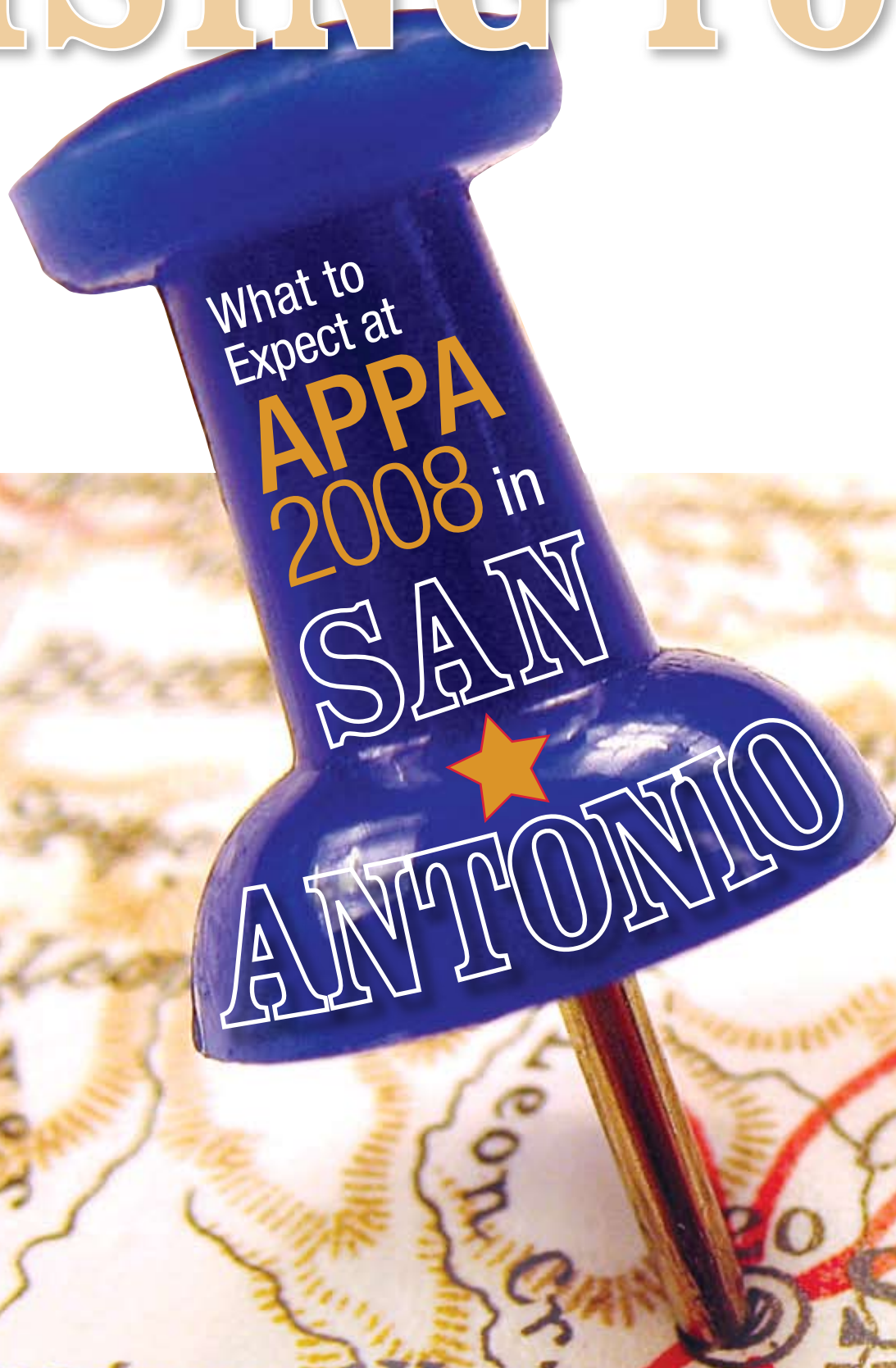


# RISING TO G



# REATNESS

## in Educational Facilities

There is nothing like being part of a winning organization. The satisfaction that comes from success—achieving your department's full potential—is unlike anything else. APPA is committed to promoting such excellence in educational facilities through professional development, credentialing, and research and publications. However, APPA's 2008 conference, July 9-11, in San Antonio, Texas is the premier event.

*APPA 2008: The Rise to Greatness* is the world-class conference where you can garner the tools to build your career and transform your institution. This annual conference showcases a host of well-known experts who address the latest trends, issues, strategies, and solutions tailored to inspire and elevate the educational facilities professional to new heights. In fact, the line-

up of speakers is exceptional—rivaling any other conference, anywhere. Sessions will focus on three perspectives:

- **Leadership & Collaboration.** Explore the desire and necessity to build strong leadership and experience the benefits of collaborative interaction.
- **Connection & Communication.** Understand expectations, bridge gaps in communication, and learn about the future of interaction.
- **Solution Revolution & Technology.** Learn to embrace changes in technology, understand the impact new developments have on educational environments, and hear about student needs and expectations for technology at learning institutions.

BY DAVID GRAY





It will be exciting to explore key leadership principles and discover best practices that can energize people and organizations. Whether your organization is just beginning its ascent or is already on the rise to greatness, APPA 2008 is for you.

**Leadership and collaboration** will help you rise to your potential, inspire your employees to embrace future challenges, and achieve high performance results. That means that much of the success of your organization will be determined by your leadership. So, how are you doing?

- Is your organization making meaningful contributions to the success of your institution?
- Are you making meaningful contributions to the success of your organization?
- Are you thriving or merely surviving?
- Are the people in your organization engaged, energized, and productive?
- Is the future bright, bleak, or hard to see?

Perhaps now is a good time to evaluate the course of your organization and the effectiveness of its leadership throughout.

Don't let another year go by simply hoping for better results. Attend the APPA 2008 conference.

Helping your staff develop their leadership skills will ensure a greater **connection and communication** with the university community and ensure increased responsiveness to all stakeholder's needs. Truly, this is the template for achievement and success.

Good teams win. Great teams are distinguished further by their ability to sustain their success over a prolonged period of time. Certainly, great organizations must be similar to great teams in that they include characteristics such as:

- mission mindedness
- goal orientation



## CONFERENCE SESSION HIGHLIGHTS

Register today for APPA 2008: The Rise to Greatness, July 9-11 in San Antonio, TX.

### LEADERSHIP & COLLABORATION

#### Go Put Your Strengths to Work: 6 Powerful Steps to Achieve Outstanding Performance

*Speaker: Marcus Buckingham*

Many people can tell you what they do well, but few discover and maximize their true strengths. In his plenary address, Marcus Buckingham—the current guru of management—will provide insights on how you can find success by applying your greatest assets in both your life and career. He'll explain why your strengths aren't "what you're good at" and your weaknesses aren't "what you're bad at." But more importantly, he will discuss how you can recognize your strengths and use them to your best advantage and benefit.

#### Confronting Future Challenges

*Moderator: Jack Colby*

At the 2007 Thought Leaders Symposium, representatives from student affairs, academic affairs, and administration joined facilities leaders to consider three major challenges confronting higher education as a whole: evolving technology, changing stakeholder expectations, and the impact of competition on both those drivers of change. Hear the questions devised to encourage dialogue on campuses between educational facilities professionals and the rest of the academy.

#### Intuitive Leadership

*Speaker: Dr. Judith Orloff*

Empower employees, foster a creative and vibrant work environment, and help team members learn to be more optimistic and motivated on the job.

Judith Orloff, MD, is a psychiatrist, speaker, energy/intuition expert, and best-selling author. As a pioneer in a new branch of medicine recognizing the value of high energy, she will explore the techniques and strategies for infusing positive energy into your body, moods, workplace, relationships, and career.

#### Vital Friends: The Folks You Can't Live Without

*Speaker: Teri Bump, American Campus Communities*

We are motivated and deeply affected by the friends we keep. This fast-paced, interactive session will allow you to reflect on the friends in your life and understand the roles they play. Come discover strategies for developing new relationships.

### SOLUTION REVOLUTION & TECHNOLOGY

#### Succeed in the Age of Collaboration

*Speaker: Don Tapscott*

Don Tapscott, author of the best-seller *Wikinomics*, will give you the tools and insights required to succeed in the current and emerging Age of Collaboration. Today, the World Wide Web promotes mass collaboration in a way that is changing the world. Innovation and change continue to accelerate collaboration. End-users—whether consumers, employees, business partners, or competitors—now harness technology to challenge incumbents like never before. This plenary presentation is supported by data based on one of the largest research projects ever funded (at \$4.2 million) by 22 large corporations seeking to understand the changing nature of business and competition.

#### Intelligent Buildings

*Moderator: Paul Ehrlich*

In this panel discussion, we will explore safety in our industry, advise you of the key trends driving the need for intelligent buildings, and define the opportunities for investment or implementation over the next 3-5 years.



- strong commitment
- effective strategies
- decisiveness
- appropriate response to adversity
- character and chemistry

However, the common denominator is

people—intelligent, energized, principled, hard-working, and effective people. Add to the mix, the current speed of business today, challenges, effects of technology, impacts of decision

making, and accountability. Results matter—the wires must be hot, the water must be cold, and the trash must be emptied—it is **technology and the need for a solution revolution**.

Truly great teams are successful because they are not satisfied with less than their best. There are no gimmicks—**character counts**. It requires good people and hard work. Even at the top of their game they continue to seek improvement. Losers become winners, winners become champions, and champions become dynasties when greatness is the goal. If you are not satisfied with the current level of success within your organization, make a good investment and plan to attend *APPA 2008: The Rise to Greatness*. See you in San Antonio in July. ☎

David Gray is associate vice president at Middle Tennessee State University in Murfreesboro and chair of the APPA 2008 Programming Committee. E-mail him at [dgray@mtsu.edu](mailto:dgray@mtsu.edu). This is his first article for *Facilities Manager*.

### Pirate's Dilemma

*Speaker: Matt Mason*

New technologies, coupled with some interesting, subversive ideas from today's youth are behind current and emerging problems of "piracy." Dealing with these pirates is proving to be more than confusing for many businesses. Matt Mason will share his views about navigating through the challenges and opportunities and help you understand and take advantage of the new conditions that the pirate's dilemma is imposing on society.

### Virtual Handshake

*Speaker: Scott Allen*

The Internet offers powerful tools to help you find the right people, connect with them, and close deals quickly and cost-effectively. Web 2.0—blogs, social networking, Web conferencing, podcasting—continues to transform e-business. And while many of these tools are easy to use, determining how to effectively use them for institutional and professional purposes can be a challenge. Scott Allen will explain how to use emerging tools, as well as how to maximize familiar technologies to build better business relationships.

## CONNECTION & COMMUNICATION

### The Leader's Legacy

*Speaker: James Kouzes*

James Kouzes, with friend and colleague Barry Posner, penned the best-selling book *The Leadership Challenge* in which the connection between leadership and legacy is explored. In his plenary session, Kouzes will address the issues that leaders must examine to ensure that they leave a lasting impact—and, ultimately, how the legacy you leave is the life you lead.

### Coming Revolution and Personal Broadband

*Moderator: Scott Slater*

PING me later. What did her TEXT say? Communication is essential and learning how to embrace the new methods of communicating in today's world is critical. Hear from this panel of experts on the next generation of communication.

### Motivation Keeps a Team

*Speaker: Kevin O'Connor*

In this follow-up to his session What a Leader Needs to Know, Kevin O'Connor will share secrets for those seeking excellence in teamwork. He will examine the elements of successful teams, the roles of each team member, and will provide attendees with a way to assess their teamwork skills on a regular basis.

### Conflict Management: Change Agents—Successful Resolutions

*Speaker: Gwen McCay*

Conflict is unavoidable but can be controlled effectively. Gwen McCay has over 30 years of professional experience performing leadership training and development. Participate in her high-energy session and learn to create a motivating environment that will minimize the long-term impact of conflict. Walk away with useful tools, hear about intervention methods, and learn the characteristics of successful conflict resolution.

For more information and to register, visit <http://appa.org/training/appa2008>.





# APPA 2008 the rise to GREATNESS

The Premier International  
Event for Educational  
Facilities Professionals  
JULY 9-11  
San Antonio, Texas

## GREATNESS BEGINS WITH YOU

As a leader in educational facilities, you strive for quality and excellence. APPA 2008 is the only annual event of its kind where educational facilities professionals come together to learn, network, inspire, and elevate the profession, as well as discover ways to transform and enhance educational institutions.

## A WORLD CLASS EVENT...

APPA 2008 is designed to make sense of the endless demands on the educational facilities professional and provide you with innovative and cutting-edge ideas on how you can:

- Meet the demands of an increasingly competitive environment.
- Assess and validate your organization's financial performance.
- Ensure the effectiveness of the facilities department's primary processes.
- Lead and inspire your employees to embrace future challenges.
- Meet and exceed your customers' needs.
- Reap the benefits from developing a quality, high performance organization.

## APPA 2008 CONFERENCE PROGRAMMING

Designed by facilities professionals for facilities professionals, APPA 2008 conference sessions will focus on three perspectives:

### Leadership & Collaboration

Explore the desire and necessity to build strong leadership, and experience the benefits of collaborative interaction.

### Solution Revolution & Technology

Learn to embrace changes in technology, understand the impact new developments have on educational environments, and hear about student needs and expectations for technology at learning institutions.

### Connection & Communication

Understand expectations, bridge gaps in communication, and learn about the future of interaction.

## BEGIN YOUR RISE TO GREATNESS...REGISTER TODAY!

To register, visit the APPA website today and complete the online registration form at [www.appa.org](http://www.appa.org).



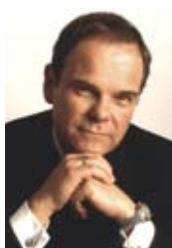
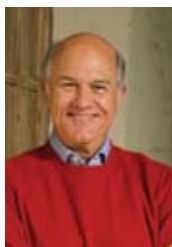
## NOWHERE ELSE CAN YOU:

- See five internationally renowned speakers.
- Choose from 30 panel and break-out sessions featuring the leading experts and best practices.
- Network with hundreds of your peers from the United States, Canada, and abroad.
- Experience the latest products and services in the APPA 2008 Hall of Resources.

## IN ONE PLACE, FOR ONE LOW PRICE!

### Visionary/Plenary Sessions:

- **Dr. John Maxwell** is the author of more than 30 books and has used his unique coaching style to mentor groups including the Green Bay Packers, San Diego Padres, USC Trojans, NCAA coaches, and Indianapolis 500 drivers.
- **Marcus Buckingham** is the author of *The One Thing You Need to Know* and co-author of *First, Break All the Rules*. He is the subject of in-depth profiles in *The New York Times*, *Fortune*, *Fast Company*, *Harvard Business Review* and *USA Today* and is routinely lauded as an invaluable resource in informing, challenging, mentoring, and inspiring people to find their strengths and obtain and sustain long-lasting personal success.
- **James Kouzes** is the author of *A Leader's Legacy* and coauthor of the award-winning and best-selling book, *The Leadership Challenge*, with over 1.5 million copies sold. Kouzes is also the Dean's Executive Professor of Leadership, Leavey School of Business at Santa Clara University.
- **Don Tapscott** is an internationally renowned authority on the strategic value and impact of information technology. Tapscott's most recent book—*Wikinomics: How Mass Collaboration Changes Everything*—is an international bestseller, has appeared on the *New York Times* and *BusinessWeek* bestseller lists, and has been translated into 19 languages.
- **Stephen M.R. Covey** is the author of *The SPEED of Trust*, a groundbreaking and paradigm-shifting book that challenges our age-old assumption that trust is merely a soft, social virtue. Discover why establishing, growing, extending, and restoring trust with all stakeholders is today's critical leadership competency.



In addition to outstanding general sessions, the APPA 2008 program will explore each of the three perspectives in depth through:

**Panel Sessions:** Discussions with experienced educational facilities professionals on today's most critical challenges to provide you with both practical and innovative solutions.

**Breakout Sessions:** Lectures and presentations from leading facilities management experts on applications for specific topics affecting educational facilities today.

View the APPA 2008 Conference preliminary program at [www.appa.org/training/appa2008/program.cfm](http://www.appa.org/training/appa2008/program.cfm).

### Hotel

Marriott Rivercenter Hotel  
101 Bowie Street  
San Antonio, Texas 78205  
210-223-1000

Conference Room Rate: \$168 per night + 16.75% tax (Single/Double)

Please call the hotel directly to reserve your room(s). Remember to advise your reservation agent that you are attending APPA 2008 to obtain the group rate.

### APPA 2008 Hall of Resources & Sponsorships

The Hall of Resources provides business partners the opportunity to connect with key decision-makers from institutions around the world. Interested in participating as an exhibitor at APPA 2008? Visit us at [www.appa.org](http://www.appa.org) to download your application for space today. For assistance with booth reservations, please contact Maxine Mauldin, exhibits coordinator, at [mmauldin@appa.org](mailto:mmauldin@appa.org). Sponsorships of APPA 2008 meals, sessions, and special events are also available. Please contact Suzanne Healy, director of professional development at [suzanne@appa.org](mailto:suzanne@appa.org) for sponsorship opportunities.

### Spouse/Guest Program

(subject to change and additional charges)

**La Villita.** A unique arts and crafts community with shops, working artists, and restaurants.

**Mission San Antonio de Valero (The Alamo).** Established in 1718 as the city's first mission, contains relics and mementos from the Republic of Texas and offers narration on the fall of the Alamo.

**Missions and Margaritas.** Sights of the Mission Trail followed by lunch with margaritas and a cooking demonstration.

**Missions of San Antonio.** For history lovers wanting to go back to the mission period to explore the sites from the time of the Spanish drive to save souls and expand their world dominance in south Texas.

**This is San Antonio.** Includes a trip down the San Antonio River on a guided barge; a visit to Hemis Fair Park; a driving tour through many of the city's historic and arts districts; a stop at the Alamo and the historic and haunted Menger Hotel.

## Also taking place in San Antonio during APPA 2008...

### Supervisor's Toolkit: Nuts and Bolts of Facilities Supervision

San Antonio July 7-11, 2008



This introductory program was developed for and is presented by facilities trainers and supervisors working in the field. The Toolkit focuses on new supervisors and others who seek to hone their supervisory skills.

For more information and to register, visit [www.appa.org/training/toolkit/schedule.cfm](http://www.appa.org/training/toolkit/schedule.cfm) or call 703-684-1446.

### Get Credit and Accredited for All Your Hard Work



Take a giant step in your rise to greatness by earning APPA's Educational Facilities Professional (EFP) credential. The EFP gives you the official credentials to illustrate your extensive experience and knowledge as an educational facilities professional dedicated to advancing the credibility of the field and your career within it.

Managing a campus is like managing a small city, requiring vision and comprehensive understanding of structures and their environments. The EFP shows that you get it—you have familiarity with standards and best practices; the ability to perform research-based stewardship; and the facts, ideas, and principles that contribute to creative and sound decisions.

### The EFP prep course and exam will be offered in conjunction with APPA 2008:

- Prep course: July 12
- Exam: July 12 or July 13

For more information, to register for the course or to apply for the exam, visit [www.certification.appa.org](http://www.certification.appa.org) or contact Suzanne Healy at [suzanne@appa.org](mailto:suzanne@appa.org).