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Lambda Alpha International San Diego Chapter Names Jon Schmid as 2023 President

Longtime Public Relations Professional to Lead Prestigious Land Use Organization

SAN DIEGO, **Feb. 2, 2023** -- The San Diego chapter of Lambda Alpha International today announced that Jon Schmid, President and CEO of Cook + Schmid, will serve as 2023 president of the organization. Lambda Alpha International (LAI) is an honorary and selective global organization comprised of top professionals working in land use.

“LAI’s membership truly represents the leaders in land use in our region and I’m honored to serve as the 2023 president of this distinguished organization,” said Schmid. “I look forward to continuing the tradition of top-notch programming, as well as facilitating the relationships and collegial atmosphere that make LAI San Diego special. We will also look at ways to modernize and ensure that we continue to attract the new generation of land-use leaders.”

LAI membership is by invitation only and provides a forum for the exchange of ideas in the fast-paced world of land use and development. Members come from a wide variety of fields related to the use and reuse of land and include outstanding individuals who have distinguished themselves in all of the various disciplines and activities that relate to the use and re-use of land.

LAI San Diego holds monthly luncheons with guest speakers on topics critical to land use, as well as regular social events and tours of notable properties. The international organization sponsors twice-annual Land Economics Weekends (LEW), giving all members an opportunity to meet and learn about land economic issues in cities throughout the world. In 2023, the LEW will be held in Barcelona, Spain, a recognized urban design capital. Lambda Alpha International also publishes a quarterly newsletter and maintains an expansive website where members network and share information internationally.

Schmid’s firm, Cook + Schmid, is a San Diego-based public relations agency specializing in public outreach, community engagement and thought leadership campaigns. His firm has supported major initiatives and developments in the region, including the Port Master Plan Update, Chula Vista Bay Front Master Plan, affordable housing, homelessness and healthcare, as well as private development. Cook + Schmid has also facilitated important transportation, water, housing and energy infrastructure projects in the region.

Schmid is a recognized leader in his industry. In addition to many local awards, the Public Relations Society of America has honored Schmid's firm with five Silver Anvils, the industry's highest national honor for strategic programs. The Architectural Institute of America also acknowledged the firm's work on the Port Master Plan Update with its President's Award, based on successful and inclusive community engagement that led to the passage of the Master Plan Update Vision and Guiding Principles.

"San Diego is at an important crossroads, with many transformational development and infrastructure projects queued up or underway," said Schmid. "However, this is not without its challenges as we seek to accommodate growth and maintain the quality of life that we love in San Diego. The depth and breadth of LAI's membership and its collective knowledge, as well as the tremendous resources offered by the international organization, will be instrumental as we navigate the future of the region."

About Lambda Alpha International

Lambda Alpha International is an honorary society for professionals in the field of Land Economics. Celebrating more than 90 years, LAI has nearly 30 chapters including Toronto, London, Madrid and Tokyo. The San Diego chapter was founded in 1979. Since then, the chapter has continued to expand and now has more than 100 members. For more information, visit www.lai.org/chapters/san-diego.

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