

## August Venue Series – Los Angeles Times Olympic Printing Plant Tour



The Los Angeles Times Olympic printing plant is where robots roam and presses roar. It is the largest newspaper plant in the United States, capable of printing 15 papers a second or 10 million per year. 12 members of our Los Angeles Lambda Alpha Chapter took part in a most amazing tour.

The August 14 Venue Series tour started where the giant 2,400 pound rolls of newsprint are offloaded from the railroad cars, which are actually parked inside the building so the loading dock so the newsprint is never exposed to weather. The rolls are transported to the pressroom via robots that automatically follow a predetermined path. The audience of 60 visitors moved through the 1000-foot long pressroom, which is actually located on two floor levels where the Goss Colorliners literally roared while consuming miles of newsprint. Our tour was able to see the newspapers assembled and then baled into batches to be shipped throughout the Southland.

The Olympic Plant prints the local edition of the Wall Street Journal, New York Times, and USA Today under contract to those publications because it has so much capacity and it is able to produce such a high quality product. It will be interesting to see what the future holds for this plant, as the news that has traditionally disseminated by the printed media is transformed to digital content.



LAMBDA ALPHA INTERNATIONAL



AN HONORARY LAND ECONOMICS SOCIETY

Los Angeles Chapter  
**KEYNOTES**  
September 1, 2014

New L.A. Chapter Website  
[lailosangeles.org](http://lailosangeles.org)  
Land Economics Weekend  
October 15-17, 2014 | Madrid  
Register on LAI.ORG

September 11 Venue Series

### Los Angeles Times Editorial Offices Tour –

The historic 1935 Moderne style building with its historical exhibits, editorial offices, and Hugo Ballin murals.



### September 17 Luncheon Meeting

The speaker to be announced –  
The meeting to be held at the California Club



Look for our LAI Chapter on Facebook. Logon to your account and search for:  
**Lambda Alpha International - Los Angeles.**

## **Lambda Alpha International: Leadership, Teamwork, Governance**

If you've attended an Initiation Banquet for Lambda Alpha International (LAI), you know the story of the organization's origins. Students of Richard T. Ely wanted opportunities to continue their dialog with their esteemed professor after graduating from Northwestern University, so they formed something of a land economics discussion group which evolved into a fraternity which ultimately became today's global and diverse organization of 23 chapters spread across three continents.

As we look over the years back to that autumn day in 1930, when the students and Ely held their first gathering, we marvel at the simple but powerful foundations of an organization and network of relations that have thrived for 84 years. LAI represents leadership, teamwork, and governance at their finest.

The first stone in that foundation was the formidable leader, Richard Ely, who was a political economist exploring how politics and ethics might merge for the benefit of society. Having founded the American Economic Association in 1885, he is considered the "Father of Land Economics" and a standard bearer for academic freedom. Ely was a leader by virtue of his teachings, writings, and intellect in the pursuit of the "proper balance between private and public enterprise."

The second stone in that foundation was represented by the students who pursued the opportunities to continue the dialog and further develop the profession and practice of land economics in its many forms. Not merely "followers," each member of that original fraternity, like the thousands of men and women who populate today's chapters, dedicated themselves to the teamwork required to enhance their many professions as they interlaced with land economics. Their names echo through the history books: Homer Hoyt, Victor Gruen, A. Quincy Jones, Harvey Perloff, John Lusk, Ernest Hann, Barbara Harris, among a host of others. These students and those

members who took on the challenge of establishing programs, processes, and new chapters were the teams that are so essential to the growth and strategic evolution of LAI in new cities around the world.

The third stone was the governance of the organization that LAI has become. "Governance" implies a source of internal stabilization: something that keeps the entity on an even keel. LAI's governance includes the entity, the structure, procedures, culture, practices, celebrations, events, and the many forms of communication and networking that keep leaders and members engaged together in continuing learning experiences that go well beyond anything envisioned eight and one-half decades ago in Evanston, Illinois.

LAI is a dynamic organization, today, that thrives on the contributions of its many members, directors and officers. Each year adds another chapter to that story: Land Economics Weekends; chapter panels and luncheon presentations; award banquets that honor public, professional and academic contributions to the many fields that surround land economics. Membership in LAI is an honor: a recognition of an individual's outstanding or noteworthy contribution to his or her profession and community or a distinguished achievement in an individual's academic pursuits. It is an acknowledgment of an individual as both a leader in a field relating to land economics as well as affirmation of a desire to continue learning from the network of expertise that exists within each chapter and the international organization.

Like Richard Ely and those first distinguished members, it is not enough to sit on one's laurels, one's past achievements. LAI and its governance foster opportunities for continued learning, prospects for leadership development, and the chance to collaborate in many ways to serve our land economics community.

The above article was generously contributed by our own chapter member, Elizabeth Ghaffari.

Our chapter encourages all members to contribute topical articles pertaining to all aspects of land economics. Please email articles to [millard@gwa-architects.com](mailto:millard@gwa-architects.com) so it can be incorporated into the next issues of Keynotes.