Purpose of the President’s Round Table: The purpose of the President’s Round Table is to provide a venue for informal conversation to identify topics of mutual interest and for the sharing of best practices, activities and ideas between LAI chapters. It is not a substitute for the formal board meetings. The following list of topics is suggested to get the conversation started and other topics are welcomed and encouraged.

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Name</th>
<th>Position</th>
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<th>Chapter</th>
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<td>Aloha - Hawaii</td>
<td>William Beaton</td>
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<td>Steven R. Gragg</td>
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<td>Erwin Andres</td>
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<td>AUM</td>
<td>Anil Hatkar</td>
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**Introduction:**

Welcoming: Emilio Gomez for hosting event.

**Branding Committee**

Phil Adams  
Working on logos for LAI. 3 versions International, Chapter, and LEF.

Arrow suggests hopes and aspirations as LAI grows  
Font is traditional, reflecting who we are.  
Contemporary design  
Discusses overall design graphics and each chapter can change for themselves with still having continuity with each foundation.  
LAI, LEF, LAI- Different font for descriptive below.  
Emilio, suggesting the change the translation for Spain.

Next stage is to use branding on all sites. Website, stationary.  
Tag Line, talking point to explain the society.  
The key is not going to go away. It is a part of who LAI is.  
Want to trade mark symbol to move forward.

Roll out to be 2015. Budgets will be reflecting that.

Angus McIntosh  
- Discussion of colors, whether they need to be more vivid and dark. Feels they are a bit pastel.  
- As we move forward, it will need to be tested on all materials, letter head. Power point.

Where is LAI, Lambda Alpha International-being explained on the logo.

They printed some of the material and are discussing why the colors are different.

Robert McBride  
- Why are the colors different for LAI, LEF, LAI  
- The group is preferring the colors on the LEF sample.  
- Discuss the words Land Economics Society. More of what we do.

Anil Hatkar  
Wanting to know why blue was used instead of green. Phil felt they did not want to stray from a familiar color. There is also a lot of green out there and they wanted to stay traditional.

Vicky Estrada  
Requesting an explanation page to come with the logo so we know why decisions were made.

Phil Adams- Will provide a power point to help roll out the new logo and help train and inform.

Jacqueline Lowe -How will each chapter be represented. What kind of wording for each chapter. Phil Adams, will have conversations with each chapter and discuss with branding committee.

Michael Henney
If you are not retiring the key logo, when will it be used? Cassandra, mentions that the key will still be involved. The new logo helps to better represent who you are, help attract new members, better overall recognition.

Ian Lord
Great advancement, impactful.

Other Topics:

Vicky Estrada
What is being done to bring this all together? Chapter vs National

Kathline King
Social media is the avenue that we can use to market locally and internationally. Linked In, Facebook, twitter. Will help to link all the chapters to see what each other are doing.

Angus
Discussing how international feels about USA. Small group in England. Not happy with increase in dues. How many other organizations are out there?

Emillo
Feels that they will offer the different approach to what they do. Discussing who they will be meeting and seeing while in Madrid.

Sheila Harris
Discussing dues, how difficult the dues affected the Phoenix area and how they have used the Pathfinders to create future members and increase future members.

Steven Gragg
Need to work together to see their value and to increase their value.

Ian Lord
How do you as a group share information with each other?

Cheryl Soon
Interested in articles and keynotes to share with other chapters.

William Beaton
How to share presentations. Not just issues related to your chapter. How to globally share within LAI, only the members.

Jim Musbach
Alan Nevin is the International Scribe, send him Keynotes, while working on social media. 25-30% opening rate on keynotes.

Vicky Estrada
Suggested a Lambda Alpha app.

George Washington LEW- Erwin Andres- Next Mtg
Suggested April 23-25th 2015

Lodging: Hotel Monaco, Downtown DE

Presidents Reception: Venable Rooftop, diagonal from Hotel Monaco.

Saturday Dinner: Cosmos Club

Breakfast provided Friday and Saturday am
Lunch provided Friday only
One block walk between Hotel Monaco DC

4/24/15- 2 speakers, 3 tours

4/25/15- 2 speakers, 4 tours

Closing dinner, 1 speaker.