



Virginia Chapter  
American Society of Landscape Architects

Visibility Committee Action Plan

Committee Chair - George Rhodes

Committee Members - Luigi Mignardi, Rob McGinnis, Billy Almond, Buddy Spencer, Matt Whitaker

event/item	description	frequency	output
Education	Develop curriculum for K-12 exposure to profession	ongoing	print/web
	Develop proposal for CIP Grant	annually	print
Participation	Increase involvement in green building and smartgrowth events	ongoing	
	Utilize Patrick Miller for outreach Create forum for the enlightenment of Civil Engineers, Developers, etc.	ongoing	
Legislative	Monitor General Assembly for pertinent bills/activity	ongoing	n/a
	Monitor APELSDICLA meetings for pertinent activity	ongoing	n/a
	Coordinate proposals, etc. for the License Act	ongoing	n/a
	Maintain contact with and influence local and state officials	ongoing	n/a
	Monitor congressional websites	ongoing	n/a
	Prepare President and President-Elect for Annual Lobby Day	April	n/a
Advertising	Outline annual funding needs and develop plan to acquire them	ongoing	n/a
	Identify potential advertisers and sponsors		
	Develop annual "partner packages" for sponsors		
	Contact sponsors and sell, sell, sell		
	Coordinate ads with Publications and Website Subcommittees		
Awards	Develop and promote awards program	annually	print/web
	Coordinate production of individual awards	annually	print