



PRESIDENT'S MESSAGE – Michael Gaunt, PLA, ASLA

Spring Conference / Chapter Awards: I want to start with a special word of thanks to the sponsors that helped make the Spring Conference possible, thanks to the Speakers who made it memorable, and thanks to the committee and volunteers who brought it all together. We had a great turn out and a nice cross section of speaker presentations that kept the days interesting and moving along.

During the lunch session in day two of the conference, we recognized the 2016 Awards Winners. This year we had a total of 25 submissions split between both student and professional categories. The jury returned a total of 11 Merit Awards and 1 Award of Honor. In addition to recognizing the project award winners, it was also my distinct honor to award Mark Ackleson, President Emeritus of the Iowa Natural Heritage Foundation with the 2016 President's Medal. Mark's dedication through the years has made a mark on the profession and on Iowa's physical landscape.

Golf Outing: This year's ASLA Iowa Golf Outing was quite a success and the weather held out for a beautiful day at Copper Creek Golf Course in Pleasant Hill. We had a total of 15 teams on the course with prizes given out for Best Team Score, Closest to the Pin, Longest Drive, and Longest Putt. Another thanks is due here to our sponsors for all the door prizes and hole sponsorships.

Calendar Overview: The calendar for the remainder of 2016 contains a great mix of events and activities for members and non-members alike. The executive committee always strives for a mix of social events as well as our C.E.U. events. The Fall Conference is on the calendar for September 20th at The Neal Smith National Wildlife Refuge in Prairie City. Also looking forward to Fall, the football tailgate party will be set for October 29th when Iowa State hosts Kansas State in Ames. Once the University schedules the game we'll finalize our tailgate plans for the day. This is always a fun opportunity for students to stop by and meet the professionals in a fun and social setting. We hope to see you there!

As with any calendar of events, there is ample opportunity for Chapter members to get involved in planning and



production. We are always looking for volunteers to help out in any way, whether with event graphics, planning, or helping on the day of the event. Please contact me if you have any questions about volunteering or if you have a specific event you would like to assist with.

Firm Listings / Job Postings: Don't forget, the Iowa Chapter has space on the web site for Firm Listings and Job Postings. The Firm Listings are an inexpensive way to get your company name out to the public. Listing job openings with the local Chapter is an easy way to start your search for the perfect addition to your staff. Whether you're looking for an entry-level position or a seasoned veteran, you'll reach both local LA's as well as out of state practitioners looking to relocate here.

Chapter Elections: The call for nominations is out and we're looking for new Executive Committee prospects to fill positions. Serving on the Executive Committee is a great way to be involved with the profession and have a direct connection to so many fellow landscape architects. If you have any questions about what it takes to serve in any of the positions please don't hesitate to reach out to either myself or anyone else on the committee.



2017 Central States Conference: In 2017, the Central States Conference will return to Iowa. Because of this, there will be no separate Spring Conference next year. Instead, it's our honor to invite attendees from across the Midwest including eight states and six different ASLA Chapters. This conference is a chance to showcase the best of Des Moines, where the conference will take place, as well as



projects throughout the State. Look for more information later this year as we work out dates, speakers, and locations. And as with any event hosted by the Chapter, it can't be successful without a great team of planners behind it. If you're interested in assisting with planning and execution of the Conference, please let me know.

UPCOMING EVENTS

- September 20 - IA ASLA Fall Conference
- October 21-24 - National ASLA Annual Meeting and Expo - New Orleans
- October 29 - ISU Football Tailgate

Watch your email for specific dates and locations.

TRUSTEE'S REPORT – Matthew Carlile, PLA, ASLA

As trustee I try to stay involved with as many local events as I possibly can. Our monthly Ex-com meetings have been eventful and the group is hard at work planning future events. I do want to say thanks to all of them for their recent efforts with the Spring Conference and the Iowa ASLA golf outing. Both were a huge success and I have heard many positive comments from both members and sponsors. The group is still hard at work planning the 2016 Fall Conference, which you will hear about very soon. The bigger task is organizing the 2017 Central States Conference that will be returning to the Iowa Chapter. This will be the third time this event will be held in Iowa, and the event continues to build. The Arkansas chapter set



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the bar very high last year, but I am confident that our team will pull together a fantastic event here in Iowa next spring.

Lobby Day Update: Josh Shields and I attended the mid-year meetings and lobby day on your behalf this year. We met with Chuck Grassley's Office, Joni Ernst's Office, and I met with Representative David Young. Each office was very warm and welcoming. David Young was kind enough to meet with me and was very receptive to the topics in which we had to discuss. One in which he had previously voted against, he agreed to reconsider now knowing the facts we presented. The two issues that we presented were the National Parks Service - Centennial Challenge and Resilient Streets (Roads not Roses Act). The Centennial challenge was to support legislation to fund improvements to our national parks throughout the U.S. Iowa may not have that many, but the funding for them has not kept up with the times. Many if not all are in need

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of improvements. The Resilient Streets item was to directly address a bill (Roads not Roses) that was introduced to eliminate all funding for green infrastructure within Federal Highway projects. Representative Young was registered as supporting this effort, but after a long in-depth discussion it was my opinion that he would no longer support the legislation. I will be watching....

Mid-Year National ASLA Meetings Update: The mid-year Trustee meeting had many items on agenda. Some are budget and business oriented, some were awards and elections, and some were action items. I can talk about the action items.

Member Dues: Every two years National re-evaluates our dues. This includes an in-depth analysis of all allied professions as well as looking at trends in our own membership. This year the Trustees approved two modifications.

1. You will see a 5% increase in dues when you renew your membership next year. This is simply a standard increase that sticks with the industry standard. If you research, many other organizations have much higher dues than we do.
2. **Graduated Dues System:** In analyzing our membership we traditionally have awarded free membership for the first year to those students who graduated. The problem with that is the return rate of those individuals is extremely low and they often relocate during that time, so we lose contact with them completely. So, the membership committee researched options and came up with a graduated dues system that saves the member almost \$400 over the five years

of graduated dues. It would begin with a \$65 membership the first year and end with them paying full dues at the beginning of year 6. The expectation is that if they are full members we will be able to track them and stay in touch as they move through the profession. This will be tracked closely.

Branding: As part of the Center for Landscape Architecture project it had been discussed that ASLA needed to look at developing a fresh new image to go along with it. The trustees voted to begin the process in looking at crafting the message and figuring out what a 'new branding effort' meant to ASLA. We started with a brainstorming session and ended with a somewhat blurry scope of what we needed to accomplish. ASLA National is crafting a scope to send to consultants. This item will be ongoing and in my opinion, it is exciting to see.

Thank You: In conclusion, I want to stress that serving ASLA does make a difference. I have seen the impact at the State level and the National level. The lobbying efforts made by the folks representing you as members does make a difference. This includes the staff at the National Headquarters. I encourage all of you to visit the Center for Landscape Architecture when it is completed later this year. Not only to see it, but to meet the folks who work hard for us every day. They are a great group of folks and accomplish a lot with limited resources. Lastly, please volunteer to help out. The call for nominations has been sent out. We can always find a place for you within the chapter. If you are not on the ballot, you can be on a committee. The Central States Conference will require the efforts of many folks and I am sure the committee would gladly expand to include you.



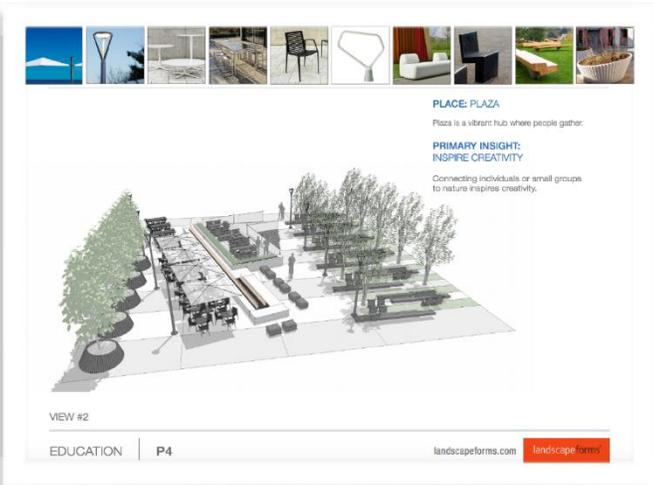
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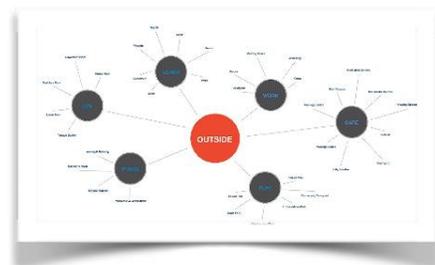
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GOLF OUTING RECAP – Garret Munch, ASLA

Iowa ASLA would like to give a huge thank you to everyone who was able to make it out on Friday, June 10th, for this year's Golf Outing at Copper Creek Golf Course in Pleasant Hill, Iowa. We know it was a warm day but we had a great turn out with 15 teams, totaling 60 golfers. We would like to thank our 2016 sponsors for making the event possible with their generous contributions and for all of them that were able to make it out to golf. We also want to thank Copper Creek Golf Course and all their staff and organizers for making things run so smoothly and for hosting our event on their beautiful course. We hope that everyone had a fun time and that we continue to get such great participation in the years to come.



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