



# LAMBDA ALPHA INTERNATIONAL

THE HONORARY SOCIETY FOR THE ADVANCEMENT OF LAND ECONOMICS

## LAI Chapter President's Round Table April, 3, 2014 Atlanta LEW

Presidents				Ancillary and Guests			
Chapter	Name	Position	P/A	Chapter	Name	Position	P/A
Aloha - Hawaii	William Beaton	President	A	Orange County	Steve Gragg	1 <sup>st</sup> VP	P
Atlanta	Joan Heron	President	P	Aloha	Cheryl Soon	Regional VP	P
Baltimore	Stephen Rudow	President	P	Ely	Laurie Marstan	Secretary	P
Boston	Gary Leach	President	P	George Washington	Jim Ellison	Regional VP	P
Ely - Chicago	Jacqueline Loewe	President	A	London	Mari McMorrough Kavanagh	London Admin	P
George Washington	Erwin Andres	President	A	Los Angeles	Millard Lee	Asst. Historian	P
Golden Gate	Amy Neches	President	A	Ely	Jordan Peters	Regional VP	P
London	Angus McIntosh	President	A	San Diego	Alan Nevin	Scribe	P
Los Angeles	Gregory Karns	President	A	Las Angeles	Jim Fawcett		P
Madrid	Emilio Gomez Delgado	President	P	UAE	Rudayna Abdo		P
Memphis	Ann King	President	P	Ely	Cassandra Francis		P
Minnesota	Brad Wood	President	P	Toronto	Robert McBride	Regional VP	P
New York	Alice DiMarzio	President	A	Simcoe	Ian Lord	Past President	P
Orange County	Wayne Silzel	President	P				
Ottawa	Miguel Tremblay	President	P				
Philadelphia	Daniel Reisman	President	A				
Phoenix	Sheila Harris	President	P				
Sacramento	Tim Hefler	President	A				
San Diego	Vicki Estrada	President	P				
Simcoe - Toronto	James Ayres	President	P				
Vancouver	Michael Heeney	President	A				
Zia - New Mexico	Michelle Henrie	President	P				

Welcome & chapter roll call – Steve Gragg, Chair of the Chapter Services Committee

Jim Fawcett & Millard Lee (**LA**): – the number of new members are not growing the chapter because of attrition - asked each President to share membership recruitment/attrition strategies

Jim Harris (**Toronto**) 16-18 new members annually

Gordon Harris (**Vancouver**) -10 new members - Typically dinner meetings but going to have a few lunch meetings a year

Emilio Gomez (**Madrid**) new chapter – flexibility is key– attract high profile speakers – will use the Madrid LEW to connect people to the US chapter members

Joan Heron (**Atlanta**) –11 new members - big selling point is the honorary society – impact of LEW is positive for members feeling they are a part of a larger organization – hold their meetings in an office

Cheryl Soon (**Aloha**) – increased the number of inductees to offset the attrition - \$150 includes 4 lunches per year –

Assign a member to each new member – invite the CEO

Jim Musbach (**Golden Gate**) – 300 members, 20new/yr - strong lunch program – SF geography favorable to lunch meetings –strong membership chair/committee

Brad Wood (**Minnesota**) – bit of a decline in membership – need new blood on BOD – offer dialogue at meetings vs the big ULI meetings – 35-40 at lunch out of 70 members – moving from a University class room to a country club venue

Ann King (**Memphis**) – 140 members/70 at lunch - dues include lunches- country club setting – good programming – exclusive club with notable names – closely connected to University – offer 3 scholarships and let them come to meetings

Sheila Harris (**Phoenix**) – Pathfinders Club – Path to the Pin – create relationships with those not yet meeting the 10 yr requirement - \$75

Todd Cabanban (**Ely**) – 51 new members, last year 48 new members - benefiting from decades of the strong board work – speakers are key – do not bring in speakers that are not good speakers even if the topic is goods– audio recordings of all meetings along with Power Point presentations are posted on website – Ely is the template chapter website – nominate 10 new members per year - give a printed membership directory to prospective new members(a Who's Who of Chicago real estate) but will likely discontinue having a printed directory – have a LAISA chapter at John Marshall Law School

Miguel Tremblay (**Ottawa**) – membership was heavy on developers and attorneys so they targeted other specific disciplines to diversify the membership - LAI is an acceptable organization for the Ottawa public sector employees - members in waiting are invited to meetings as guests of members, exploring sponsorships, make your LAI membership visible via LinkedIn profiles, etc

Michele Henrie (**Zia**) – reach out to their new members for suggestions for nomination candidates

Wayne Silzel (**OC**) – post speaker Power Points and brief review write up on LAI website - diversity is unique for LAI - timing of invoice is critical in retaining members and needs to be done before the end of the year - board members call expired members to prompt them to renew - get new members involved in board quickly - instilled a \$250 sponsor for every meeting – of the opinion guests should be charged less than members for lunches - wants chapter meeting information available for all chapters

Sheila Harris (**Phoenix**) – please pay dues via the web to save on printing/ mailing costs

Steve Rudow (**Baltimore**) – transitioning from old guard to new younger members – about 40 members – increased dues from \$100 to \$150 and includes 8 lunches - 1 summer outing – annual dinner is an additional cost – Connection with John Hopkins School of Business

Mari McMorrogh Kavanagh (**London**) – “Chatham House Rules” what happens at the meeting stays at the meeting – could not post info on website due to Chatham House Rules– struggling chapter – do not feel connected to the US LAI - 35 members – difficult to recruit

Rudayna Abdo (**UAE**) – developing chapter operating ad hoc - 10-20 members - meet 8 times per year – 85% Ex-Patriots – cost of programs underwritten by host entity – need 20 UAE Nationals to set up a non-profit – no LAI brand ID in UAE - new members get confused over receiving two dues invoices for initiation dues and annual dues - transient younger membership

Vicki Estrada (**San Diego**) – 128-146 members with 15-20 new members each year – dues include 8 lunches - how do you define LAI? What makes us different from ULI? - good mix of members - going to try having tours on Saturdays

Millard Lee (**LA**) – Also doing some Saturday tours- venue series, nominal charge

Gary Leach (**Boston**) – meet 6 times/year – annual Boston Harbor tour(this year on climate changes & the seal level) – 50 members – 10 new members but can’t seem to grow membership – dues includes meetings

General discussion on LAI vs ULI

- LAI: smaller, more intimate, less formal
- ULI: large formal education/seminars

Joan Heron (**Atlanta**) round table discussions work for them

Sheila Harris (**Phoenix**) – make the meetings unique “feel special” – field trip to xxx West, Michael Bidwell(AZ Cardinals) talking about the Super Bowl

Laurie Marstan (**Ely**) – one or two breakfast meetings per year, evening new member orientation with current members, Chautauqua(panel discussion)

Vicki Estrada (**San Diego**) – one place where chapter flyers/speaker get posted for a resource of ideas

(**Ely**) - Ely chapter website template is now available – cost \$2000 – payment terms available –

Steve Gragg (**OC**) - chapter grants are available for various reasons

Ann King (**Memphis**) – LAI member nominee for a local business award is giving LAI media exposure

Gordon Harris (**Vancouver**) – also uses Chatham House Rules

Vickie Estrada (**San Diego**) – Why do we need to login to the website to view member info? Would like to be able to show prospects who is a member.

Ian Lord (**Simcoe**) – LAI does not have the authority allow visitors to have access to member contact info. Possible solution is to create a separate directory of just names, titles and company names (no contact info)

Steve Gragg (**OC**) – homework assignment – please have your members log in and update their profiles