

# **AGENDA**

## **APPA MEMBERSHIP COMMITTEE MEETING**

Thursday, March 21, 2013

1:00 – 2:00 pm Eastern Time

Via Conference Call

1-866-846-3997 Passcode: 265554

1. **Welcome**
  - a. **Pete Strazdas, Dan Park, Lisa Potter, Greg Clayton, J.B. Messer, Chris Ziolkowski, David Gray, John Bernhards and Santianna Stewart**
  
2. **Regional Updates (15 minutes)**
  - a. **CAPPA**
    - i. **CAPPA Technology conference very successful**
    - ii. **Looking at 4 states in the region that have no APPA affiliation**
    - iii. **New brochure**
    - iv. **41 new members since October 2012**
  - b. **PCAPPA**
    - i. **1<sup>st</sup> board meeting since dues integration on March 9<sup>th</sup>; PCAPPA adopted integration; invoices will leave APPA the first week of April.**
    - ii. **WAPPA (Washington state APPA chapter) was launched**
    - iii. **Mexico initiative in the works**
    - iv. **Opportunity for Community Colleges**
  - c. **ERAPPA**
    - i. **Discussed Ambassador program as part of the offering for the ‘Try before you Buy’**
  - d. **RMA**
    - i. **Primarily focused on updating the database and information of active members**
    - ii. **Getting state reps to help with renewal process**
  
3. **Dues Renewal Update from staff (5 minutes)**
  - a. **The first round of dues were mailed from APPA headquarters February 14<sup>th</sup>.**
  - b. **40% of institutional members have paid dues to date**
  - c. **Follow-up calls/emails to institutions to renew APPA dues**
    - i. **Committee wishes to wait until after the 2<sup>nd</sup> round of invoices to make the follow up calls**
    - ii. **Week of April 15<sup>th</sup> to send 2<sup>nd</sup> round of invoices**
  
4. **“Try Before You Buy” – Launches April 1 (5 minutes)**
  - a. **1<sup>st</sup> Round – Mailed letter from Pete Strazdas which will include literature from APPA**
  - b. **2<sup>nd</sup> Round – a follow up email to be sent from Pete’s office email address. Santianna and John will coordinate with Pete on this. Email includes membership flyer and link to the membership page.**

- c. 3<sup>rd</sup> round – Email from committee members or regional leadership from each of the six regions to the same list. APPA prepares the list for each region. Message is similar in scope to Peter’s.
  - d. 4<sup>th</sup> round – Possible email from the state chapters/invitation? Opportunity to engage “state champions” or chapter leaders.
  - e. Up to 2 copies of Facilities Manager will be received by the prospects, additional offers/coupons to bookstore, etc. will also be sent by various APPA staff members.
  - f. Regions can also offer items after the target lists are turned over to them.
5. APPA 100<sup>th</sup> Anniversary Update (5 minutes)
  - a. APPA undertaking a number of key initiatives; these activities will kick off with APPA 2013
  - b. APPA to follow up the conference call with a working draft list of the APPA 100<sup>th</sup> anniversary
  - c. APPA will encourage members to upload images, pictures and videos of what APPA means to them
  - d. Information will be released to membership after April 1st
6. Why APPA Exercise (30 minutes)

PRIOR TO OUR CALL, please watch the Simon Sinek video, “How Great Leaders Inspire Action” available at the following web link:  
[http://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action.html](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html)

John B ran the group through an exercise, “Why APPA – What do we believe?”

  - a. Pete Strazdas -- I believe I am in APPA because I believe it’s my role to help improve the quality of the profession.
  - b. Dan Parks – I believe that there are other organizations you can belong to, that attempt to support facilities professionals, but I believe that APPA is the premier organization to belong to. I’ve made decisions that will impact my institutions for decades. So there is a legacy issue here as well. Making important decisions that are consistent with education and institution. The public good is an important part of why education exists and why facilities departments exist.
  - c. Greg – I believe I am a steward for my institution to enhance, and to grow our facilities and make our institution a better place. APPA is a partner in this. I can rely on APPA’s research and information to substantiate this.
  - d. JB Messer – I believe the reason why I’m here is because I feel we make a difference. Because we are all about students’ success. APPA provides the opportunities and tools to provide that success.
  - e. Lisa Potter – Agree with other comments. Additionally, I believe we play a role in supporting research (the public good).
  - f. Chris Z – Agree with earlier comments.
7. Remarks from David Gray
  - a. Don’t forget to Vote!
8. Adjourn at 2:00 pm

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**Information Items:**

**Facilities Manager Magazine Schedule**

May/June	James Harrod	Copy due: 3/2/13 (DONE)
Jul/Aug	Santianna Stewart	Copy due: 5/4/13
Sept/Oct	Dan Park	Copy due: 7/7/13
Nov/Dec	Leon Bivens	Copy due: 8/7/13

**Calendar for 2013 Committee Meetings (please confirm availability through your Outlook/email invitation if you have not already done so):**

Thursday, March 21 – 1:00 – 2:00 p 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)  
Thursday, August 1 – 8:00 am – approx 12:00 pm (Hyatt Regency Minneapolis, APPA 2013)