

## **STRATEGIC ALLIANCE**

### **APPA-PGMS**

#### **MISSION**

APPA: The Association of Higher Education Facilities Officers (hereafter referred to as APPA) and the Professional Grounds Management Society (hereafter referred to as PGMS) agree to cooperatively work together to improve the quality of landscaping and grounds design, maintenance and operations performed by member professionals.

#### **GOALS AND OBJECTIVES**

Goal 1: Pledge to continue communication between APPA and PGDS at the national level and encourage development and endorsement of these goals and objectives at the regional and local levels.

A. Provide training and education of APPA and PGAS members to better understand and address current and future issues by allowing participation in each others programs.

B. Encourage members attendance and participation in each others' annual conferences, national education programs and seminars, and trade shows (e.g. offer the exchange of one or more educational sessions; exchange exhibit booth space, etc.)

Goal 2: Promote the use of sound environmental practices, products and applications in the workplace.

A. Engage in joint research projects and activities that will benefit and enhance the memberships of both associations.

B. Monitor environmental legislation and regulations and advocate support for the issues compatible with each others' organization's visions, mission and strategic plan.

Establish and promote the efficient and effective use of comprehensive, standardized management practices in areas that are mutually agreeable and beneficial.

Goal 3: Promote sound ethical practices that enhance the integrity, quality and value of member goods and services.

Goal 4: Collaborate on mutually agreeable outreach programs to increase the awareness of the grounds management professional specifically, and the facilities management profession in general, to targeted audiences (e.g., the media, trade journals, governmental agencies and other associations, and the public)

Goal 5: Promote opportunities for cooperative endeavors that are mutually beneficial and reflect positively on the organizations and members.

A. Participate in specialized programs (e.g. Nations in Bloom, MAPPAs Annual Grounds Conference, Greening Conference/Trade Show, etc.)

B. Highlight grounds management subject matter through the use of APPA's "learning resource

centers."

C. Develop opportunities for encouraging and bringing new technologies to the marketplace in a timely and efficient manner.

Goal 6: Recognize each others' organization and members' outstanding accomplishments.

A. Identify awards recipients in both print and electronic media.

B. Develop joint awards and recognition initiatives.

Generally, as part and parcel to this strategic alliance, APPA and PG,MS should explore the feasibility of developing a "single fee" basis for membership in both organizations. In addition, the provision of publications and other informational literature, and attendance at educational conferences and seminars should be offered to each others' members at corresponding member rates.

This strategic alliance shall remain in effect for a period of five years with annual reviews jointly conducted to ensure goals and objectives remain timely, relevant and beneficial to each others organizations and members. Detailed arrangements concerning goals or objectives will be developed as mutual needs are identified.

For APPA:

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President

Executive

For PGMS:

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President

Executive