

## ASLA-MN PLANNING CALENDAR 2011-12

### EXECUTIVE COMMITTEE

First Thursday of each month from 4-6 pm at AIA-MN except February (portfolio review and November (retreat))

Preliminary meeting dates for 2011-12 year:

Nov 10, Dec 1, Jan 5, Feb 2, Mar 1, Apr 5, May 3, Jun 7, Jul 5, Aug 2, Sep 6, Oct 4, Nov 1, Dec 6

#### KEY ACTIVITIES

Oct	New EC member welcome; strategic plan review, approve awards venue
Nov	New EC members take office; Retreat + review budget, Sponsorship form finalized; PR plan finalized
Feb	Mtg held at UMN prior to Portfolio Review
Apr	Mid-year budget review
Aug	PR theme discussions

### STRATEGIC COMMUNICATIONS COMMITTEE

Third Tuesday of each month from 8-9am at AIA-MN

Preliminary meeting dates for 2011-12 year:

Nov 15, Dec 20, Jan 17, Feb 21, Mar 20, Apr 17, May 15, Jun 19, Jul 17, Aug 21, Sep 18, Oct 16, Nov 20, Dec 18

#### KEY ACTIVITIES

Nov	Refine current year's theme; select next year's theme
Nov	Theme announcement to _SCAPE
Nov	Plan and budget in place
May	Theme highlights of year to _SCAPE

### ELECTIONS

April 28	150 days prior to AM: Call for Nominations
May 28	30 days after Call for Nominations (120 days prior to AM): Slate finalized
Jun 28	90 days prior to AM: Slate to President, approved by EC
Jul 28	60 days prior to the AM: Voting opens
Aug 28	Elections closed; results to Pres and Sec No less than 7 days after voting closes
Aug 28	30 days prior to AM: Results to ASLA (student elections don't occur until after the start of the school year - est. mid-Sep; inform ASLA accordingly)
Sep	Candidates notified
Sep	President welcomes with a phone call and invites to October meeting
Sep	Incoming and outgoing EC members meet for review
Oct 1	After the ASLA Annual Convention & Expo: Winners assume office
Oct	Election documents archived

ASLA 2012 Annual Convention & Expo: Sep 28 - Oct, Phoenix

### AUDIT COMMITTEE/BOOKKEEPER/TREASURER

Oct 6	Preliminary annual budget presented to EC for feedback
Oct 6	Treasurer to present year-end report at annual meeting
Oct 31	Year end financials due; budget info due
Nov 3 or 10	Annual budget finalized
Nov/Dec	Audit Committee conducts audit
Jan 6	Audit Committee presents report to ExCmte
Feb 15	Info to tax preparer
Mar 15	Taxes due

### ASLA

#### ADMIN

TBD	Annual reports due
Aug	Chapter dues increases due (eff. Jan 1)
Sep	Election results to ASLA (chapter and students)

#### CHAPTER PRESIDENTS COUNCIL (CPC)

May 9-12	CPC Mtg/Activities (Mtg May 11-12)
Sep 9-10	Annual Meeting, Washington, DC

#### BOARD OF TRUSTEES (BOT)

May 9-12	BOT Mtg/Activities (Mtg May 11-12)
Sep 9-10	Annual Meeting, Washington, DC

#### AWARDS - 2012

Feb	Professional Awards Entry forms & payment due
Mar	Professional Awards Binders due
May	Student Awards: Entry forms & payment due
May	Student Awards Binders due

#### OTHER

Oct 14	Advocacy grant applications due (look for postings beginning in May)
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#### EVENTS

Mar 15-17	LABash, Florida Int'l University, Miami
Sep 28-Oct 1	Annual Convention & Expo, Phoenix

ASLA planning calendar:

[http://asla.org/Leadershiphandbook.aspx?id=19032&ItemIdString=eeb11f839\\_34\\_110\\_19032](http://asla.org/Leadershiphandbook.aspx?id=19032&ItemIdString=eeb11f839_34_110_19032)

### AEISLAGID [www.aelslagid.state.mn.us](http://www.aelslagid.state.mn.us)

2011 Dates (2012 not yet posted):

#### SECTION MEETINGS

Sep 18	Dec 11	Feb
May 3	Jul 22	Oct 22
8:00 - 10:00 - ALACID Section (Suite 160)		
8:00 - 10:00 - ELSGEO Section (Suite 295)		
10:00 - 12:00 - Board Meeting (Suite 295)		
12:00 - Executive Committee (Suite 160)		

#### COMMITTEE MEETINGS

Oct 16	Dec 13	Jan 11
Mar 15	Jun 10	Aug 23
8:00 - 10:00 - Credentialing Committee (Suite 160)		
8:00 - 10:00 - Rules Committee (Suite 295)		
10:00 - 12:00 - Board Meeting (Suite 295)		
12:00 - Executive Committee (Suite 160)		

#### JOINT PROFESSIONALS COMMITTEE (JPC) MEETINGS

Oct 28	Nov 18	Dec 16	
Jan 20	Feb 24	Mar 24	Apr 28

JPC meetings are held 11:45 – 2:00 p.m. at AIA in (either AIA Board Room or IMS Room 512)

## ASLA-MN PLANNING CALENDAR 2011-12

### AWARDS CELEBRATION AND GALA

Sep/Oct	Venue selected; deposit made
Nov	Save the date info to _SCAPE
Nov	Review/updates for categories, qualifications
Nov	Arrange jury exchange w/another chapter
<b>Dec</b>	<b>VIP invitee mailing list secured</b>
Dec	Speaker secured (if any)
Dec	Budget prepared
Dec/Jan	Call for Entries postcard designed, printed, mailed, online (mails to all records in database - includes active members, expired members, licensed LA's, others)
<b>Dec/Jan</b>	<b>Save the Date Not needed?</b>
Feb	Supplementary activities planned (silent auction, entertainment, decor etc.)
Feb	Exhibit space sold
Feb	Lob Pine award ordered
Feb/Mar	Entry deadline; awards juried
Mar/Apr	Winners (with next step instructions) and losers notified
Mar	Certificates and frames ordered, prepared
Mar	Invitations designed, printed, mailed, online 6 weeks prior to event date (mails to all who receive the Call for Entries and Save the Date mailings and VIP's)
Mar	Onsite PowerPoint and script prepared
Mar	Onsite student volunteers secured
Mar	Preliminary program, F&B, AV, and Furniture orders submitted
Apr	Onsite materials designed, printed; supplies gathered
Apr	Meal guarantees made; F&B, AV and furniture orders finalized
Apr	Event date
May	Thank you letters to exhibitors, speakers, VIP's in attendance
May	Art forwarded to _SCAPE editor and for posting online
May	Materials archived and put in storage (printed samples, electronic files, award submissions and boards)
May	Budget finalized
Jul/Aug	Research facilities for next year's event

### STUDENT AWARDS

Jan	Call for entries designed and issued
Jan	Promote via posters and e-mail through UMN
Feb	Jury secured
Mar	Submissions received and juried
Mar	Submitters notified of results
Mar	Award certificates/frames secured, prepared
Apr	Award winners invited to dinner & RSVP's received

### COMMUNICATIONS

#### WEEKLY

Newsletter

#### AS NEEDED

Website

Blog

Social Media

- Facebook
- LinkedIn
- Twitter

### FELLOWS

Mar	EC approves Fellows nominations
Mar	Fellows nominations due to ASLA
May	ASLA Fellow jury convenes
Nov	Press releases (and other promos?) issued after induction ceremony at ASLA Annual Convention & Expo

### GOVERNMENT RELATIONS

tbd

### MEMBERSHIP

#### MONTHLY

New members - phone call + welcome letter + Valued Places and Site Map

Lapsed members - renew letter

Renewing members - thank you letter + Valued Places and Site Map

#### ANNUALLY

Join letter to non-member licensed LA's

Join e-mail to non-member records in dbase

### PUBLIC RELATIONS

#### PRESS RELEASES

Nov Fellows Press Releases

Apr Award Winners

#### EXHIBITS

Nov AIA-MN

Jan Northern Green Expo

### VENDORS

Nov Sponsorable items and amounts finalized

Nov Form designed and issued

## ASLA-MN PLANNING CALENDAR 2011-12

### EDUCATION SESSION

Nov	Topics/format determined
Nov	Facility secured, deposit made
Nov	Save the date info to _SCAPE
<b>Nov</b>	<b>External mailing lists secured</b>
<b>Nov</b>	<b>VIP's identified and mailing info secured</b>
Dec/Jan	Speakers confirmed and sent Q&A
Jan	Save the Date designed, printed, mailed
Feb	Exhibit space sold
Feb	Speaker bios, photos, session descriptions received
<b>Feb/Mar</b>	<b>Registration brochure designed, printed, mailed 6 weeks out Consider mailing a descriptive brochure in addition to Save the Date postcard?</b>
Apr	Speaker PowerPoints received and preloaded
Apr	Onsite materials designed, printed; supplies gathered
Apr	Onsite volunteers secured
Mar	Preliminary program, F&B, AV, and Furniture orders submitted
Apr	Onsite materials designed, printed; supplies gathered
Apr	Meal guarantees made; F&B, AV and furniture orders finalized
May	Thank you letters to exhibitors, speakers, VIP's
May	Materials archived and put in storage (printed samples, electronic files)
May	Budget finalized
May	Related EDU article in _SCAPE??

### BROWN BAG SESSIONS

Jan	Topics/format determined
Jan	Facility secured, deposit mad
Jan	Presenters confirmed/sent Q&A
Jan	Promote via posters and e-mail through UMN
Jan/Feb	Onsite volunteers secured
Jan/Feb	Onsite materials prepared; supplies gathered
Jan/Feb	est. 3 qty Brown Bags held
Jan/Feb	Thank you letters to session leaders

### PORTFOLIO REVIEW

Jan	Topics/format determined
Jan	Facility secured, deposit mad
Jan	Presenters confirmed/sent Q&A
Jan	Promote via posters and e-mail through UMN
Jan/Feb	Onsite volunteers secured
Jan/Feb	Onsite materials prepared; supplies gathered
Jan/Feb	Thank you letters to reviewers

### LARE

#### LARE REVIEW

Nov	Topics/format determined
Nov	Facility secured, deposit made
Nov	Information online and shared via e-blast
Nov	Facilitators confirmed and sent Q&A
Dec	Onsite materials designed, printed; supplies gathered
Dec	Onsite volunteers secured
Dec	Onsite materials prepared; supplies gathered
Dec	Thank you letters to facilitators

#### LARE EXAM

Multiple-Choice Exam Sections (Sections A,B and D)
March 5-8, 2012
September 10-23, 2012
Graphic Exam Sections (Sections C and E)
June 11-12, 2012
December 3-4, 2012

### BOWLING

Oct	Alley selected, deposit made
Oct	Save the Date eblast; info online
Oct	Sponsorship form designed, issued
Nov	Save the date info to _SCAPE
Nov	Budget prepared
Nov	Registration form designed, issued via eblast + _SCAPE
Dec	Preliminary program, F&B, and AV submitted
Dec	Contest insurance purchased
Jan	Prizes purchased
Jan	Signs designed, printed
Jan	Eblast announcing contest winners, sponsor thank you
Jan	Thank you letter to sponsors
Jan	Budget finalized
Jan	Materials archived and put in storage (printed samples, electronic files)
Feb	Event date

### GOLF

Oct	Course selected, deposit made
Oct	Save the Date eblast; info online
Nov	Save the date info to _SCAPE
May	Budget prepared
May	Sponsorship form designed, issued via eblast + _SCAPE
May	Registration form designed, issued, included in _SCAPE mailing
Jun	Preliminary program, F&B, and AV submitted
Jul	Contest insurance purchased
Aug	Prizes purchased
Aug	Signs designed, printed
Aug	Eblast announcing contest winners, sponsor thank you
Aug	Thank you letter to sponsors
Aug	Budget finalized
Aug	Materials archived and put in storage (printed samples, electronic files)
Aug	Event date

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**SCAPE**

**SPRING AWARDS ISSUE**

**Nov** SCC convenes to establish objectives, content  
**Dec** Authors secured  
**Dec** Mailing lists identified, secured  
 Apr Articles , photos, graphics due  
 May Advertising orders and art due  
 May Awards info due  
 May Editing/layout  
 May President's letter written, printed  
 May Inserts secured, printed  
 Jun To printer  
 Jun Mailed  
 Jun Materials archived and put in storage (printed samples, high resolution files from printer)  
 Jun \_SCAPE online

**Inserts**

- President's letter
- Golf event registration form
- Golf sponsorship form
- Student picnic/fundraiser promo
- Elections info
- Highlights of yearly theme
- Issues having to do with licensing (mems)
- "About LA" (external audiences, politician)???
- "Join Now" (non-mems)???
- Update info for fall directory issue now (mems)

**FALL DIRECTORY ISSUE**

**Apr** SCC convenes to establish objectives, content  
**May** Authors secured  
**May** Mailing lists identified, secured  
 Jun Articles , photos, graphics due  
 Jul E-blast to members telling them to update membership info  
 Jul Directory listing sales underway  
 Aug Advertising orders and art due  
 Oct Directory listing art, info due  
 Oct Editing/layout  
 Oct President's letter written, printed  
 Oct Inserts secured, printed  
 Nov To printer  
 Nov Mailed  
 Nov Materials archived and put in storage (printed samples, high resolution files from printer)  
 Nov \_SCAPE online

**Inserts**

- President's letter
- Sponsorship form
- Bowling registration form
- Golf save-the-date
- Awards celebration save the date
- Education session save-the-date
- Announcement of 2012 theme
- Issues having to do with licensing (mems)
- "About LA" (external audiences, politician)
- "Join Now" (non-mems)

**Vs. mailing in Dec to allow time for inserts and to give 6 months in between issues?**

**ALLIED ORGANIZATIONS**

<b>2011</b>			
American Institute of Architects Minnesota Chapter	AIA-MN	Nov 8-11, 2011	Minneapolis Convention Center
American Planning Association Minnesota Chapter	APA-MN	Sep, 2011	Kelly Inn, Saint Cloud
Minnesota Association of Soil and Water Conservation Districts	MASWCD	Dec 5, 2011	DoubleTree by Hilton, Bloomington

<b>2012</b>			
Minnesota Nursery and Landscape Association	MNLA	Jan 4-6, 2012	Minneapolis Convention Center
Wild Ones Design with Nature Conference	Wild Ones	Feb. 25, 2012	Plymouth Creek Center, Plymouth
ASLA Annual Convention & Expo 2012	ASLA	Sep 28 - Oct 1, 2012	Phoenix

<b>Beyond</b>			
ASLA Annual Convention & Expo 2013	ASLA	Nov 15-18, 2013	Boston Convention and Exhibition Center
ASLA Annual Convention & Expo 2014	ASLA	Nov 21-24, 2014	Denver Convention and Exhibition Center
ASLA Annual Convention & Expo 2015	ASLA	Nov 6-9, 2015	McCormick Place, Chicago