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Landscape Architects
Florida Chapter**

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PRESIDENT'S MESSAGE

"The Treasure Box" July 2018 Edition

The month of July brings us to our annual state conference, which is happening next week at the Hyatt Regency Coconut Point in Bonita Springs from July 25-28. Our full executive committee and association management team have been tirelessly planning for this big event for the past two years! With the excitement and buzz of conference time in the air, I would like to focus this President's message on the treasure of **volunteerism**.

To organize and plan our yearly state conference is an extraordinary team effort of approximately 35-40 volunteers from the executive committee, and our hired professional association management company working together, over a period of two years. In the beginning stages, our conference selection committee canvasses the State interviewing resorts and hotels to select the perfect location two years in advance of the event. We rotate geographic location year to year so that a state conference is hosted within the boundaries of an ASLA Florida section every few years. We alternate this way in order to reach all of our membership and make it convenient for every member to attend a state conference often.

After the selection committee chooses the specific location and the resort, our conference committee of up to ten volunteers is formed out of the section where the conference is to be held. This year, our conference committee is led by **Ms. Leigh Gevelinger, PLA** who practices in the Sanibel Island area of the Southwest Florida section. The conference theme and concept is perfected and all the logistics are organized by this committee with the resources of our association management team in assistance.

It is the volunteerism of the conference committee that leads planning efforts overall, but the entire ASLA Florida executive committee also plays an important role with details. The education and research committee is responsible for soliciting instructors for courses, and getting the courses approved for continuing education credits. The public relations and marketing committee assists with advertising and public relations, and broadcasting the important conference news. The membership committee, advocacy and licensure committee, and our University representatives each play important roles throughout the year to provide support with fundraising for scholarships, organize membership initiatives, and to provide volunteer staff to work at the event so that functions run smoothly.

So, next week, we will look forward to seeing you at conference !

In between tours, socials, classes, pool time or a round of golf, make sure to thank one of these volunteers who has dedicated much time and passion to our much anticipated yearly event.

Sincerely,

Deena Bell-Llewellyn, ASLA, PLA

ASLA Florida President 2018