

# Membership Matters

## APPA's Greatest Benefit to Members—Networking

by Philip L. Cox

With the approach of the 2005 Educational Facilities Leadership Forum in Orlando, I am reminded of one of the greatest advantages of APPA membership—networking. Because one's personal network is such an important factor for success, it deserves our careful planning and attention. Our networks should be thoughtfully grown, nurtured, and exercised; not left to dumb luck or chance.

Larry Tanenbaum recently shared leadership insights from the business of professional sports during a guest lecture at Cornell's graduate school of management. Tanenbaum, a Cornell alumnus and CEO of an international construction firm and chairman of a private equity investment fund, has become known as the most influential sports figure in Canada.

He is chairman of the Board of the Maple Leaf Sports and holds interests in the Toronto Raptors as well, thus splitting his energies between professional hockey and basketball. Tanenbaum spoke of the importance of integrity, dedication, and communication as essential ingredients in successful leadership. He also stressed the importance of networking by saying, "Your leadership is revealed through the building of your network."

Giving several examples from the world of professional sports, he clearly made the point that effective networks can lead to a competitive edge. Many business successes are



born out of opportunities that arise out of effective networking.

Susan RoAne, who was a keynote speaker at the 1996 APPA Annual Meeting in Salt Lake City, consults on the subject of how to build effective networks and how to make them work for you. Her books, *The Secrets of Savvy Networking* and *How to Work a Room*, are filled with tips for making the most of networking opportunities. RoAne writes, "Networking is a reciprocal process based on the exchange of ideas, advice, information, referrals, leads, and contacts where resources are shared and acknowledged."

"Networking enhances both personal and professional aspects of one's life and increases your power, position and influence, and quality of life."<sup>1</sup>

I have benefited immeasurably, both professionally and personally, from the hundreds of friends and colleagues I have come to know through APPA. What a tremendous support structure! I cannot think of any group of individuals more willing to exchange, share, and acknowledge information and experiences than APPA members. After more than 22

years of APPA membership, I am still in awe of the openness of APPA members who generously share their knowledge and wisdom. What better way could there be to foster information and experience exchange than by attending the annual Educational Facilities Leadership Forum in Orlando this summer where several hundred educational facilities professionals will come together for just that purpose. Why not take advantage of this golden opportunity to further build and exercise your network? 🏰

### Reference

1. RoAne, Susan. *The Secrets of Savvy Networking*. New York: Warner Books, Inc., 1993, pp. 2-3.



**EDUCATIONAL  
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**August 4-6, 2005**  
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# Orlando

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