

# New Jersey ASLA Today

Supporting landscape architects in their professional endeavors

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including creating a sense of place and protecting natural systems through innovative planning and design.

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## President's Message

by Carl E. Hintz, ASLA

The Executive Committee of the New Jersey Chapter met with Len Hopper, President of ASLA, Nancy Somerville, VP, and Marcia Argust, who directs licensure efforts for the Society. The meeting was held to agree on efforts to achieve licensure in New Jersey in concert with National's goal of licensure in all fifty states by 2010.

We discussed the history of the licensure efforts in New Jersey, and some of the unique problems facing the practice in the State. ASLA is developing a compendium of licensure efforts and obstacles around the country. In New Jersey, the Allied Design Professionals bill is moving through the legislature. National agreed that the licensure strategy set forth in the adopted Strategic Plan by ASLA/NJ makes sense and offered National's assistance in this Chapter's endeavors.

Our executive director, Joe Simonetta, and legal counsel, Larry Powers, have been of great assistance in helping us in our progress. Additionally, a Political Action Committee, or PAC, has been established, with Henry Arnold as Chairman to promote awareness of the profession to lobby for legislation that affect us.

We will continue to inform our members of the steps being taken to gain greater legislative recognition of our profession.

## Member Recruitment

by Tony McNeal

At the February Chapter Presidents Council meeting, we have decided to go ahead and do a membership recruitment campaign.

The campaign will consist of three parts. One will be a telemarketing of prospective members, conducted by ASLA from Washington, DC. We will also be putting effort into convincing lapsed members into rejoining ASLA.

The second part will be a "member get a member" campaign. That will consist of a contest encouraging current members to recruit new members to ASLA. Members will be given prizes for recruiting, and all who pass the "enhanced level" will be eligible to receive fabulous prizes including the grand prize of an all expense paid trip for two to the beach or the mountains.

The third section of this campaign will involve the chapters. Chapters are encouraged to try and get new members involved in both ASLA national and chapter activities. Members recruited by members as part of the individual campaign will be included in NJ chapter's total. We will be offering incentives to chapters as a thank you for recruiting. In addition to the \$1,000 that we traditionally offer small, medium and large chapters for the largest percentage growth, chapters will also be eligible for a 3rd prize of an additional \$300; 2nd Place of ASLA partial sponsorship of Chapter annual meeting or other chapter program (not to exceed \$1,000); and the Grand Prize of an Announcement of the winner at Montreal annual meeting a banner in the ASLA family booth, and an ASLA paid reception at San Jose annual meeting in 2002 honoring the winning chapter. Winners will be based on the percentage increase in membership, so all chapters will compete equally.

The campaign will run from May 1 to September 15, and all winners will be announced at the Montreal annual meeting. Feel free to call either Tony McNeal or Brooke Willson at ASLA, 888-999-ASLA with any questions.

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**NJASLA Wants You!**

by Jay Cosentino, ASLA

The NJASLA Election Committee is seeking nominations for candidates who are interested in serving on the Chapter Executive Committee. The offices of President Elect, 1st Vice President and Secretary will be available beginning in October. The offices of 1st Vice President and Secretary are two year terms, while the President Elect position is a three year term which includes one year each as President and Past President. Candidates must be current members in the Chapter. All nominations must be submitted by June 22nd to Vicky Drew at the NJASLA Executive Offices. Call Vicky at 609-393-7500 for details.

June 14, 2001 ¥ 5:30 p.m.

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by 6/11 ¥ 609-953-5881

**Executive Committee Meeting**

by Jay Cosentino, ASLA

The June meeting of NJASLA Executive Committee will be held at the James Rose Center on Thursday, June 21st. The James Rose Center is located in Ridgewood, NJ. The meeting will begin at 7:00 P.M. Please call Vicky Drew at 609-393-7500 for details.

**NJASLA - PAC**

by Henry Arnold

The NJASLA PAC is preparing an informative two-page leaflet to be used by NJASLA members as an educational handout to State Legislators. This brochure will include examples of five outstanding projects in the Tri-state area that exemplify landscape architecture. The purpose is to educate our legislators using projects with which they may be familiar, but never identified as a work of landscape architecture. We would like to provide a wide range of projects that convey the breadth and diversity of our work. If you have any suggestions for projects, we would be grateful to receive the following: 1. Project name and location; 2. A one sentence description of the project; 3. A good quality photograph of the project.

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Elaine Walker, Editor

Please forward your suggestions to Alan Goodheart at agoodheart@earthlink.net or Cassandra Wilday at Cw@teamarch.com.

As a reminder for those of you that have not yet joined the PAC, please send your contributions to NJASLA PAC via Cassandra Wilday, 640 Bloomfield St., Hoboken, NJ 07030.

The opinions expressed in bylined articles are those of the authors and do not represent the opinions of NJ-ASLA. The authors are solely responsible for the information contained in those articles.

**Reminders !**

For advertising information, contact Kelly McAllister at 609.393.7500

The Golf Outing is tentatively scheduled for Tuesday, September 25, 2001, at Cherry Valley Country Club in Skillman, NJ (same place as last year). Members & Sponsors, mark the date on your calendar. The golf committee is looking for two (2) Chapter volunteers to help organize that event. Interested persons can contact Joe Perello at 732-577-9000 or jperello@schoordepalma.com

NJ-ASLA Today is published monthly by the NJ-ASLA. All correspondence, address changes, etc., should be sent directly to these offices.

Summer 2001 - River Boat Sightseeing Cruise! Profits and Donations to benefit the NJASLA Scholarship Fund and Chapter Donations towards Landscape Architecture Education. 7:00 PM- 9:00PM, Wednesday, July 18, 2001 on the "River Belle"- a multi level paddle boat replica, located in Point Pleasant Beach, NJ. To reserve your seat, call Vicky at (609) 393-7500 . Sponsorship Opportunities Available!

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