallahassee landscape architects Gary Henry and Patrick Hodges, and admired their work, leadership, and professional success. Seriously inspired, later and luckier than most, I returned to campus to study landscape architecture. At Cornell in the 1990s, favorite professors Marvin Adleman and Peter Trowbridge were active leaders in ASLA, the Upstate Chapter, and Student Chapter. Becoming a landscape architect, Florida Chapter presidents Bret Hammond, Brett Nein, and David Drylie welcomed me to the profession and immersed me in ASLA. There was never any doubt about following these landscape architects' example and lead.

### Q2 How do you encourage other ASLA members to lead?

Two easy ways to encourage other ASLA members to lead. First - show them. Show other ASLA Members how one person can make a difference. Show them that the more one puts into ASLA, the more one gets out. Be seen enjoying being an ASLA leader and recognizing others who lead. Second - ask them. Ask other ASLA Members to lead. Chapter leaders underestimate the power they possess to attract new leaders. Remember, it's a very big deal when a young, talented, ambitious Member gets a call and hears something like, *this is your Chapter president.... your recent accomplishments are impressive... I believe you can be helpful to our Chapter; do you have a few minutes? This has been effective, and no one has ever said no.*

### Q3 Who has influenced your leadership style and approach?

Early, Florida Chapter president and trustee David Drylie showed me how much can be accomplished between meetings. David's effectiveness as a leader can be summed up by the adage, people don't care how much you know until they know how much you care. David cared more than most; still does. Later, during a very troubling leadership episode, ASLA past presidents Don Leslie and Rodney Swink took me aside and sternly (and generously) shared a bit of their hard-earned wisdom. Their leadership style and approach - donating quality time, away from family and career, helping others be successful.

### Q4 How has ASLA helped develop your leadership skills and career?

Before becoming Tallahassee section chair, I had no experience serving on an executive committee, and didn't know if I could be a good leader. ASLA was a nurturing and forgiving place for a novice like me to find mentors, to make mistakes, to be a bit disorganized, to come to a meeting not fully prepared, to talk too much, to miss a deadline, to learn my lesson, and slowly grow into a better leader. Earning the trust and confidence of other ASLA Members gave me confidence to have trust in myself.

