

Membership/Sponsorship Committee Report-March 2006

Kickoff Meeting with Sponsors on 2/7/06

Attendees: Jay Curcio-Pacific Earth Works
Jan Nielsen-Marenakos Rock Center
Gary Max-Site Lines, Inc.
Andrew Estep-ERGA Association Management Services
Ed Mah-WASLA Western Washington Member-at-Large

Following items were discussed:

1. Andrew stated that in the past the sponsorship program has been haphazard. Our goal in forming this committee is to meet the needs of the sponsors as well as help fund WASLA.
2. Andrew presented the San Diego ASLA Four Season Sponsorship Program, which is a bit larger than what we are aiming for. The group seemed interested in the different levels of sponsorship that were offered.
3. Andrew said our goal is to look at what activities WASLA is providing and how the sponsors can fit into these activities. WASLA activities include the Awards Banquet, which was very successful last year and the Expo.
4. Jay asked what WASLA's goal is. Is WASLA looking to increase the number of sponsors that participate or increase the revenue the activities generate? Andrew thought it might be both.
5. Gary stated that the WASLA Expo was the most expensive venue he has experienced. Jay recommended that WASLA needs to have different levels that sponsors can participate in order to pull in the smaller businesses.
6. Gary mentioned that he noticed the small number of local firms attending the Expo.
7. Andrew stated that this year's Expo entry fee will be lower and that the goal is to increase value that WASLA brings to landscape architects.
8. Jan recommended that one method of increasing the number of sponsors is to reduce the entry fee. Jan also suggested that sponsors be allowed to give a short presentation in front of the entire WASLA delegation rather than isolating them just to the booths with the hope that members will come up and talk with them.
9. Jay asked what happen to the WASLA newsletter. Jay felt that the newsletter was a great vehicle for sponsors to get their firm's names in front of WASLA's members. Andrew said that the newsletter will be coming out once a month starting in March. Andrew said he would check on what type of advertising would be available in the newsletter. Andrew thought that there would be a minimum number of spots available for sponsors to advertise and that there would only be room for sponsor's logos. Jay recalled that in the past it cost \$300 for sponsors to advertise in the quarterly newsletter.
10. Andrew suggested that the four season's sponsorship might be a good way to go with the goal to include all venues: newsletter, website, and mailing list. The awards and golf programs would be separate.

11. Jan wants to be involved in smaller activities because his company's main focus on the Washington Flower and Garden Show. Jan recommended going back to a hardcopy for the newsletter rather than the electronic version because of convenience and accessibility.
12. Andrew mentioned that it would be difficult to return to a hardcopy version of the newsletter. Gary recommended that WASLA check on how many people visit the newsletter website.
13. Jan recommended that an announcement be made following the awards banquet of which firms received awards for their entries.

Next meeting set for 4/12/06 Wed. at Marenako's Stonearium 3220 1st Ave. S. at 12 noon.