



Business Partners Seek “Strategic” Recognition

by Bill D. Bell

What started as a vision for APPA's Business Partner members in late 2000 will become a reality at the 2004 APPA Educational Facilities Leadership Forum in Washington D.C. That vision was to create a level of Business Partner recognition and exposure commensurate with a higher level of support given to the APPA organization on an international, national, regional, state, and local basis. Business Partners achieving this level of support each year would be recognized as a Strategic Business Partner at the Annual Forum and enjoy all the associated benefits for one year.

After two years of communication and planning between the APPA staff and a Business Partner committee, the Strategic Business Partner Program was introduced at the 2003 Annual Forum in Nashville. The point-based system, shown in the accompanying sidebar, provides Business Partner members with the opportunity to participate in any or all of the possible areas of APPA support to achieve or exceed the threshold required for Strategic Business Partner recognition. The program, enthusiastically received by those in attendance, began immediately following the 2003 Forum. The accumulation of points for 2004 continues through the Washington Forum, and the annual program will follow the same schedule in the future.

Bill Bell is the executive vice president for business development at Lerch Bates-Elevator Consulting, Littleton, Colorado, and has been an active participant in the development of APPA's Strategic Business Partner designation. This is his first article for Facilities Manager, and he can be reached at bbell@lerchbates.com.

The Strategic Business Partner program exemplifies the desired relationship between the APPA facilities professionals and the Business Partner members that support them as a “resource” and a “partner” in their everyday business, year in and year out. As a resource, they are there to assist in any way possible and to work toward the betterment of processes and products as “staff” to campus facilities management.

As a partner, they provide the highest level of ROI (Rate of Involvement) as teachers, presenters, writers, sponsors, exhibitors, advertisers, and willing participants on special projects or a task force. Their partnering at every level of the APPA organization allows the facilities professional to become more aware of the resources they have available to them and provide them with the avenue to utilize those resources for their personal development and for the good of their institution.

For those achieving the level of Strategic Business Partner, a higher ROI (Return on Investment) will be theirs all year long. They will be acknowledged at the Forum's Business Partner Reception and presented with a distinctive lapel pin and award designating the year of their recognition. They will be given distinctive recognition plaque they can display at any APPA event in that year to distinguish themselves to the APPA membership. They will be acknowledged verbally, in print, and in a slide show to be shown at all meal functions during the Forum.

For the remainder of their recognition year, the Strategic Business Partners will receive a complimentary sponsorship of the *Inside APPA* e-mail newsletter; a complimentary listing in *Facilities Manager* magazine; and a complimentary product

listing in *Facilities Manager* magazine's New Product showcase. All Strategic Business Partners will be honored with a separate listing and recognition "tab" in the annual Membership Directory and Resource Guide. They will have a Web link via their company logo on the APPA website and have unlimited listings in the APPA online Buyer's Guide. Last, but certainly not least, Strategic Business Partners will be afforded

the opportunity to secure a "prime" booth location at any APPA national, regional, state or local function where exhibiting is planned.

Those who will be honored as Strategic Business Partners for 2004-2005 have worked hard to achieve this level of recognition. Congratulate them for their accomplishment and give a heartfelt THANKS for their support of APPA. 🏛️

APPA'S PREMIER DESIGNATION: STRATEGIC BUSINESS PARTNER

Ways to Deliver the Level of Strategic Business Partner

(Minimum of 20 points required to reach this designation in an annual year.)

ANNUAL FORUM PRESENTATION:

- 2 Exhibitor
- 3 Sponsorship (Meal/Function)
- 3 Sponsorship (Speaker/Session)

TEACHING, SPEAKING, WRITING:

- 3 Annual Forum Speaker
- 2 Each APPA Institute as a Faculty Member
- 1 Each Region, State, Local Opportunity
- 3 Each Sponsorship/Support of a Publication
- 2 Each Submitted Article Published

MAGAZINE ADVERTISING:

- 1 Each edition of *Facilities Manager Magazine* - 1/3 page
- 2 Each edition of *Facilities Manager Magazine* - 1/2 page
- 3 Each edition of *Facilities Manager Magazine* - Full page

ANNUAL MEMBERSHIP DIRECTORY/ RESOURCE GUIDE ADVERTISING:

- 1 1/4 page
- 2 1/2 page
- 3 Full Page

PROJECT WORK:

- 2 Each Special Project (Participant)
- 3 Each Special Project (Sponsor)
- 2 Each Task Force (Participant)
- 3 Each Task Force (Sponsor)
- 2 Each Research Program (Participant)
- 3 Each Research Program (Sponsor)

EACH REGIONAL CONFERENCE:

- 1 Exhibitor
- 2 Speaker
- 2 Sponsor

EACH STATE/LOCAL CHAPTER ACTIVITY:

- 1 Exhibitor
- 2 Speaker
- 3 Sponsor

CENTER FOR FACILITIES RESEARCH (CFaR):

- 5 Sustaining Sponsor (\$25K - Up)
- 3 Benefactor (\$10K - \$25K)
- 2 Donor (5K - 10K)
- 1 Patron (\$500 - 5K)

For more information,
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As a Strategic Business Partner you will receive recognition and visibility in:

Complimentary e-mail newsletter sponsorship
Complimentary product listing in *Facilities Manager* magazine product showcase
Unlimited listing in the Buyer's Guide
First choice for prime booth space location
Tab in the membership Directory & Resource Guide with all listings of Strategic Business Partners
Complimentary listing in *Facilities Manager* magazine
Web links through your company logo