



MOTIONS & ACTIONS FROM FEBRUARY 1, 2013 EXECUTIVE COMMITTEE MEETING
Alexandria, VA

MOTIONS:

NONE

ACTIONS:

- 1) Awards and Recognition Committee will work to create criteria/language for new Presidential Triad “Distinguished Leadership” award. *(Responsible Party(s): David Cain/ Presidents/ Lander Medlin; May 2013)*
- 2) Use Simon Sinek video and exercise with all APPA committees and regional boards to enhance our marketing communications and branding activities . . . get to the “Why APPA?” *(Responsible Party(s): John Bernhards/Lander Medlin; August 2013) Much of this work has been completed to date with a few more regions and two committees remaining...*
- 3) Review current programs, products, and services using the content learned from the Sinek video for overall alignment with APPA’s marketing messages. *(Responsible party(s): Lander Medlin/ John Bernhards; Fall 2013)*