

## MAKING A CALL FOR BUSINESS PARTNER WHITEPAPERS

I am pleased to announce the addition of a forthcoming column to APPA's biweekly e-newsletter, *Inside APPA*. We are creating a new **Business Partner Whitepaper Series** and invite APPA Business Partner members to contribute a case study, technical paper, or research report to be published in a future issue of the e-newsletter, which is distributed biweekly to more than 7,500 educational facilities professionals. APPA's Business Partner members have a wealth of knowledge, experience, and expertise that our members can benefit from learning.

Here are the particulars:

- Contributions to the Business Partner Whitepaper Series are open only to current Business Partner members of APPA. Current dues must be paid in full.
- Your whitepaper should focus on an issue, project, or research that you've conducted related to educational facilities. This may include facilities topics focused on colleges, universities, K-12 schools and districts, preparatory schools, museums, city/county governments, federal agencies, and other nonprofit, education-oriented entities.
- Length will be no more than 1,000 words. Graphics, photos, and figures are welcomed to help illustrate the topic of your whitepaper.
- This is NOT a new product listing or a self-promotional marketing piece. You can use your own project examples, research, and case studies, but the whitepaper itself is not meant to be a self-promotional piece.
- APPA will format each accepted whitepaper with the APPA logo and your company's logo (with URL link) at the top of the paper. Each whitepaper will be produced as a PDF.
- Each published whitepaper will be archived with the issue of *Inside APPA*

in which it appeared, as well as elsewhere on the APPA website, as valuable content for members and others to search and review.

- There is no cost to your company for contributing a whitepaper to this new series. This is a benefit of being an APPA Business Partner member. Please send your questions or whitepaper ideas to Steve Glazner at [steve@appa.org](mailto:steve@appa.org).

### READERSHIP SURVEY PRIZE WINNERS

Finally, we congratulate the following APPA members who won the prize drawing for their participation in our recent readership survey on *Facilities Manager*.

- **Bill Littlefield**, Wofford College (Apple iPad)
- **Sally Moore**, University of Texas Austin (Kindle Fire)
- **Mike Zwanziger**, University of Northern Iowa (\$100 Amazon gift card)

Thank you to everyone who completed the readership survey; we received 612 surveys, which translates to a solid 13.4 percent response rate. Your feedback will help us improve the magazine content and provide you with an even better resource for your professional development. I'll share a more complete report on the survey results in the next issue. ☺



### Coming in Nov/Dec 2012

- Space Management and Utilization theme
- Don't Build It Unless You Really Need It
- Thought Leaders Report, Part 2

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### About APPA

APPA promotes leadership in educational facilities for professionals seeking to build their careers, transform their institutions, and elevate the value and recognition of facilities in education. APPA provides members the opportunity to explore trends, issues, and best practices in educational facilities through research, publications, professional development, and credentialing. Formerly the Association of Physical Plant Administrators, APPA is the association of choice for 5,200 educational facilities professionals at more than 1,500 learning institutions throughout the United States, Canada, and abroad. For more information, visit us at [www.appa.org](http://www.appa.org).