RISING TO G

What to Expect at APPA 2008 in San Antonio
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.

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.
Facilities Manager  march/april  2008  33

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.

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. This is his first article for Facilities Manager.
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.
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 co-author 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.