

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, ASLA, PLA

ASLA 2025 President-Elect, 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. | asla.org/join

Questions?

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