



APPA Regional Presidents' Conference Call
(November 23, 2009); (Time: 2:00 pm EST)
Call-in number – 1-800-264-8432; pass code 673401#

AGENDA

DISCUSSION ITEMS:

- Discuss items as desired by regional presidents – in order to enhance cross-communication, please don't hesitate to discuss items or challenges so APPA and the other regions can help
- The question of how the regions can work collaboratively was the only item that was brought up. We had a failry long discussion of this again just like JB had last year with no real progress at this point. It appears that more of this is taking place in order to get the numbers they need to attend the conferences.
- **Regional support RECEIVED for several upcoming APPA activities – THANK YOU SO MUCH FOR MAKING THIS HAPPEN!**
 1. **December Committee Meetings (four of them – Professional Affairs, Professional Development, Information & Research, & Membership)** – The total per region for their four committee members is \$6,000 which will be billed to regions for the actual amount expended, but will not exceed the \$6,000 amount approved.
 2. **Regional Representatives' Board Travel to APPA** – The total per region for their two board members is \$3,000. [This does not include travel by the “incoming” regional representative to the board which will cost an additional \$1,500.] The same billing/reimbursement approach as stated above will apply.
 3. A reiteration of this took place to say thanks as this move has helped APPA out tremendously in their bottom line. APPA is still in the red and I think they said only 40k. However Polly indicated that next year they will have a budget that will not be in the red. However they need our help to get their.
- **The digital BOK-FM Manual goes LIVE** – effective November 16 our new digital Body of Knowledge (BOK) is available for purchase on an “institutional” subscription basis (i.e., Yes, ALL individuals from that institution have access!)
- This is being viewed as a revenue generating item and we encouraged to get our business partners included in this venture. Darrel indicated that he has a fairly easy sale of this item and would help any of get on track with how he approaches this with his business partners. We all need to help.
- The other Regions also saw what CAPPa has done and are taking the same approach as we have and so I think APPA gained some more sales due our board action. Good job and very much appreciated by Polly. One more

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item to add to this. Once you subscribe all of the members you have for your institution will have access to this document by the computer. Not just the primary person. That is a great deal for all of us.

- **Assistance with BOK-FM Manual sponsorship campaign** – *thank you you're your assistance so far in targeting your favorite business partner(s) to support this premier, foundational book*

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- **If you have a name to suggest to John they will even work with that Business partner to do the sales pitch.**

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- **Monthly Summary of APPA Highlights & Committee Activities** – *the November issue is attached in case you had not received it prior; please distribute as widely as you would like*

- **Membership Dues Renewals** – *renewals remain slow but are still coming in; we need a final big push by the regions; your help making calls would be appreciated*

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- **This was a major deal as well. I think Matt has already been involved in following up on these members. However I will include a attachment that is rather short that if anybody know's anybody on the list that could be followed up on further that would be great. The focus on retention is going to be a big deal that the membership committee will need to focus on. The biggest shortfall in membership overall is the business partners. I can see that from our conference in Grand Forks. When you move from state to state the business partners change and so their membership would also change. We need to keep working with the business partners to try and get them to understand that there is a value to them to stay hooked up with our region as there are sales and new customers that can be attracted.**

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- **Membership Recruitment** –
 - *Higher Education prospect mailer (totaling 1,100 institutions) went out in early November; follow-up e-mails and calls are being made now*
 - *Any "region, only" business partner contacts (or suppliers you believe are not members at all) can be referred to us to make the connection for APPA or regional membership and to participate in the APPA 2010 conference next July*

- **Exhibitor December 'Blitz'** – *All non-renewed business partners have been targeted and will be able to secure their APPA 2010 booth at the 2009 rate, IF they renew their membership by January 31, 2010*

- **Educational Programs update/status** –

- January Institute – located in Indian Springs, California, January 10-14, 2010; registration opened on November 1
- Leadership Academy – located in Colorado Springs, Colorado (Cheyenne Mountain Resort), April 18-22, 2010; registration opens on December 1
- APPA 2010 conference – located in Boston, Massachusetts, July 14-16, 2010; registration opens on December 1; Special Note: A ‘call for papers’ is now open (see the APPA web site or the latest November 18 issue of Inside APPA e-newsletter for details) with a deadline of December 18
- **Certification Program** –National Exam Day offerings planned for January 15, February 5, and March 5, 2010; we are seeking exam delivery locations – any folks willing? The next CEFP exam will occur in California at the January 2010 Institute
- **FPI Survey** – the survey is LIVE; Webinars are occurring monthly and have been archived on the web site; this is a great member benefit; please encourage other institutions to participate, especially those in your cohort/peer group; new Executive Dashboards enhancements have already been made as well
- **Women’s Leadership Institute** – a cross-professional collaboration with eight other associations occurring again this year, December 6-9, 2009, at Amelia Island, Florida; plan to send one of your female “pacesetters”
- **Looking for support from the regions for any support we can provide by sending participants to these educational opportunities.**

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INFORMATIONAL ITEMS: (These can be discussed further if time permits.)

- **Awards & Recognition** –institutional and individual APPA awards program is on-line with a deadline for submissions by January 31, 2010
- **Webinar Series**– anticipate publishing an updated catalog by the end of December
- **Collaborative Projects with other associations:**
 - The Chronicle of Higher Education Research Services Division – APPA partnered with The Chronicle of Higher Education by co-sponsoring delivery of a survey that will report on facilities and technology in a three-part series called the College of 2020; a huge opportunity for branding APPA as a real provider of excellent and cutting-edge research; survey closed, data being analyzed; report expected in January
 - DOE - “Higher Education Energy Alliance” (HEEA) established by the DOE and, in part, by the EPA; AASHE, NACUBO, SCUP, and others from HEASC, along with some targeted institutions were engaged; second meeting occurs December 9
 - ASHRAE – TCO research grant effective September 2009; other collaborators include Federal Facilities Council (FFC), and IFMA
 - CAUBO – moving forward successfully as a FPI cohort group
 - VSPMA – meeting occurred with the Virginia Schools Plant Managers Association (Bill Kolster as a key contact) on July 30; successful and we will target FPI, Certification, and Toolkit offerings for their co-branding...we have been asked to attend and present at their October 18-21 annual

- conference in Williamsburg; their Board agreed they want APPA as their professional development and FPI partner; no new updates at this time*
- *HACC - Facilities Management two-year degree being explored with APPA & IFMA as co-collaborators in curriculum development; PAC will review approach and assist in determining next steps for this and a larger effort to increase the number of accredited FM degree programs*