

**2011 APCO International Annual Executive Council Meeting  
Philadelphia, Pennsylvania  
Friday, August 5, 2011**

**Submitted by: Michele Abbott**

*Kansas Chapter Executive Council Representative*

The Annual Conference Executive Council Meeting was held in Philadelphia, Pennsylvania with Bill Keller of the Texas Chapter serving as president. The meeting was used to discuss key issues and receive a variety of reports from committees and staff.

**Call to Order**

Roll call was taken with South Dakota being unrepresented.

Proposed Change to Agenda by Manfred Blaha (International Chapter) to add a discussion on the functions of the Executive Council.

**Introductory Remarks**

Cindy Geiger, Pennsylvania Conference Committee Chair, addressed and welcomed the Executive Council to Philadelphia.

Peggy Fouts (Washington), and Chair of the Management Committee, welcomed the Executive Council. She introduced the Management Committee representatives: Frank Thomason, East Coast Region, Barry Woodward, Gulf Coast Region, Holly Wayt, North Central Region, and Larry Sheridan, Western Region. The Management Committee conducted new Orientation training for 3 new EC members, they were introduced (Tennessee, Atlantic, Illinois). She reviewed several items: round tables and breakouts to spur interaction; card distributed to sign for George Rice and (handout) covering the EC meeting President guidelines. The Management Committee recognized and thanked long time EC members: Dave Saffell (West Virginia – 18 years), Donald Kottowski (Indiana – 18 years), Frank Thomason (North Carolina – 12 years), and Larry Sheridan (Wyoming – 9 years). Barry Woodward spoke about the contributions and remembrance of Art McDole.

**President's Opening Comments**

Bill Carrow, President, addressed the Executive Council with highlights of the past year:

- Recognition of Art McDole
- September meeting of public safety alliance on D-Block spectrum allocation with White House staff
  - Support of President on reallocation of spectrum in February.
- First two years of the Strategic Governance Initiative
- Unveiling of new APCO logo and Branding work
- New Team Award

- Record number of Silent Key and CAC Scholarships – Motorola \$50,000 donation
- New group membership kicks off in fall of 2011

## **Approval of the 2010 Annual Executive Council Meeting Minutes**

### **Fiscal Year-End Finance Report**

Dave Saffel (West Virginia) and Chair of the Finance and Budget Committee, reported on the state of the finances for APCO International, Inc. Briefly discussed last year's report and comparison of APCO's positive financial standing despite the economic recession. Overall revenue of slightly over \$9.5 M, expenses of \$9.4 M with a yearend balance of just over \$155k. Cash reserves of \$3.7 M for a reserve percentage of 39% (cash and assets). He thanked the staff who is working hard to make money as we aren't government, we're a business and they did an excellent job in holding down the expenses.

Mark Cannon, Deputy Executive Director and Chief Financial Officer, reviewed the Finance Report. Last year APCO looked at greater economy, it impacts government, so it impacts APCO. Public safety looks to APCO for training, AFC work, etc – when government is hurting that can impact APCO's money.

- AFC (\$1.03 M), Institute (\$1.38 M), Conference/Meetings (\$611k), Membership (\$705k) were all positive numbers. Although the Houston Conference did not do as well as expected
- Project Locate, Project 41, 911 Public Ed, Leadership Grant; Total disbursements = \$134k
- APCO PSFA assets \$3.7 M – for a combined total with APCO of \$10.8 M
- Reducing our overall burdens; Example – AFC Frequency

### **Interim Executive Director Report**

Mark Cannon, Interim Executive Director, presented the Executive Director Report to the Executive Council. Topics included:

- Annual Report will be available at 2<sup>nd</sup> General Business Session. Long Range Strategic Plan is what the report is based on.
- Headquarters has had 5 new hires over the last year - Total FTE = 47 59% of staff have served over 5 years.
- Membership totals 13,753 as of December 2010, reflecting a net loss of 270.
- Group Membership option based on agency size and two tier levels available this fall.
- Top 10 accomplishments of 2010:
  - 10 – Financial Stability
  - 9 – New/Revised Standards
    - Retains Toolkit
    - Automated Secure Alarm Protocol
    - Unified CAD Protocols

- Standards Development
      - CTO
      - Quality Assurance
  - 8 – New/Updated Training Course Releases
    - Disaster Operations
    - EMD Manager
    - CALEA
  - 7 – International Development
    - APCO Global Congress, initial event had 160 international delegates, and 18 exhibitors.
  - 6 – Growth of Corporate Partners Program
    - 19 partners, 31 sponsors, and 301 exhibitors (709 booths)
    - 1644+ registered for 2011 conference not including day passes.
    - Broadband Summit – success in May; Women’s Leadership Conference, Technology Roundtables, Leadership Awards
  - 5 – Spectrum Management Services
    - AFC has continued to hold steady with a market share of 62-65%.
    - Primary Initiatives include frequency coordination, RF Planning, Licensing Services, and License Management
  - 4 – 911 Advisor Software (formerly MEDS)
    - All in one, medical, fire, law
    - Updated to .net format
  - 3 – Branding / New Logo
    - Public Safety Communications magazine is now #2 publication, only behind Mission Critical Communications
    - [www.apcointl.org/digitaledition](http://www.apcointl.org/digitaledition)
  - 2 – ProCHRT
    - HR Issues for Com Centers
    - State-by-state analysis of Training requirements
  - 1 – D Block / Broadband Advocacy
    - S911 passed by Senate Commerce Committee
    - House companion bill introduced
    - New Policy Initiative: HR2629 Next Generation 911 Advancement Act of 2011
- Manfred Blaha (International) questioned what was the status on the ED replacement process? Bill Keller (Texas) noted that they are in the process and processing the applications. Mark Cannon noted that if further information was needed, he would leave the venue – as he is an applicant and would like to step out. Mark then left the meeting.
- Bill Carrow and Gregg Riddle briefed the EC on the following:
  - Search committee initiated from each region and CAC with Past Presidents Chris Fischer and Willis Carter. Committee being chaired by Chris.
  - Selected professional selection firm in June
  - Executive Committee interviewed by selection firm for candidate criteria
  - Approximately 200 applications received and being screened by search firm

- Search committee will meet during annual conference to review candidate packages, with interviews to be conducted in September. To-date screening has 9 to move forward.
  - Goal is to recommend top 5 for interview
  - Goal to find replacement as quickly as possible, possibly on-board by or around November 1.
  - Art Rios (New Mexico) questioned the impact to the budget: The search firm is 30% of the ED's first year's salary – so with no salary for 3-4 months, it should be budget neutral.
- Larry Sheridan (Wyoming) Questioned the Light Squared GPS Issue. It was noted that the Executive Committee signed onto a letter to the FCC in June. This could potentially have a negative effect on CAD Systems and LMR. APCO will stay on top of the issue.

### **ProCHRT Toolbox - Steve Souder**

- Law enforcement retires after 25 years in their profession. 90% of Telecommunicators will not retire.
- Need to do the right thing for retirement plans
- Golden Opportunity driven by new logo and tagline – Leaders in Public-Safety
- APCO in leadership role has a great opportunity to grow membership and 70% of our current membership will benefit.
- 4 Breakout Sessions held and attended based on interest of the EC member.

### **D-Block Spectrum Report – Dick Mirgon**

- The future of public safety communications and the integration of data for public safety
  - Adding another 10 MHz of spectrum to ensure there is enough space to send data
  - Allocation of approximately \$12.5B to build the national network
  - Governance to ensure that money is spent logically and applications operate properly
- Support of Initiative
  - Bi-partisan support
  - Presidential support – State of Union address
  - SB911 is preferred vehicle to move initiative forward. Approved 21-4.
  - House plans to move to the floor prior to 9/11
    - HR607 – 45 co sponsors
    - HR2482 – mirror of SB911
  - Future Call to Actions will focus on those that can effect a change on the floor. Chapters need to be engaged, it works. Important for EC members to work within their chapters to ensure when the call is placed for assistance – they're ready to respond and act.
  - Need to include specific language in future Call to Actions. Use Social Media to post the information and get members and others engaged.
  - Oregon's Walden is causing issues for the bill moving. There may be a bill that we may end up not objecting to it just to get us to the floor. At that point we will

deal with the leaders on the house side to get the allocation of the D block done on the floor.

- Thanks to WA, TX and FL for their work on getting the message to the key members.
- Yucel noted that the Local/State offices are more responsive sometimes than the DC office. They will pass on the message.

## **Group Leader Reports**

Carol Adams, Group Leader, gave an overview of the Group Leaders activities.

- Group leaders will not change for next year.
- Changed names of Group Leaders due to modification of the structure and what falls under what group.
  - Governance – Gigi Smith is Group 1
  - Operations – Pay Joy is Group 2
  - Technical – Rich Boettcher – Group 3
  - Members Services – Carol Adams is Group 4
- Monitor committee activities, report updates to Executive Committee, managed committee budgets.
- Established a committee volunteer evaluation process.
- Conducted Chair summit to support committee leadership at APCO Houston.
- Hosted webinar for Committee Chairs and Vice-Chairs.
- Updated Chair manual.
- Committee goals reviewed, Committee member participation evaluations being done.
- The future of public safety communications and the integration of data for public safety
- Heritage Foundation is a sub-committee of Historical
  - Develop a budget and plan to keep the Bradley University Library as APCO's museum.

## **APCO National Officer Recruitment Challenge – Gigi Smith**

- Why are people not running for office?
- Discussed challenges, motivation and solutions in breakout sessions. Reconvened and reviewed what each group came up with to develop ideas for promoting interest by members to serve in national roles.
- Motivation for people to run – how to sell the position.
- Traits to look for – results oriented, good fit for the organization
- Time commitment
- Include BOD in development of annual travel matrix to get them more involved

## **Branding Presentation (Branding Task Force)**

Dave Clemons, East Coast Regional Board Representative and Chair of the Branding Task Force, reported on APCO's branding efforts and the ongoing work of the Task Force. Clarifying the APCO brand and communicating it more consistently.

- Taskforce totaled 60 participants
- Unveiling will occur at the Philadelphia conference during the First General Business session.
- Builds on the “sound wave” of people introduced in the initial logo design phase, but modified to make the symbols clearly recognizable as people connected to public safety communications.
- Annual Marketing Plans and Strategies are complete
- New website to be launched in November 2011
- Brand manual with style guide available for Chapter use approximately January 2012. This will tell Chapters what color is APCO blue.
- Brand implementation at Chapter Level:
- Chapters cannot use the old logo over the new logo.
- A transition timeline is to be developed for chapters who currently use the old logo to move to the new logo.
- It is acceptable to incorporate the Chapter logo with the new logo.
- Electronic copy of new logo available to Chapters for use at the conclusion of the annual conference.
- All of awards will be displaying the new logo
- Old logo wear will be sold as well as the new logo
- Deliverables for brand strategy moved to plan that MARCOM interfaces with each department directly – done during budget process. Looking at cost to transition items. Marketing materials will be implemented, some items new based on priority moving forward with the new logo
- Chapter level – brand implementation. Want to assist the chapters moving forward with the implementation of this at their level. Still looking at the ability of the chapters to utilize a ‘different’ logo.
- Art Rios (New Mexico) any issue with the logo standing next to the NENA logo? No, as long as they are next to each other – but blending of the two logos together probably won’t be supported.

### **SGI Changes to Voting Process – Dick Mirgon**

With the implementation of SGI a change has occurred on how we elect candidates. Previously if the candidate was uncontested, they’d be accepted by acclamation. We can no longer do a vote of acclamation; we now have to do a vote of ‘Yes or No on Do you ratify this candidate’. On Tuesday, both Terry Hall and Mike Jeffries will have to receive a majority of ‘YES’ votes.

- Credentials Committee will then tabulate the vote.
- This must occur even in an uncontested election. No longer a vote to fill the position by acclamation when only one running.
- If candidates are not accepted by ballot vote, the President shall appoint to fill the vacancy with the appointment to be ratified by the Executive Committee and Board of Directors.
- This has to be a private vote.

- Manfred Blaha (International) Asked if this is for the Regional Representatives too? No, it's just for the Executive Committee positions.
- Bill Keller (Texas) Asked if we can suspend the rules for our vote on Tuesday? No, it has to be a secret ballot.
- Gregg Riddle noted that they spoke to a professional Parliamentarian who gave some options: Change the rules under the authority to modify. Doing that right before an election doesn't pass the smell test and doesn't sit well with gerrymandering the process. Not in our best interest this doesn't change the will of the association, just more formal process.

### **Regional Caucuses – Breakout with Topic List for Discussion**

- Election of Regional Representatives to the Board of Directors
- Regional Conference Task Force Discussion
- Election of Executive Council Committees
  - Management
  - Finance and Budget
- Discussion on MAAP

### **MAAP Project Status – Woody Glover**

- Member Assistance Advisory Program. Initiated in 2006 to provide a forum for review as requested by individual communications agencies by a peer group of subject matter experts
- Is this still a useful process to be allocating resources - should we keep it active or not?
- Mark Cannon provided some statistics on the program: Woody staffed it in the early days.
- Reviews occur at undisclosed locations. Recommendations are given back to agencies. 2011 – 1 project (pre consolidation review). 2009 – 2, 2008 – 2, 2007 – 5, 2004-2006 – 4.
- There is no budget, so no advance marketing is done – expenses meet revenues, SME's are paid small stipend plus travel. Expenses are passed on to agencies making request plus administrative fee of 25%.
- Hard to predict the level of interest. Staff thinks it's worthwhile when opportunities come up.
- Chapters that have used the service are: CO, KS, LA, MD, MI, MO, OR, SD, TX, VA, WA MAAP Wireless (Phase 2 Deployment): 4

### **Regional Reports (Regional Representatives)**

#### **Year in Review – Participation**

- Held two face-to-face meetings : planning meeting for 2011 and 2010 review
- May - Washington DC and Capitol Hill at the same time
- Regional Conference Calls with EC reps before and after each BOD meeting. September, October, Feb/March and May/June.

- Strong communication with daily emails amongst each other – equal in voice, resources
- Updates from the Executive Committee – quick response
- Phone calls as needed
- Conference calls with the Executive Committee in September, October, May and June
- Capitol Hill visits – 25+ Congressional visits, face-to-face with Senator Rockefeller
- Branding work, educational conferences and outreach
- Executive Director work support from region

#### CAC:

- 65% attendance
- Outreach for CAC scholarship fund. Motorola foundation \$50k. Putting more scholarship information out this year. Wrap on program guide – additional \$1.00 up to \$2k for everyone that brings it to the Motorola booth.
- New program – members are now available to any chapter for advisement and support concerning
  - lessons learned
  - Completed information flow migration to PSConnect
  - Active on Twitter
  - Completed APCO policy manual updates
  - Clarifying the original SGI guidelines
  - Streamlining CAC governance and operations.

#### East Coast Region:

- 80% attendance rate average
- BOD Regional Representatives: Dave Clemons (Atlantic) Re-elected
- Management Committee: Frank Thomason (North Carolina)
- Finance and Budget Committee: Fred Thompson (South Carolina)
- Outreach and Involvement: Attended Atlantic Chapter & Pennsylvania Conferences
- What Works = lessons learned
  - Follow up calls
  - Board packet distribution is huge benefit
- Regional Conference Issue: Maybe for the Eastern Region – sometimes they have successful but not always. Atlantic was due this year 2012 and they said No to hosting.

#### Gulf Coast Region

- 90% attendance on Conference calls and 95% with communication
- BOD Regional Representatives: Debbie Gailbreath (Florida) Elected
- Management Committee: Barry Woodward (Georgia)
- Finance and Budget Committee: Shannon McCuin (Arkansas)
- Outreach and Involvement – Arkansas – minimum training legislation
- What Works = lessons learned
  - Doodle
- MAAP: consensus leave the project like it is – great program, not promoted a lot when someone needs it its available.

#### North Central Region

- 73% Participation amongst Chapters
- BOD Regional Representatives: Julie Righter (Nebraska) Re-elected
- Management Committee: Holly Wayt (Ohio)
- Finance and Budget Committee: Eric Nevins (Iowa)
- What Works = lessons learned
  - Doodle
  - Updating Outlook for email updates
- Regional Conference: North Central huge area, most hold joint conferences with NENA chapters and most have state conferences. Issue with willingness/ability to train outside the state.
- MAAP: As consolidation becomes more of a reality – technology driven or budgets, value for members going forward.
- Chapter Activity – talked about ways to enhance communication moving forward

### Western Region

- 72% attendance average –if didn't attend followed up with individual call to EC member
- BOD Regional Representatives: Gigi Smith (Utah) Re-elected
- Management Committee: Tina Roylance (Utah)
- Finance and Budget Committee: Kim Burdick (Montana)
- Outreach & involvement – Western Regional Conf, Ontario CA
- What Works = lessons learned
  - Follow-up calls
  - Round table
  - Meeting minutes distributed
- Regional Conference: We've had many successful conferences and want to continue being able to have them.
- MAAP: continue process, look at liability, limit role of reviews to the number of subjects.

### **New Agenda Item – Functions of the Executive Council Manfred Blaha (International)**

- Noted that the role of the Executive Council has decreased and not involved in as many decisions – 'toothless body'.
- Information is communicated late to the EC.
- With the implementation of SGI, the body's relevance has diminished
- Motion to create a task force to review the tasks and responsibilities of the Executive Council to shift some duties to make executive council a working body for the entire year. Seconded by Matt Stillwell (Oklahoma).
- Tasks such as Life Member discussions, 30 day rule.

Motion failed in hand vote.

### **2<sup>nd</sup> VP Candidate – Mike Jeffres**

From Nebraska Chapter, member of APCO 14 years, AFC Advisor, participated on Spectrum Committees. Wants to serve this organization, but has flown under the radar. He wants to step into a leadership role; his career has been with state government. He wants to provide more than he has in the past to APCO.

## **Other Business**

- Larry Sheridan (Wyoming) requested staff generate letters to those Executive Council members absent from today's meeting.
- Western Regional Conference -February 29 through March 2, 2012 in Anchorage, AK.
- Recognition for the EC members last meeting: Terry Whitham (Mid-Eastern), Larry Sheridan (Wyoming)
- Request to turn in the Special Conference Taskforce questions.
- Pat Joy (Arizona) was offered congratulations on her recent retirement.
- Thanked Bill Keller (Texas) for acting as Presider of today's meeting and to Art Rios (New Mexico) for lending Bill support.

## **Recess**

The Executive Council recessed at 5:40 p.m. EST until the conclusion of the SuperSession on Wednesday, August 10, 2011.