

by Steve Glazner

APPA'S 7 Key Strategies

will enhance and support our revitalization efforts.

1. Develop and execute a “brand” initiative.
2. Develop and implement an enhanced website to become the “go to” resource for facilities questions.
3. Expand research to build credibility and visibility by senior institutional officers.
4. Engage in symbiotic and collaborative partnerships.
5. Engage young facilities professionals.
6. Provide targeted cutting-edge educational programs.
7. Establish credible and valued credentialing programs for individuals and institutions.

The annual APPA regional conference season is the time when chapter and regional members, business partners, and the host staff enjoy the blend of educational sessions, social events, and the camaraderie found among friends and colleagues from institutions in their localized areas.

In the 1950s APPA's six regional associations were formed—some 40 years after the organization began. It wasn't actually until 1971 that APPA's headquarters was created to consolidate and coordinate national and international efforts for the association.

Most of my regional experience and exposure has been with the Southeastern Region (SRAPPA). About 11 years ago, APPA made a decision to assign each APPA staff director to serve as a liaison to one of the regions. I was fortunate to be assigned to SRAPPA.

The other regional staff liaisons are:

- **Eastern Region (ERAPPA):**
Tom Base, director of membership and outreach
- **Midwestern Region (MAPPA):**
Suzanne Healy, director of educational programming
- **Central Region (CAPPA):**
Lander Medlin, executive vice president
- **Rocky Mountain Region (RMA):**
Jill Amstutz, director of communications and marketing; and
- **Pacific Coast Region (PCAPPA):**
Chong-Hie Choi, senior director of finance and administration.

Each region has its own personality and organizational culture, and this liaison relationship has greatly increased and enhanced the communication and understanding between APPA and the regions. Look for summary reports on each regional meeting in the newly designed *Facilities Manager* in January/February.

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Finally, in this last issue of 2007, we reflect on the tragedies that hurt our communities at Virginia Tech, University of Delaware, University of Memphis, University of South Carolina, Ole Miss, and Clemson University. Let us strive to make 2008 a progressive, positive, and safe year for our educational institutions. †

COMING

IN JANUARY/FEBRUARY
ISSUE OF **FACILITIES MANAGER**

- **Theme:** The Lab of the Future
- Reports from 2007 Regional Conferences
- New redesign of *Facilities Manager*