

TO: Regional Presidents

FROM: Darrel Meyer, President of APPA

SUBJECT: SWOT Analysis Prepared by each Regional Board

DATE: September 7, 2010

As you will recall, the APPA Board of Directors agreed last winter to establish a task force to focus on the relationship with and between APPA International and the regions/chapters of the association. (The detailed charge statement for the task force is attached for your information and convenience.) Although the charge within itself generates innumerable questions, the possible answers could impact nearly every element of APPA and regional membership and delivery of services. In order to assist in getting the greatest amount of information and feedback possible, I would like to request your engagement in performing a short SWOT Analysis with your regional board members during your upcoming fall board meetings. This exercise should only take about 30 minutes of your time.

I have attached a copy of the SWOT analysis worksheet and description of the process. In addition, a volunteer leader (such as me or my designated representative) along with an APPA staff person will be at your regional board meeting and available to assist in accomplishing this exercise.

In addition, we are scheduled for a conference call on Tuesday, September 14, from 3:00-4:00 pm, so we can discuss further during that hour as well. Thank you in advance for taking the time to do this. Your input and feedback will be invaluable.

DM/elm

Cc: E. Lander Medlin, EVP

ATTACHMENTS