

**Newfoundland and Labrador Association of Landscape Architects
(NLALA)**

CSLA Congress 2004 Report

Preamble

From June 16- 19, 2004, the CSLA Congress 2004 was held at the Fairmont Hotel in St. John's, Newfoundland and Labrador. This was the first time the CSLA Congress had been hosted by the provincial association. By all accounts , the Congress was a success and most delegates were pleased with both the level of effort of organization and the hospitality given.

Attendance

There were approximately 110 full and partial registrants representing every province as well as representatives from the ASLA and other United States delegates. A number of complimentary registrants also attended representing the CSLA, ASLA and local sponsors.

Sponsors

The Congress was hosted by the Newfoundland and Labrador Association of Landscape Architects (NLALA). The Association represents landscape architects in the Province but also has members who are employed in Nova Scotia, Quebec and Ontario. Sponsors included the Grand Concourse Authority, Johnson Family Foundation, City of St. John's, the Atlantic Canada Opportunities Agency (ACOA), the Government of Newfoundland and Labrador, and the municipalities of Mount Pearl and Paradise.

Activities

The Congress theme was "A Time" - A Communal Gathering and included keynote speakers, plenary presentations and discussions, field trips, a banquet and various social events. The keynote address was given by Quebec landscape architect Claude Cormier. Plenary sessions were focused on a variety of topics which included: Landscape Architecture Process; Natural Places; By the Water; and Cultural Landscapes. The Congress also included a small trade show which attracted ten organizations and supplier companies.

The field trip included a visit to Government House with a reception with his Honour Edward Roberts, Lieutenant-Governor and a bus and boat trip to the Witless Bay Islands Ecological Reserve about 30 kilometres from St. John's. Aboard a catamaran, delegates observed a variety of shore birds and were treated to whale watching too. One of the highlights of the Congress was the presentation of a special recognition award to Mr. Paul Johnson, Chair of the Grand Concourse Authority, for his outstanding contribution to the development of parks and trails throughout the St. John's urban region.

Finances

The overall financial result of the Congress organization for the NLALA was positive. NLALA was able to repay its \$5000 congress seed grant received from the CSLA and a small profit of just under \$2000 was realized. It is estimated that the entire Congress provided a boost to local tourism probably reaching an estimated \$500,000 when air fares, accommodation, food and shopping are factored into the event.

Recommendations

The successful organization of the Congress 2004 was due in part to the dedication of the NLALA organizing committee who spent about eighteen months on the effort. Some general recommendations for other small provincial associations who may be interested in

hosting a CSLA congress include:

- Establish a dedicated organizing committee with clear goals and objectives about the scope and theme of the congress.
- Hire an experienced conference organizer to keep the committee, finances, details and personnel on track.
- Obtain financial support from the host city, provincial government, corporate sponsors and any other possible sources.
- Keep the congress agenda relatively simple with all plenary sessions.
- Program social events, pub crawls, and informal lunches to promote more individual discussion and national awareness among delegates.
- Take time to have some fun.

Bob Halfyard, Past Chair, Congress 2004

St. John's, Newfoundland and Labrador