

TO: APPA Board of Directors
FROM: E. Lander Medlin, EVP
SUBJECT: PLEASE READ: Your Help is needed to Secure Sponsors for APPA's Body of Knowledge
DATE: June 19, 2009

I am writing to seek your support on an initiative established by the APPA Executive Committee at its May 30th meeting.

You may be aware that the APPA Information and Research Committee is working aggressively to launch by year end, a revised online version of the APPA Body of Knowledge (BOK; also referred to as the Facilities Management manual), recognized as the definitive reference guide for the educational facilities profession. The BOK serves as the foundation of learning for many of APPA's professional development program offerings including the Institute for Facilities Management and our Certification programs.

I am asking each board member to obtain at least one (1) corporate sponsor for one or more chapters of the APPA Body of Knowledge. This is an excellent opportunity to raise the additional financial resources needed during a time of economic downturn. The establishment of this sponsorship program around the virtual BOK IS a significant opportunity that we can certainly capitalize on if we all roll up our sleeves and work together.

Attached is a flyer and sign-up form that you can use when interfacing with the individual business partners you know within the supplier community who would benefit from and appreciate the value of this sponsorship offer. The business partner will, in turn for their sponsorship, receive recognition not only within the newly revised, virtual BOK, but in the *Facilities Manager* Magazine; Inside APPA (our electronic newsletter); the APPA website, the APPA annual conference; and much more. The flyer and supporting materials provide further details of this sponsorship opportunity and its many benefits to suppliers of facilities management products and services.

Also attached you will find a list of APPA business partners who may find this sponsorship opportunity particularly valuable, given the relevance of their companies' products and services as aligned with the specific content of APPA's BOK. If you have contacts within these companies with whom you can discuss this opportunity, I ask that you please initiate a discussion with them about sponsoring one or more chapters. This list, of course, is not all inclusive and you may know of individuals from other companies that you would like to pursue as well. Please feel free to do so at your earliest opportunity! ***PLEASE confirm your receipt of this email and your availability to support this important sponsorship program.***

Now more than ever APPA needs your engagement in the Association to help support, maintain, and foster the quality professional development and research programs and services that you have come to expect from APPA over your entire professional career. This new, heretofore untapped revenue generating activity has great potential for APPA at this important point in our history. Please do keep me and John Bernhards aware of your efforts as you proceed with contacting potential sponsors. Thank you in advance for your continued strong support of APPA, and please do not hesitate to contact me or John if you should you have further questions.