

Thursday, February 21, 2013**1:00 – 2:00 pm Eastern Time**
Via Conference Call**1. Welcome**

- **In attendance: Chris Ziolkowski, Pete Strazdas, John Bernhards, Santianna Stewart, James Harrod, Greg Clayton, Dan Park, Lisa Potter**

2. Regional Updates

- MAPPa: Edgewood College to host drive-in workshop late spring/early summer
- ERAPPa: Mid-year meeting will focus on membership and putting together a game plan based on what is discussed with membership committee
- PCAPPa: Mid-year meeting will take place in Vancouver, BC, March 8-10. Topics will be membership and dues integration
 - i. Board to vote on dues integration
- Pete Strazdas: MiAPPa conference brought huge numbers in regards to attendance
 - i. BoD for state chapter discussed getting the MiAPPa website in alignment with APPA website.
 - ii. 750 expected attendees for MiAPPa and MAPPa fall meeting in October

3. Dues Renewals

- 5% dues increase across all member types
- RMA and MAPPa new dues structures
- BOK now FREE membership benefit for Institutions, Affiliates and Business Partners

4. 2013 HED List*

- Separated by region for recruitment/retention initiatives
- Discuss what efforts can be taken to re-introduce APPA to institutions that ended membership in 2010-11 and 2011-12
 - i. Looking at those schools that were members and for some reason dropped off; mission is to re-engage these schools and soft-touch
 - ii. Committee needs list differentiated between those who dropped membership within the last several years and those who are unfamiliar with APPA as a whole
 - 1. Highlight the list
 - 2. Suggest the HED list between 3 categories: dropped members, cross reference with Top 100 and brand new members
 - iii. MAPPa to meet next week, divide and conquer the list amongst MAPPa board
 - iv. Done by next Wednesday

5. Draft Recruitment/New member Package*

- Committee will review and finalize Draft Recruitment/New member (try before you buy) package.
 - i. Membership reps to go to boards and bring back 2 things the region is doing to engage new members. APPA staff can incorporate these practices into the new member package
 - 1. April, May and June will be the months covered under the trial period
 - a. Promote ASAP (March 1st)
 - 2. Offer throughout the year
 - 3. At the end of 90-days, produce an invoice to the prospects
 - 4. What is it that the regions can add in regards to benefits
 - a. Packages do not have to be the same
 - b. Discounts to regional annual meeting?
 - i. MAPPa is open to it
 - ii. PCAPPa needs to run it by the board; reasonable approach

***See attachment**

- iii. ERAPPA board is looking to get new people to fall conference; this has been done through scholarships in the past
- iv. RMA will ask board on the next conference call; will have to be worked into annual budget
- c. Construct a timeline
- d. Suggested that an email be the initial communication that suggests the prospect can 'pick and choose' the benefit options they would like to receive for the 90-day trial
 - i. Gives committee a sense that getting prospects involved in choosing their benefits shows interest

6. APPA Membership Timeline

- Upcoming projects and tentative deadlines
 - i. New membership card and mailer with first monthly fulfillment scheduled for 2/28 Update the dues renewal backoffice and dues assessments for 2013-14 by 2/8; mail all invoices by 2/15 (holding PCAPPA invoices until 3/15)
 - 1. Every Primary Rep and Associate will receive a card upon membership renewal
 - 2. Familiarizes members with APPA membership and sets trend in regard to the strategic plan of no individual members
 - 3. Goal is to use a fulfillment house to mail these out on a monthly basis
 - ii. Assess if another membership survey is needed. Does the last member survey answer questions raised during last membership committee meeting? If not, targeted survey to launch in February using Survey Monkey
 - 1. What are the critical needs of facilities personnel?
 - 2. Suggested that needs be met with a solution such as literature or an informative email

7. Regional Relationship Task Force Subgroup – Business Partners

- This group is meeting monthly to identify ways that (1) Business Partners can support APPA and (2) how APPA can bring greater support to business partners. The group is actively discussing ways it can support both institutional and business partner membership growth.
 - i. The email consisted of a list that came out of a discussion amongst the regional relationship task force subgroup
 - ii. Productive call, email submitted by John Coggins at Spirotherm

8. “Why APPA?” – See Simon Sinek video at <http://www.youtube.com/watch?v=gp0HIF3SfI4&list=PLw8xBpl-OqEZftypXbrKPvhWKd48q2SaQ>

- Please review video on your own time and we will discuss at the next committee meeting.

9. Monthly New Member List*

- List shows new members joined since 1/17/13

10. Facilities Manager Magazine Schedule

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|------------|-------------------|------------------|
| - May/Jun | James Harrod | Copy due: 3/2/13 |
| - Jul/Aug | Santianna Stewart | Copy due: 5/4/13 |
| - Sept/Oct | Dan Park | Copy due: 7/6/13 |
| - Nov/Dec | Leon Bivens | Copy due: 8/7/13 |

Calendar for 2013 Committee Meetings (please confirm availability for meetings via Outlook):

Thursday, March 21 – 1:00 – 2:00 pm ET (Conference Call)
Thursday, April 18– 1:00 - 2:00 pm ET (Conference Call)
Thursday, May 16 – 1:00 - 2:00 pm ET (Conference Call)

***See attachment**