

Dana K. Worthington, RLA, ASLA

The Board of Trustees is comprised of one representative from each of the 48 Chapters. Each representative acts as the conduit of information, concerns and ideas between the national organization and their Chapters' Membership. Together, they direct the vision of the organization. Due to the wide variety of positions I have been elected to and appointed to over the last eleven years, I have developed strong relationships with our Chapter and National leadership and staff and am well prepared to fulfill the role of Trustee. Now, I am asking for your continued support and for your vote.



Issues and Creative Solutions

In the coming years, the key challenges for ASLA will continue to be member recruitment and retention, creating a balanced budget without cutting programs, and helping all 50 States retain their licensure laws. I have extensive experiences with all of these issues and have proven that I can find and enact creative solutions.

I have been on an ASLA National Committee for eight of my fourteen years as a Full Member. For the last four years, I have been on the Member Services Committee and am the current Chair. This year, I am leading my team through creative efforts to **revive, retain and recruit members**. We work in conjunction with ASLA staff to review and recommend new programs and services to be presented to the national Executive Committee and Board of Trustees for vote. The committee also advises our National leaders on any questions regarding membership qualifications, admission procedures and privileges.

The experience gained and relationships built during my time on these committees became invaluable to me during my term and a half as Chapter President. We faced the challenges of a changing economy before any other Chapter. I found myself not only leading our Executive Committee through some very tough **budget and member service**-related decisions, but also facing tough questions from National leadership about those decisions. In the end, I became the President that other Chapter Presidents turned to for advice and guidance as their Chapters began to experience the same down-turn.

During that time, I requested assistance from national to take a look at our Chapter - how we spend our money, how our leadership is organized, how well we do or do not serve our members. My hope was that our Chapter, the largest at that time, would lead by example. As a result of this request, our National leadership developed the first C.A.T. (Chapter Assistance Team). A group of Staff and past National Presidents spent a week with us learning about every nook and cranny of our Chapter. In the end, they were impressed with the size and complexity of our Chapter and offered their advice and guidance on how to further improve our organization. Seeing the benefits of this visit, other Chapters have since requested this same service from National ASLA.

A major goal of ASLA has been to help all 50 States attain a **licensure law** before the end of 2010. The last State to realize that goal was Vermont. They needed money to pay an attorney and lobbyist to represent them. Last year, our current Trustee, Jeff Caster, and I devised a plan for the largest Chapter (us) to raise up the smallest Chapter (Vermont). We brought the challenge to the Board of Trustees and Chapter Presidents Council to donate one dollar to the Vermont Chapter for every member of their Chapter. Our creative challenge paid off. Vermont received the funds needed to finish their battle and our Chapter, along with all the others, strengthened our own licensure in the process. Now the challenge for ASLA becomes helping all States maintain and retain those laws.

I am thankful that, during a difficult time for our Chapter, I had the tools as a business owner and an MBA to know how to help solve our issues, the personality to bring our Executive Committee closer together to find creative solutions and the confidence to call on National leaders and staff for guidance and advice. I believe that these qualities will also serve our Chapter well in the Office of Trustee. Once again, I am asking for your continued support and your vote.

Professional Experience & Education

- Registered Landscape Architect; FL: LA6666719, VA: #1146, NC: #1465
- Owner: Flamingo Green, LLC; 2001 - present LC26000291
- CLARB Certified
- Member (student - full), ASLA: 1990 - present
- BS: Environmental Planning & Landscape Architecture; Rutgers University; NJ 1993
- MBA: Rollins College; Winter Park, FL 1996
- Walt Disney Imagineering: 1999 - 2002
- Walt Disney World: 1993 - 1996
- Member, 100 Friends of Landscape Architecture
- Member, Florida A&M University Landscape Architecture Advisory Council
- Member, Rutgers University Alumni Association
- Member, Harry P. Leu Gardens; Orlando, FL

ASLA Experience

Florida Chapter

- Office of President: 2007 - present
- Annual Conference Chair: 2005 - 2007
- Member-at-Large: 2004 - 2007
- Treasurer: 2002 - 2004
- Annual Conference Committee member: 2001
- Orlando Section Chair: 1999 - 2002

National

- Member Services Committee Chair: 2009 - present
- Member Services Committee: 2004 - present
- Chapter Presidents Council sub-committees: 2008 - 2009
- Leadership Development Committee: 2006 - 2007
- Policy Committee: 2002 - 2005