

# LAMBDA ALPHA INTERNATIONAL



THE HONORARY SOCIETY  
FOR THE ADVANCEMENT OF LAND ECONOMICS

## LAI CHAPTER PRESIDENT'S ROUND TABLE CALL

WEDNESDAY OCTOBER 15, 2014  
MADRID, SPAIN

**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.

Presidents				Ancillary and Guests			
Chapter	Name	Position	P/A	Chapter	Name	Position	P/A
Aloha - Hawaii	William Beaton	President	P	Orange County	Steven R. Gragg	LAI First Vice President	P
Atlanta	Joan Heron	President	A	Ely	Robert McBride	CR Vice President	P
Baltimore	Stephen Rudow	President	A	Golden Gate	Jim Musbach	WR Vice President	P
Boston	Gary Leach	President	P	Golden Gate	Kathline King	WR Assistant Vice President	P
Ely - Chicago	Jacqueline Loewe	President	P	Sacramento	Tim Yourmans	LAI President	P
George Washington	Erwin Andres	President	P	Simcoe	Ian Lord		P
Golden Gate	Amy Neches	President	A	Aloha	Cheryl Soon		P
London	Angus McIntosh	President	P	AUM	Anil Hatkar		P
Los Angeles	Gregory Karns	President	A	AUM	Girish Bhagat		P
Madrid	Emilio Gomez Delgado	President	P	Los Angeles	Dr. Jim Fawcett		P
Memphis	Ann King	President	A		Christine Williams		P
Minnesota	Brad Wood	President	A		Phil Adams		P
New York	Alice DiMarzio	President	A		Cassandra Francis		P
Orange County	Wayne Silzel	President	A		Karen Belushi-Gillespie	LAI Staff	P
Ottawa	Miguel Tremblay	President	A				
Philadelphia	Anthony Forte	President	P				
Phoenix	Sheila Harris	President	P				
Sacramento	Tim Hefler	President	P				
San Diego	Vicki Estrada	President	P				
Simcoe - Toronto	James Ayres	President	P				
Vancouver	Michael Heeney	President	P				
Zia - New Mexico	Michelle Henrie	President	A				
UAE	Rudayna Abdo	President	A				

## **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 23-25<sup>th</sup> 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.