

# The Landscape Architecture Marketing Fund 2010

ILLINOIS CHAPTER  
AMERICAN SOCIETY OF  
LANDSCAPE ARCHITECTS

MAY 10, 2005

## The Current Campaign

Over the next five years, we plan to raise \$250,000 (or \$50,000 per year) to implement key recommendations of the marketing plan, including:

- Promoting the profession in Illinois through a professionally-produced web site, printed marketing materials and advertising.
- Creating a partnership with the Chicago Architecture Foundation to reach greater numbers of allied professionals and consumers. This will include creating speaker opportunities, training docents on landscape architecture projects around Chicago and developing installations and tours around the profession of landscape architecture.
- Educating and inspiring landscape architects and allied professionals through a series of high profile events. By bringing in world-class speakers, we will generate excitement, attendance and raise funds for the profession and chapter.

## Goals

Two years ago, the Illinois Chapter of the American Society of Landscape Architects developed a marketing plan to help take the profession to a new level. The goals:

- Raise awareness and understanding of landscape architecture and the role landscape architects play in the development of outdoor space
- Elevate the perception of landscape architects to increase long-term business for the profession

## Achievements

To date, the marketing committee and chapter have made studies to increase the professionalism of the chapter and:

- Created a marketing committee made up of senior professionals to create a plan and work with chapter leadership
- Developed a marketing plan to guide the chapter in the next five years
- Designed new materials that position the profession as progressive, highly professional, including folio (chapter awards annual) and web site ([www.il-asla.org](http://www.il-asla.org))

## Why Give?

As a leader in the profession, you, like us, want to see the profession of landscape architecture grow in awareness and understanding. This will lead to a stronger, more vibrant profession and help landscape architects become leaders in the development of outdoor space. Your contribution will help us:

- Reach considerably more people
- Create a sustained effort that will get results
- Provide a platform for continued growth in the profession of landscape architecture

## Campaign Committee Members

Wayne Behlau, Western DuPage Landscaping  
Rick Hitchcock, Hitchcock Design Group  
Brian Hopkins, Landworks Limited  
Chris Lannert, The Lannert Group  
Jackie Loewe, Hitchcock Design Group  
Bill Quinlan, Quinlan+Quinlan  
Grace Rappe, Douglas Hoerr Landscape Architecture  
Jay Rients, Unilock  
Terry Ryan, Jacobs/Ryan Associates  
Ernie Wong, Site Design Group

The field of Landscape Architecture is growing and gaining prominence. Please help us build and sustain the momentum as we prepare to host the ASLA national event in 2009.

## How do you contribute?

Please contact:

Bill Quinlan  
Quinlan + Quinlan  
312.566.0116

Beverly Nykiel  
ILASLA  
630.963.5897



# The Landscape Architecture Marketing Fund 2010

The field of Landscape Architecture is growing and gaining prominence. Please help us build and sustain the momentum by making a contribution to the ILASLA Marketing Fund 2010.

**Patron**  
(\$5,000 +)

**Founder**  
(\$2,500 - \$4,999)

**Partner**  
(\$1,000 - \$2,499)

**Associate**  
(\$500 - \$999)

Please count us in!

Signature \_\_\_\_\_

Name \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Level of Support \_\_\_\_\_ Amount \$ \_\_\_\_\_ /each year through 2010

Payment Method:  Check enclosed (Please make check payable to: Illinois ASLA)

MasterCard     VISA     American Express

Name on card \_\_\_\_\_

Card # \_\_\_\_\_ /expiration month, year \_\_\_\_

A 3% transaction fee is added to all credit card transactions.

Please invoice annually starting in \_\_\_\_\_ for 2005 through 2010.  
(month)

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