

Alabama Chapter 2011 Annual Report

Prepared by Stephen Schrader, PLA, ASLA, incoming Chapter President

Membership

Year End Membership Total: 96

Actively Participating Members (estimate): 40

Student Chapter: ASLA Auburn University Student Chapter

Membership (estimate): 45

Our chapter does not employ any professional staff, although we have begun a search for a part-time executive director.

There are approximately 63 registered landscape architects residing in Alabama who are not members of ASLA.

We did not mount an active member recruitment/retention campaign in 2011. We do have a list of Alabama-registered landscape architects that we obtained from our Board earlier this year, which we have filtered down to those who live in the state and cross-referenced with our member roster, to begin moving forward with these efforts.

Professional Recognition and Public Relations

Awards: Our chapter has moved to having our awards program in odd-numbered years, concurrent with our hosting of the Twin States Conference we share with the Mississippi Chapter (each chapter presents awards during their year to host the conference). This year we had approximately 22 entries. In the Analysis and Planning category, one Honor Award and one Merit Award were conferred by the jury from the Potomac Chapter. The jury also awarded another Honor Award and two Merit Awards in the General Design category, and a Merit Award in the Student category. Winning entries may be viewed on our chapter web site.

8.17.11: Our chapter hosted several small events across the state, including the Campus Green at the University of Alabama at Birmingham; City Hall in Homewood; the new public library in Vestavia Hills, and the much-celebrated (and very long-awaited) Railroad Park in downtown Birmingham. About 25 ASLA members and landscape architects participated in the public awareness campaign.

Chapter Activities: Each of our four sections hosted mid-day educational events approximately once every two to three months, most of which are attended by about 20 landscape architects in the Birmingham section, and a dozen or so in the other sections. Our chapter also hosted the Twin States Conference in March in Hoover, AL, with the theme “Landscape Architecture: The Root of Design.” Featured speakers included Nancy Somerville, Hon. ASLA; Doug Tallamy; and April Philips, FASLA. Approximately 65 landscape architects from the Alabama and Mississippi Chapters attended, along with about 35 representatives for 28 sponsors and vendors. The Twin States Conference is our primary fundraising vehicle; unfortunately, with the economy continuing to lag, attendance was down even more than we had expected and the conference just about broke even on a budget of about \$50,000. All benefits and responsibilities for the conference are shared equally between the Alabama and Mississippi Chapters each year.

Communications

Our Chapter newsletter, the ACCLAIM (Alabama Chapter Communications Letter and Information Magazine), is published electronically each quarter on our chapter web site (www.alabamaasla.com) and shared on Facebook (www.facebook.com/alabamaasla), with an email blast to our members and friends indicating that a new issue is available.

We did not have an easy mechanism for tracking our web site traffic, but we have just installed Google Analytics to make access to our site metrics easy in the future.

Our Facebook presence is relatively new and our first foray into social media.

Chapter Finances

Income:	Dues Rebates:	\$4,152.93
	Interest Accrued:	19.72
	Awards Fees:	2,080.00
	<u>Twin States:</u>	<u>1,834.86</u> (reinvested for 2012 conference)
	Total Income:	\$8,087.51

Expenses:	Officer Travel:	\$3,729.03
	Scholarships:	1,000.00
	Donations:	850.00
	Twin States:	1,834.86
	<u>Miscellaneous*:</u>	<u>3,183.22</u>
	Total Expenses:	\$10,597.11

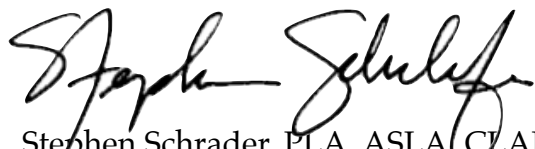
Net Income (Loss): (\$2,509.60)

* Miscellaneous expenses included Ex Com meetings / conference calls, web site hosting, post office box, and accountant fees

Chapter Officers

	<u>2011</u>	<u>2012</u>
President	Tony Renta	Stephen Schrader
President-Elect	Ben Wieseman	Ben Wieseman
Trustee	Ryan Collins	Ryan Collins
Treasurer	Whit Macknally	Whit Macknally
Secretary	Stephen Schrader	Jill Albert
HALS Liaison	Birgit Kibelka	Birgit Kibelka
PR Chair	Tony Renta	Tony Renta
Advocacy	Stephen Schrader	(now hiring)

Respectfully submitted,



Stephen Schrader, PLA, ASLA, CLARB Certified
President, Alabama Chapter, American Society of Landscape Architects