

Nomination Narrative

Nominee: Ann Looper Pryor

Nominee's Address: ASLA
636 Eye St., NW

City/State/Zip: Washington DC 20001-3736

Phone: 202-216-2369

Nominator: Thomas R Tavella, FASLA

I am honored to Nominate Ann Looper Pryor, ASLA's Managing Director of Publishing and Resource Development for Honorary Membership in ASLA.

Ann joined the Society in August 2002 as the Director of Public Relations and Resource Development. During her tenure in this position, Ann expanded ASLA's public relations programs to grow media coverage and increase ASLA's presence on Capitol Hill. This included oversight of the societies, marketing, communications, web site, fundraising, and awards program, resulting in increased print media coverage by 72 percent and a tenfold increase in television media coverage over five years. She also instituted a multi-level membership marketing campaign that increased membership by 38 percent. Ann expanded the professional and student awards programs, tripling the number of annual entries to nearly 1,000. She developed successful fundraising strategies for annual sponsorships, a capital campaign for construction of a green roof on ASLA headquarters, and support for projects administered under the organization's 501(c)3 foundation. All of which, has significantly increased awareness and growth of the profession.

As the Director of Resource Development, Ann continues to oversee and expand the professional and student awards, bringing improved visibility to our members on both the national and global stages. She is responsible for the Societies Honors program where she is instrumental in organizing, seeking nominations and preparing media campaigns for the recipients of these honors which include; The ASLA Medal, The ASLA Design Medal, The Community Service Award, The Jot D Carpenter Teaching Medal, The LaGasse Medals, The Landscape Architecture Firm Award, The Landscape Architecture Medal of Excellence, The Olmsted Medal, The President's Medal and The Bradford Williams Medal. Along with this extensive list of honors, Ann is also responsible for the coordination of the Council of Fellows, which inducts on average over 30 new Fellows per year.

If this list was not impressive enough, Ann also coordinates the Honorary Memberships. While many of the nominations come from members, she is instrumental in identifying potential candidates with achievements of national or international significance. When reading the requirements for such an honor "*candidates whose influence have provided notable service to the profession of landscape architecture*", Ann's own service and commitment to ASLA came to mind and I feel that she is most deserving of such an honor.

After serving six (6) years as Director of Public Relations and Resource Development, Ann was asked to step in as the Director of Landscape Architecture Magazine (LAM) while continuing her duties as the Director of Resource Development. Either position could prove difficult to execute successfully alone, but Ann, with her can do attitude, excels in both.

LAM is the face of Landscape Architecture to thousands of members and non members nationally and globally. Since taking over as publisher, Ann has overseen a 5% annual growth in sales over the past three years, while most professional publications saw revenues drop 25 to 40% due to the recession,

She was responsible for adding the digital version in 2009 which currently reaches over 1,000 subscribers and 50 single issue users per month. This digital version allows us to reach more international subscribers and has a new feature this year that allows us to email or post individual articles (Facebook, LinkedIn, blogs, etc.).

Ann holds a B.A. from the College of Charleston. Prior to joining ASLA she worked for 15 years, mostly in DC,. She has served as the Press and Public Relations assistant for the Office of U.S. Senator Strom Thurmond, the Director of Program Services for the National Industrial Transportation League and the Director of Government Affairs for The American Institute of Architects. This wide variety of experience in the Capitol City makes her an invaluable asset for the Societies Advocacy days on the Hill.

Ann's professionalism, communication, leadership and management skills coupled with her positive attitude and winning smile makes her an -effective advocate for our Society and a deserving candidate for Honorary Membership.

28 February 2011

Board of Trustees
American Society of Landscape Architects
636 Eye Street, NW
Washington, DC 20001-3736

Re: Nomination for Honorary ASLA, Ann Looper

REED | HILDERBRAND

To the Nominations Committee:

I am pleased to support Ann Looper's nomination to Honorary ASLA status. I must admit my surprise at learning that this has not already occurred. It is frankly overdue and I cannot imagine any hesitation. There are so many possible tributes here, but among the accomplishments that bear directly on Ann's leadership, three stand out for me for their critical role in advancing visibility for the profession:

1. Through her work with the Honors and Awards Advisory Committee, the Annual Awards Programs have become more highly prestigious. That they are enormously competitive is evidenced in the submission numbers, in the quality of the designated works, and in the quality of the juries. I Ann ensures that we have jury participation from journalists and publishers, public officials, architects, and advocates—and she has a pervasive network to draw on—and this pays big dividends. Moreover, the Student Awards program has improved to the point where it is perhaps second to none in the design fields. This matters enormously.
2. By re-conceiving how Education Session topics are developed and reviewed (and now directly *solicited*) for the Annual Meeting, Ann and her staff have improved the quality and competitiveness of the sessions—and this improves the Annual Meeting itself. The society's most capital intensive and intellectually productive effort gets better every year.
3. Most especially for me, in her work as LAM publisher, Ann has directed the current reshaping of the magazine—its most significant change in many decades. It is our good fortune that the redesign of the magazine and the engagement of Brad McKee as editor have been timed with a new resurgence in public knowledge of landscape architecture's relevance and a new level of demand for the services this profession provides.

There are many other areas where Ann Looper has had enormous impact. I am very aware that the three things I raise here are not solely Ann's responsibility and that credit is due in many other corners. But I have personally worked with Ann on efforts related to these three areas over the past six or eight years, and they are my lens. I have observed her work to be motivated by the highest aims; leavened by her near-omniscient capacity to size up the political and strategic cultures of allied professional organizations and to know how to operate effectively; and tempered by realistic, practical, and measured actions required to achieve and maintain a leadership edge in the world beyond our own immediate soapbox. She takes the pulse well and always makes intelligent, informed decisions. In these characteristics she is an asset to the society and to the field at large.

I am proud to know Ann Looper and to be able to make these comments on behalf of someone who has made outstanding contributions to landscape architecture.

Sincerely,

A handwritten signature in black ink, appearing to read "Gary R. Hilderbrand". The signature is fluid and cursive, with a long horizontal stroke at the end.

Gary R. Hilderbrand FASLA FAAR
Principal



engineering and constructing a better tomorrow

ASLA Board of Trustees
Carolyn Mitchell, Coordinator, Honors and Awards
636 Eye Street NW
Washington, DC 20001

RE: Honorary Membership for Ann Looper Pryor

Dear Members of the Board of Trustees:

I strongly support the nomination of Ann Looper Pryor as submitted by Thomas Tavella, FASLA for Honorary Membership in the American Society of Landscape Architects. I have had the pleasure of working with Ann for the past 9 years in my various roles with ASLA.

Throughout Ann's 9 years of working with ASLA, Ann has demonstrated continuous and strong support for the practice of landscape architecture. From her roles as Director of Public Relations and Resource Development and now as the Director of the Landscape Architecture Magazine, Ann has increased the awareness and growth of the profession. From successful fund raising of the ASLA Green Roof, directing our Society's Honors Program, coordination with the Council of Fellows and most recently her expanding the Landscape Architecture Magazine, Ann is one of the most dedicated professionals for ASLA!

Ann is very deserving of this consideration and would be honored by our action. I hope that you will join me in supporting Ann Looper Pryor's nomination for Honorary Membership in ASLA.

Sincerely,

A handwritten signature in blue ink that reads "Ed Cyscon". The signature is written in a cursive, slightly stylized font.

Ed Cyscon, ASLA
Vice President of Professional Practice

Patrick W. Caughey RLA, FASLA
President

Joseph Y. Yamada RLA, FASLA
Co-founder

Harriett B. Wimmer FASLA
Founder 1899-1980



Wimmer
Yamada
and
Caughey

February 23, 2011

The Board of Trustees
Jon Mueller FASLA, President
American Society of Landscape Architects
636 Eye Street, NW
Washington, DC 20001

Re: Recommendation for Honorary Membership

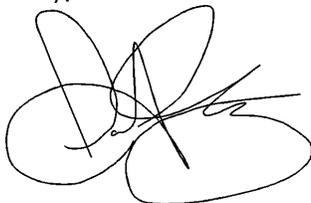
Dear Jon:

I am writing to provide my support on the nomination of Ann Looper for Honorary Membership to the American Society of Landscape Architects. Ann has been a tireless advocate for our profession in her role as the Director for Public Relations and Resource Development. I have personally worked with Ann for the past ten years, both during my term as President and on several other ASLA appointments.

In addition to leading our society in the proper direction of increased public awareness, she has also provided substantial support to each of our volunteers while serving their terms in various capacities.

I would describe Ann as a consummate communicator with an inherent drive for commitment, follow-through and leadership within our professional staff structure. The Board of Trustees has benefited from her keen awareness of current business development trends and staying on the front line to insure our society maintains a forward momentum and cutting edge position amongst other design disciplines. Please accept my endorsement for her to receive this important distinction. She is well deserving of the designation.

Sincerely,



Pat Caughey RLA, FASLA
Past President, American Society of Landscape Architects

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March 1, 2011

Board of Trustees
 American Society of Landscape Architects
 636 Eye Street, NW
 Washington, DC 20001-3736
 United States of America
 Telephone: 1-202-898-2444

RE: Ann Looper Pryor Nomination for Honorary Membership

Dear Board of Trustee Members:

It is with great honor and respect that I support the nomination of Ann Looper Pryor, ASLA Managing Director of Publishing and Resource Development for Honorary Membership in ASLA. Many of us know Ann for her welcoming personality and "never say die" attitude. However, I would like to focus on one of the great unsung roles that Ann provides ASLA.

Ann wears many hats as a staff Director at ASLA, and none more daunting than the responsibility of overseeing the majority of ASLA's revenue development. These revenues, which are in addition to our membership dues and conference registrations exceed nearly \$5 million yearly and is what keeps ASLA's membership rates down, allows ASLA to accomplish significant efforts such as Sustainable Sites, Government Advocacy, and public awareness for the profession.

As the previous Vice President of Finance during the worst recession since the Great Depression, I can state that Ann's oversight and aggressive actions were vital to maintaining ASLA's strong revenues. While other sister associations were laying off large numbers of staff and reducing member benefits, ASLA continued to move forward our public awareness and significant programs. Our strength today was built upon the revenue growth of Ann's leadership. When other meeting EXPO's were shrinking in size, Ann has consistently increased the size of ASLA's EXPO! Ann aggressively remained optimistic, motivating her staff to achieve still higher booth sales and sponsorships, which again transferred into maintaining lower registration rates for ASLA members. She moved ASLA's marketing strategy into new markets, sizing up the growth of the "Green Markets" and positioning ASLA's EXPO at the pinnacle of yearly events for these vendors. Her actions not only helped to generate the revenue ASLA needed, but simultaneously positioned Landscape Architects to be viewed as key professionals to complete these "green" projects!

Ann has also had a significant impact on Landscape Architecture Magazine, where she has increased the number and quality of advertisements while maintaining the integrity and high quality of the publication. She developed and implemented an awards program for vendors that not only rewards those with attractive ads that better reflect our profession, but also provides education to our vendors about the profession of landscape architecture. This in turn creates a magazine that becomes even more desirable in the landscape architecture market.

Ann, with remarkable grace, wraps together her publishing, marketing, public relations, and sales expertise into a powerhouse of good things for ASLA. Therefore, without any hesitation, I proudly support the nomination of Ann Looper Pryor for Honorary ASLA.

Respectfully Submitted,


 A handwritten signature in cursive script, appearing to read "Pam Blough".

Pamela M. Blough, LA, FASLA

Public Lands and Civic Environments