

Update on LLAA membership brochure. - Don Ford

Depending on what transpires as a result of the recommendations of the TF on Aol and By-laws Reconciliation and vote of the membership, a brochure may be appropriate but not at this time.

Remember, the objective of the flier w/tabs was to design something to accomplish three primary objectives:

**AWARENESS** – Lincoln HIGH IS re-opening and LLAA exists, just by walking by the flier and noticing the name and admiring the logo.

**INTEREST**- Actually stop and reading the flier.

**ACTION** - Tearing off a tab, hopefully leading to going to the LLAA homepage and, finally, joining LLAA.

Don't forget, this one person may tell one or more people and so the multiplier effect is put in motion. Perhaps one small step and "New Beginnings"