



APCO International

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An Open Letter from Your Regional Advisors to the Strategic Governance Initiative

April 28, 2008

Dear Executive Council Colleagues:

We have each provided our respective regions an update regarding the progress being made in developing amendments to streamline the governance of the Association. We were very pleased with where this process began earlier on this month, and we are all the more convinced as of today that we are on the right path to reforming our governance. The Strategic Governance Initiative (SGI) Task Force, comprised of Steve Proctor (chair), Steve Souder and Michael Mangini, has done an outstanding job of outlining a workable structure and has listened and addressed our questions and concerns at every turn.

What you will review as part of this package is the result of two substantial redrafts from the version that kick-started this process on April 1. As we conveyed in our earlier report, we all met over the April 12-13 weekend for a very thorough discussion of the concepts, a point-by-point review of the actual bylaw language, and to define a vetting process going forward which engages you and other key stakeholders prior to submission of final language to the Quorum by late June in accordance with notice requirements.

Although what we are doing by way of the work of SGI is ambitious, it is being done because of the importance of the goal. We are confident that once you read and analyze what is truly being proposed, you will be impressed with the sheer common logic used to support these recommendations. At the core, our goal is to tighten the span of control on decision-making (through a body of 15, not 52), which will result in greater transparency and a more results-accountable form of leadership supporting the work of this Association. This new Board of Directors will still be guided by a chapter-oriented structure of the existing Executive Council and will still answer ultimately to the Membership Quorum.

There are other changes, but none are radical. The basic organizational functions will remain the same, but this new structure will allow us to be pro-active in today's ever-changing world, more responsive to opportunities, better able to compete with other associations, and allow us to channel the full talents of our volunteer and staff leadership in the most productive and timely manner as we carry out our collective vision.

There is still a lot of work to do; our small advisory group does not pretend to have all the answers or have thought of every potentiality. We now need your active engagement in this process over the next few months and, ultimately, your trust that what we have initiated is in keeping with our proud past, preserves the best of today, and prepares us well for the future.

Thank you for your interest and support.

Sincerely,

REGIONAL ADVISORS



Lynne Feller
Ohio Chapter Representative
[since 1991]



Peter Thomas
Atlantic Chapter Representative
[since 2001]



Richard Granado
CPRA Chapter Representative
[since 2004]



Woody Glover
Louisiana Chapter Representative
[since 2004]

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