

Membership Matters

The Vision has Been Cast, it's Time to Embrace it

by Jim Barbush, P.E.

The recent buzz—articles, talks, and branding surveys—about APPA's 7 Key Strategies and the overall organization's revitalization efforts is trickling down to the regional and chapter levels of our membership with the goal to solidify APPA as the association of choice for educational facilities professionals.

APPA is providing the opportunity for our leaders and members to take a step back and really think about what APPA means to them and what role the organization will play in providing solutions to key issues affecting educational facilities management. For example, as a Baby Boomer, I was not specifically considering the next generation of APPA members and leaders. However, as an officer on a regional board, I did understand the importance of providing excellent educational offerings. This thought process revealed that I need to determine how I fit into the broadcasting, development, and execution of the new direction of APPA.

My involvement in APPA started out as unexplored and uncertain territory—a place of discovery, meeting many new people and learning new things. When I embraced the vision presented at an APPA regional conference, I reached a new plateau—a place where I can look back at where I have been, rest in what has been established, look to what could happen next, consider how to get to the next plateau, and also prepare on how to get there.

Jim Barbush, P.E., is the facilities contracts manager at the State System of Higher Education in Harrisburg, Pennsylvania. He can be reached at jbarbush@passhe.edu.



The Advancement of Facilities Management

APPA's vision is based on 7 Key Strategies, which are listed on APPA's website. I encourage you to eagerly discuss this vision with members and share the ideas with potential members. Again, I heard these concepts at a regional conference from Lander Medlin, APPA executive vice president, and Jack Colby, immediate past president. Their enthusiasm was contagious. There are four Key Strategies that really resonate with me:

- **Branding Initiative.** The re-branding effort has evolved into a consideration of a name change. However, despite this identity challenge, it is evident that education facilities professionals and organizations already know what APPA offers and its value to the industry.
- **Collaborative Initiative.** APPA's joint venture with SCUP and NACUBO in July 2007, *Campus of the Future*, was rewarding since we, as "facilities people," were able to network with other groups in higher education. Now we have access to a broader

information base that provides us with a big-picture view of how we can best manage facilities on our campuses.

- **Generational Initiative.** APPA is creating a mentoring base and open forum for the young educational facilities professional and I am very interested in being able to competently converse with them and share my experience for their benefit.
- **Educational Initiative.** Last spring, the Eastern Region of APPA (ERAPPA) cast the following educational vision—*Be The Preeminent Source Of Training In Facilities Related Education*. It is a lofty goal, but based on the observance of recent offerings at ERAPPA events, it is an attainable goal. APPA is revamping its annual conference, shifting its focus from reviewing past successes to future needs. Thus, APPA 2007: Back to the Future will provide strategic offerings for educational facilities professionals to apply at their institutions.

A Charge to Embrace Change

The APPA vision has been cast. To carry the vision forward, we need



APPA Members gain valuable information in a session at last year's Campus of the Future conference.

to identify two types of APPA members—*vision casters* and *vision receivers*.

- **Vision Caster:** If you are an APPA officer and have caught the vision, figure out how you are going to broadcast it to educational

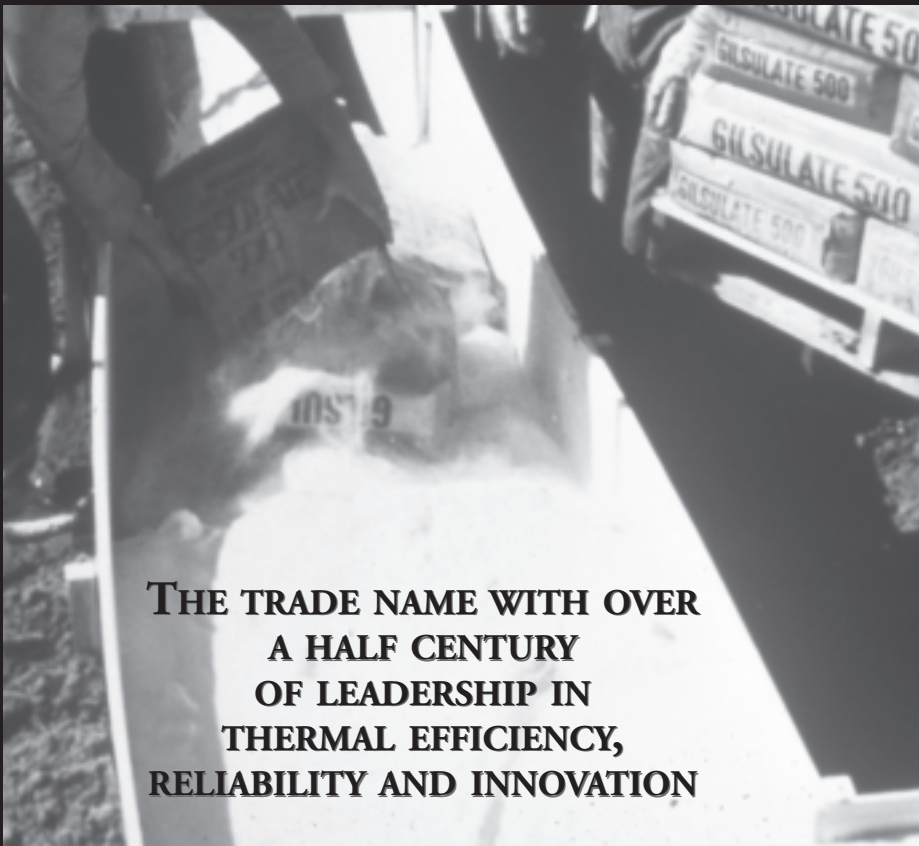
facilities professionals in your network. You will help solidify APPA's value as the go-to organization for key players, research, and innovative practices in the field.

- **Vision Receiver:** If you are a member and have not caught the vision, it's not too late. Go to a chapter meeting to see APPA at the grassroots level. Contact your regional representatives to ask how you can be more involved and consider going to a regional meeting. Attend APPA 2007, July 15-17 in Baltimore, Maryland. You will not only hear about the APPA vision, but have an opportunity to discuss it with other members.

If you are not an APPA member and are not sure what all this vision talk is about, the first step to fill the gap is to visit www.appa.org. Then, take advantage of APPA's vast offerings that will help develop your insight and skills. Once you understand and embrace the vision, you will see the future of educational facilities management from exciting new plateaus, and the view is clear. 🏰

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