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APCO INTERNATIONAL AND ITS CHAPTERS**

2011 APCO International Annual Executive Council Meeting
Philadelphia Marriott Downtown – Salon ABF
Philadelphia, PA
Friday, August 5, 2011

DRAFT MEETING MINUTES

Convene

Presider Bill Keller of the Texas Chapter convened the Executive Council Annual Meeting at 8:30 a.m. EDT on Friday, August 5, 2011.

Roll Call

EXECUTIVE COUNCIL				
CHAPTER	REPRESENTED BY	PRESENT	ABSENT	PROXY
ALABAMA	Becky Neugent	X		
ALASKA	Stephanie Johnson	X		Pam Provost
ARIZONA	Pat Joy	X		
ARKANSAS	Shannon McCuin	X		
ATLANTIC	Richard Boettcher	X		
COLORADO	Heather McCarthy	X		
CPRA	Jim Acosta	X		
FLORIDA	Debbie Gailbreath	X		
GEORGIA	Barry Woodward	X		
IDAHO	Derek Dofelmire	X		
ILLINOIS	Jason Kern	X		
INDIANA	Donald Kottlowski	X		
INTERNATIONAL	Manfred Blaha	X		
IOWA	Eric Nevins	X		
KANSAS	Michele Abbott	X		
KENTUCKY	Steve Tracy	X		
LOUISIANA	Martha Carter	X		
MICHIGAN	Lloyd Fayling	X		Jeff Troyer
MID-EASTERN	Terry Whitman	X		
MINNESOTA	Faith Evers	X		
MISSISSIPPI	Teresa Burns	X		
MISSOURI	Robin Tieman	X		
MONTANA	Kimberly Burdick	X		
NEBRASKA	Sharon Codr	X		
NEVADA	Brent Lee	X		
NEW MEXICO	Art Rios	X		
NORTH CAROLINA	Frank Thomason	X		
NORTH DAKOTA	Janell Quinlan	X		
NORTHERN CALIFORNIA	Desi Calzada	X		
OHIO	Holly Wayt	X		

EXECUTIVE COUNCIL

CHAPTER	REPRESENTED BY		PRESENT	ABSENT	PROXY
OKLAHOMA	Matthew Stillwell		X		
OREGON	Margie Moulin		X		
PACIFIC	Kenison Tejada	New	X		
PENNSYLVANIA	Judith Brackin		X		
SOUTH CAROLINA	Fred Thompson		X		
SOUTH DAKOTA	Tom Sandvick			X	
TENNESSEE	Molly Coulter	New	X		
TEXAS	Robert "Bill" Keller		X		
UTAH	Tina Roylance		X		
VIRGINIA	Bill Agee		X		
WASHINGTON	Peggy Fouts		X		
WEST VIRGINIA	David Saffel		X		
WISCONSIN	Paul Logan	New	X		Jason Kern
WYOMING	Larry Sheridan		X		

BOARD OF DIRECTORS EXECUTIVE COMMITTEE

PRESIDENT	Bill Carrow	X
FIRST VICE PRESIDENT	Gregory Riddle	X
SECOND VICE PRESIDENT	Terry Hall	X
IMMEDIATE PAST PRESIDENT	Richard Mirgon	X

EX-OFFICIO

INTERIM EXEC DIRECTOR	Mark Cannon	X
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REGIONAL AND CAC REPRESENTATIVES

EAST COAST REGION	Dave Clemons	X
	Jay Groce	X
GULF COAST REGION	Woody Glover	X
	Pat Hall	X
NORTH CENTRAL REGION	Lynne Feller	X
	Julie Righter	X
WESTERN REGION	Richard Granado	X
	GiGi Smith	X
COMMERCIAL ADVISORY COUNCIL	Don Whitney	X

Changes to the Agenda

1. Second Vice President Candidate Michael Jeffres Address changed to 4:50 p.m.
2. Manfred Blaha of the International Chapter requested to add a discussion on the functions of the Executive Council.

Introductory Remarks

2011 Conference Committee Chair

Cindy Geiger, 2011 Annual Conference Committee Chair welcomed and addressed the Executive Council to Philadelphia, giving an overview of the upcoming Conference events.

Overview by Management Committee

Peggy Fouts of the Washington Chapter, and Chair of the Management Committee, welcomed the Executive Council, recognizing the New Executive Council members: Molly Coulter from the Tennessee Chapter, Richard Boettcher from the Atlantic Chapter and Jason Kern from the Illinois Chapter. Peggy 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. Peggy Fouts reviewed the meeting’s different “roundtable” layout and regional breakout sessions, hoping the new layouts would garner interaction, discussion and information sharing.

The Management Committee recognized the following long-time Executive Council members and their time of service was acknowledged with a certificate of appreciation.

Don Kottowski of the Indiana Chapter – 18 Years
Dave Saffel of the West Virginia – 18 Years
Frank Thomason of the North Carolina Chapter – 12 Years
Lloyd Fayling of the Michigan Chapter – 11 Years
Larry Sheridan of the Wyoming Chapter – 9 Years

Barry Woodward of the Georgia Chapter spoke in remembrance of Art McDole.

President’s Opening Comments

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

- Recognition of Art McDole
- September meeting of PSA on D Block spectrum allocation with White House Staff
 - Support of President on reallocation of spectrum in February
- First two years of Strategic Governance Initiative
- Unveiling of APCO’s new brand, logo and tagline
- New Team Award
- Record number of Silent Key and CAC scholarship nominations. The Motorola Foundation made a generous gift of \$50,000.00.
- New Group Memberships start in October 2011. President Carrow sent thanks to the Member Chapter Services Committee for their work.

Approval of the 2010 Annual Executive Council Meeting Minutes

Barry Woodward of the Georgia Chapter *motioned to approve* the 2010 Annual Executive Council Meeting Minutes. Desi Calzada of the Northern California Chapter *seconded the motion*. A verbal vote was taken with no opposition and the *motion carried*.

Fiscal Year-End Finance Report

Dave Saffel of the West Virginia Chapter and Chair of the Finance and Budget Committee reported to the Executive Council on the state of the finances for APCO International, Inc., briefly discussing last year's report and comparison of APCO's positive financial standing despite the economic recession. Overall revenue was slightly over \$9.5M; expenses were \$9.4M leaving a year-end balance of just over \$155K. Cash reserves are \$3.7M for a reserve percentage of 39% cash and assets.

Mark Cannon, Interim Executive Director and Chief Financial Officer, reviewed the Finance Report, which included:

- Operating reserves are at 39 percent.
- Total assets of APCO International are \$7 million dollars.
- AFC and Institute realized strong growth in positive net income. AFC \$1.03M, Institute \$1.38M, Conference & Meetings \$611K, Membership \$705K.
- The APCO/PSFA combined assets are valued at \$10.8 million dollars and did not see a decline in assets.
- Total disbursements for Project LOCATE, Project 41, 9-1-1 Public Education, Leadership Grant were \$134K.
- When APCO International's overall financial picture is examined, APCO reduces its member's burdens by aggregating services that public safety agencies would not have the capacity to provide on their own. The public safety community recognizes APCO's leadership, investing in APCO because they know APCO provides quality products and services that are flexible, affordable and accountable, and they know that their investment is turned back around in support of the public safety community.

Interim Executive Director Report

Interim Executive Director Mark Cannon stated that it has been his privilege to serve the Association for the last four and one quarter years. It has been a particular honor to have the trust of the Executive Committee and Board to be able to address the Executive Council today as Interim Executive Director. He mused that former Executive Director George Rice would be proud of how the Executive Council is continuing to make strides with a new interactive format that will make today's meeting more impactful. Before getting into the specifics of his report, Mark Cannon noted that:

- Bound editions of the Annual Report, which was uploaded to PSConnect the previous week, will be distributed on Tuesday at the Second General Business Session.
- The report, and this presentation, is grounded on LRSP goals.
- People are a big part of the APCO enterprise; so he shared some statistics about APCO's Human Resources – tenure and education levels.
- The more significant part of the people equation is APCO's Membership. APCO experienced a slight dip in membership this past year, with totals as of December 2010 of 13,753, reflecting a small decline of 270 from a year earlier. Contrasted with other associations in other industries that have experienced as much as a 50 percent decline, APCO looks to be sustaining its membership levels by comparison. APCO is hopeful of growing its numbers by encouraging agencies to consider the Group Membership option available this October.

Interim Executive Director Mark Cannon discussed what he regards as the “top ten APCO accomplishments for 2011” which are as follows:

- 10 – Financial Stability (see prior financial reporting)
- 9 – New/Revised Standards
 - 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
 - Global Congress, initial event of 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.apointl.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

Jim Acosta of the Southern California Chapter inquired if D Block would pass before the September 11th anniversary. Interim Executive Director Mark Cannon stated that timing could be an issue. APCO is working hard because the September 11th anniversary is a good rally point for action, but the wheels of Congress turn slowly. In many people’s minds on Capitol Hill this is ‘must pass’ legislation. With much bi-partisan support, the bill may be packaged with other key legislative proposals, which could slow the timing.

Matthew Stillwell of the Oklahoma Chapter discussed the findings of the ProCHRT report. In-depth discussions were held on the issues of ProCHRT, which are human resources issues for frontline employees and telecommunicators. These employees and telecommunicators represent 70% of APCO's membership. There isn't much mention about any of these operational challenges, which needs to become a priority. Interim Executive Director Mark Cannon stated he agreed that ProCHRT is very important, as are the operational issues that the report exposes which speak to a need for greater standards, training, and certification in the USA. In looking at the overall pie of where APCO places its resources, he explained that it is overwhelmingly in support of Comm Center operations. This is true of the training that the Institute cranks out, the standards and policy setting work of the Communications Center and 9-1-1 Services Department and the professional tracks at the Annual Conference that are predominantly for Comm Center personnel. APCO's advocacy agenda is very full and we attend to it all. There is an incredible amount of focus and emphasis on the operational side of the house. As the day evolves, particularly in the ProCHRT breakouts, Mark Cannon promised more dialogue regarding this.

Peggy Fouts of the Washington Chapter stated that Washington State is taking a different approach to training standards. The Washington Chapter membership wants early retirement for dispatchers. To get early retirement through the legislature APCO will need to have statewide standards and training certifications. The Washington Chapter appreciates the work that ProCHRT has done and Peggy likes to hear that resources are being allocated to ensure that information is available to all.

Rich Boettcher of the Atlantic Chapter inquired why the PSC magazine isn't number one. Interim Executive Director Mark Cannon stated that Mission Critical has a different audience and model, and he is not sure APCO would ever surpass it. Mission Critical is not member based, they hand out complimentary subscriptions. Number two is not bad; in that arena, APCO is content to be number two.

Jason Kern of the Illinois Chapter inquired if APCO plans to assist Chapters so the new logo and brand is universal throughout the association, especially now that APCO is trying to go global. Interim Executive Director Mark Cannon stated that several associations have refreshed their brands in the last couple of years, including IAFC, IACP, NENA, and in another sector, the YMCA. It's always a situation where you are not going to please everyone. He suggested that APCO's effort was not so much revolution; but evolution. The rebranding took into account where APCO has come from, and has maintained the core elements. The shield, which is so important, and the APCO blue color. Having that connection with the past is so critical but having uniformity is also important because it enables us to leverage so much more with the APCO name if the look is standard and consistent. There will be variations; quite frankly for a long, long time CPRA has retained a different name and logo. APCO can continue to be a "big tent" association and allow some of its diverse heritage to continue to be expressed. He explained that there will be roundtable discussions later during the meeting to begin to ask of the Chapters what their needs, concerns and issues are, and what kind of tools do the Chapters need to implement the new brand. With this and other Chapter input, the staff will work with the experts at the Frost Miller Group to build templates, style guides, and other necessary supporting material to address the Chapter's concerns and needs.

Manfred Blaha of the International Chapter requested the status of the Executive Director search. Interim Executive Director Mark Cannon stated he will defer this question since he has announced that he is a candidate, and makes a point of stepping out of the room whenever the executive director search is discussed by the Board of Directors. He suggested taking additional questions or comments on his presentation so he could, then, leave the room and yield the floor to one of the Officers to brief the Executive Council on where the process stands.

Larry Sheridan of the Wyoming Chapter raised the issue of the LightSquared GPS interference issue in which APCO has been active. There is potential for the LightSquared system to negatively affect CAD systems. APCO needs to stay on top of this issue. Interim Executive Director Mark Cannon stated that APCO has been active in this area. The Executive Committee issued a letter in June addressed to the FCC Chairman raising concerns prior to the FCC receiving LightSquared's field testing report. The tests revealed potential interference issues with GPS systems such as public safety, the FAA, Defense, NASA, oil and gas production which uses GPS for drilling, and agriculture. Following the release of the field report, APCO's regulatory counsel Bob Gursch worked with the Executive Committee and the Spectrum Management Committee to submit formal comments to the FCC. He also explained that APCO is hosting a pro/con session as part of the Annual Conference in which a representative from LightSquared will face off against Andy Siebold, a radio technology consultant who has blogging about the potential downsides of the LightSquared waiver. Mark Cannon took the opportunity to also call attention to other FCC sessions. Terry Hall, Second Vice President, stated that APCO has been working diligently with SAFECOM and NPSTC, and with the satellite communications community on the LightSquared issue. He noted it is not just the CAD systems APCO is worried about; this will have a major effect on land mobile radio. Everything is time-synched together. The two tests showed there were interference issues. The Executive Committee will continue to be engaged to represent public safety until the matter is resolved.

Interim Executive Director Mark Cannon left the room at this time so the Executive Committee could entertain the prior question about the executive director search.

President Bill Carrow and First Vice President Gregory Riddle briefed the Executive Council on the following:

- The Search Committee is made up of one representative from each region, a CAC representative, a staff representative, and two past presidents.
- The Committee is chaired by Past President Chris Fischer.
- Selected professional search firm, JDG, in June.
- Executive Committee was interviewed by the selection firm for candidate criteria.
- Approximately 200 applicants were received and screened by the search firm.
- The Search Committee will meet during the Annual Conference to pre-screen candidates (approx. nine) with the intent to recommend the top five for interviews in late September.
- The goal is for the replacement to be on-board possibly by or around November 1.

Art Rios of the New Mexico Chapter questioned the impact to the budget: the search firm is 30% of the Executive Director's first year's salary – so with no salary being paid for 3-4 months it should be relatively budget neutral.

ProCHRT Toolbox

Steve Souder, Chair of the Professional Communications Human Resource Taskforce, addressed the Executive Council at this time.

- 97 percent of law enforcement, fire/rescue and EMS will retire after 25 years in their profession.
- 97 percent 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 a leadership role has a great opportunity to grow membership; 70percent of APCO’s membership will benefit.

Breakout sessions were conducted at this time: Group One – Overview, Group 2 – Legislative Resources, Group 3 – Public & Media Resources.

D Block Update

Immediate Past President Richard Mirgon updated the Executive Council on the current status of D Block.

- 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 the Union Address
 - SB 911 is preferred vehicle to move initiative forward. Approved 21-4.
 - House plans to move the floor prior to the September 11th anniversary.
 - HR 607 – 45 co-sponsors
 - HR 2482 – mirror of SB911
 - Future Calls to Actions will focus on those that can effect a change on the floor. APCO Chapters need to be engaged because the results are that it works. It’s important for Executive Council members to work within their Chapters to ensure when the call is placed for assistance they are ready to respond and act.
 - Need to include specific language in future Calls to Action. Use Social Media to post the information and to get members and others engaged.
 - Oregon State’s Walden is causing issues for the bill moving. There may be a bill that APCO may end up not objecting to just to get it to the floor. At that point APCO will deal with the leaders on the house side to get the allocation of the D Block done on the floor.
 - Thanks to the Washington, Texas and Florida Chapters for their work on getting the message to the key members.

- Director of Government Relations Yucel Ors noted that the Local/State offices are more responsive than DC offices. They will pass the message on to DC.

Group Leader Reports

Presider Bill Keller welcomed the Group Leaders: Carol Adams, Chair of the Group Leaders, Pat Joy of the Arizona Chapter, Gigi Smith, Western Regional Representative to the Board of Directors, Julie Righter, North Central Regional Representative to the Board of Directors and Rich Boettcher of the Atlantic Chapter. Carol Adams gave an overview of the Group Leader's 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 One
 - Operations – Pat Joy is Group Two
 - Technical – Richard Boettcher is Group Three
 - Member Services – Carol Adams is Group Four
- Monitor committee activities, report updates to the 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
- Update Chair Manual
- The Committee goals were reviewed
- Committee member participation evaluations being done
- The future of public safety communications and the integration of data for public safety
- The Heritage Foundation is a sub-committee of the Historical Committee
 - Develop a budget and plan to keep the Bradley University Library as APCO's museum

Officer Recruitment Challenges

GiGi Smith, Western Regional Representative to the Board of Directors, moderated a discussion on Officer Recruitment Challenges. With SGI everyone thought more candidates would step forward for office. Breakout discussions examined policies and practices related to Executive Committee qualifications and the challenges of recruiting candidates.

- 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 members to run – how to sell the position
- Traits to look for – results oriented, good fit for the organization
- Time Commitment

- Include Board in development of annual travel matrix to get them more involved

First Vice President Gregory Riddle mentioned that an item being considered is the utilization of the Credential Committee more pro-actively to interview, solicit, and cultivate members to consider running for office. He would like to socialize this idea in the breakouts to potentially generate some feedback about this concept.

Results of Breakout Sessions:

Group One (Facilitator) Bill Agee of the Virginia Chapter, Room 401

- Challenges
 - Time commitment, office commitment, personal commitment and family time, assimilating after leaving office, dissatisfaction going back to your job, your afterlife of being on the Executive Committee
- Motivation
 - Potential career builder, the challenge of the office, ability to help people, make a difference, recognition ego
- Solutions
 - Increase the role of the entire BoD, have BoD travel more which would cut down on the required travel time for the Executive Committee, spread the work load among the BoD, prepare a travel matrix, incentivize the sponsored agency, use the Executive Committee and the Board of Directors to help mentor potential candidates for the office.
 - This is too important of an issue to cover in just 15-20 minutes; we should do this again when we have more time for discussion.

Group Two (Facilitator) Barry Woodward, Room 402

- Challenges
 - Committee members are all same people, how do we bring new people to the Chapters and Committees, how do we get volunteers, lack of agency support
- Motivation
 - Personal – how can I do the best job everywhere and still maintain work, home, family life, and not become burned out.
- Solutions
 - Be open, give incentive, have a toolkit for recruiting potential officers from the Chapter level on up to the Executive Committee.

Group Three (Facilitator) Desi Calzada, Room 403

- Challenges
 - Return on investment, agency ROI, and individual ROI,
- Motivation
 - Don't lose sight that there should be requirements, organizational knowledge, it's tougher to be a senior of life member than an officer on the Executive Committee, adaptability and how adaptability can be measured, track record of their Chapter involvement, recommendations on their leadership projects that they have accomplished

- Solutions
 - Needs to start at Chapter level – encourage Chapters to identify their leaders early on, and mentor them up, realistic time commitments, the time commitment is probably the single largest detractor for running for office, have the assistance of APCO and the APCO Institute identify from Chapter Officer training potential leaders early on.

Group Four (Facilitator) Shannon McCuin, Room 404

- Challenges
 - Free time, management level or in a career that is ready to retire may be able to take this commitment on, government knowledge, start at state level to get criteria to get the quality and type of person APCO would want to run in a leadership role, use the RPL course and perhaps do an extra course, background at association level, find people who are well versed in policies at state level and national level.
- Motivation
 - Have management buy in and work with employers, a recruitment task force, Chapter leadership and speaking out to those who may have leadership qualities,
- Solutions
 - Have a leadership development course, add track for Officer development, follow through with the Leadership Development Committee, mentoring on a state level, have a national course to get people interested and involved on a continual basis

Branding Taskforce Presentation

David Clemons, East Coast Regional Representative to the Board of Directors and Chair of the Branding Task Force, reported to the Executive Council on APCO's branding efforts and the ongoing work of the Task Force.

- The task force presentations were viewed by a 60 total participants
- Unveiling will occur at the Philadelphia conference during the First 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 inform Chapters what color is APCO Blue.
- Brand implementation at the 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
 - An electronic copy of the new logo will be available to Chapters for use at the conclusion of the Annual Conference.

- All of APCO's awards will display the new logo
- Old logo wear will be sold as well as the new logo wear at the APCO Store.
- Deliverables for brand strategy moved to plan that MARCOM interfaces with each department directly which is done during the budget process. Reviewing costs to transition items. Marketing materials will be implemented. Some items will be new based on priority moving forward with the new logo.
- Chapter level brand implementation – APCO wants to assist the chapters moving forward with the implementation of the new logo at the Chapter level. The Task Force will review the option of the Chapters to utilize a 'different' logo.
- APCO will give the Chapters the resources and assistance with their logo design implementation by offering to the Chapters the same consultant that APCO International used in creating their new logo, Frost Miller. Art Rios of the New Mexico Chapter inquired if there would be an issue with the APCO logo standing next to the NENA logo. As long as the two logos are next to each other there will not be an issue. Blending of the two logos will not be supported.

SGI Changes to Voting Process

Immediate Past President Richard Mirgon came back to the podium to raise an issue that he forgot to mention when addressing the Executive Council previously. He was now addressing them in his capacity as a member of the Credentials Committee. With SGI taking effect in the last year, there have been changes to what we do to include voting at the Second General Business Session. Historically we have always accepted the uncontested candidates by a verbal vote of acclamation since there was not opposition. APCO contracted with a parliamentarian who looked at the process and informed APCO that a verbal vote of acclamation cannot continue in the future because the bylaws adopted under SGI were streamlined to require a written ballot and did not carry over a prior exception in the case of an uncontested election. To be in compliance with Roberts Rule of Order, 10th Edition, and our revised Bylaws, written ballots will be distributed to ratify each candidate – yes or no. If a vote should come in to where a simple majority, 50 percent plus one, votes no, a candidate is not elected to that position. On Tuesday during the Second General Business Session, both Terry Hall and Michael Jeffres will have to receive a majority of “yes” votes.

- The Credentials Committee will tabulate the vote.
- This must occur even in an uncontested election. There is no longer a vote to fill the position by verbal acclamation when only one candidate is running.
- If the candidates are not accepted by ballot vote, the President shall appoint to fill the vacancy. The appointment will be ratified by the Executive Committee and Board.
- This will be a private balloted vote.
- Manfred Blaha of the International Chapter inquired if this is the same process for the Regional Representatives, to which Immediate Past President Richard Mirgon replied that the process is only for the Executive Committee positions; a different defined process is in place for the Regional Representatives.
- Presider Bill Keller inquired if the rules could be suspended for the vote on Tuesday, to which Immediate Past President Richard Mirgon replied no, because that part of the rules

is in the Bylaws under the Quorum. It would require an amendment to the Bylaws; not a suspension of the rules.

- First Vice President Gregory Riddle noted that the advice of a professional parliamentarian was sought who advised against changing the rules under authority to modify right before an election. Parliamentary procedure is fundamentally about making sure the minority's voice is respected even against the overwhelming will of the majority. The written ballot is a 'cleaner' process for this than how APCO has conducted votes in the past, and ultimately should not change the will of the association. It is just a 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
- Discussion on MAAP
- Election of Executive Council Committees
 - Management
 - Finance and Budget

MAAP Project Status

Woody Glover, Gulf Coast Regional Representative to the Board of Directors, reviewed the MAAP Program (Member Assistance Advisory Program) with the Executive Council. MAAP was initiated in 2006 to provide a forum for review as requested by individual communications agencies by a peer group of subject matter experts. Woody Glover asked the Executive Council if it were time to retire the project. No questions at this time.

Mark Cannon, Interim Executive Director, provided statistics on the program:

- Woody Glover staffed MAAP in the early days of the program.
- Reviews are done at undisclosed locations, and recommendations go back to the agency. 2011 – one project (pre-consolidation review), 2009 – two, 2008 – two, 2007 – five, 2004 to 2006 – four.
- 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 in the program. APCO staff thinks it's worthwhile when opportunities come up.
- Chapters that have used the service: CO, KS, LA, MD, MI, MO, OR, SD, TX, VA, WA
- MAAP Wireless (Phase II Deployment): Four

Reporting out by Region

GiGi Smith, Western Regional Representative to the Board of Directors, presented the Board of Directors Report to the Executive Council.

Year in Review

Participation

- Face to Face Meetings
 - September 2010
 - Planning meeting for 2011
 - 2010 Review – Lessons Learned
 - May 2011
 - Mid-Year Update
 - Capitol Hill Visits
- Regional Conference Calls with Executive Council Representatives
 - Before and After BoD Meeting's:
 - September 2010
 - October 2010
 - February/March 2011
 - May 2011
 - June 2011

Communication

- Strong Communication
 - Daily e-mails amongst each other
 - Equal in voice
 - Resources
 - Updates from the Executive Committee
 - Quick response
 - Phone calls as needed
- Conference Calls with Executive Committee
 - September 22, 2010
 - October 13, 2010
 - May 13, 2011
 - June 6, 2011

Major Initiatives

- Capitol Hill Visits
 - 25+ Congressional Visits
 - Face to Face with Senator Rockefeller
- Branding
 - Educational Conferences and Outreach
- Executive Director Search Committee

Don Whitney, Commercial Advisory Council Representative to the Board of Directors, presented the Commercial Advisory Council to the Executive Council

- Conference Calls
 - 65% average attendance
- Outreach and Involvement
 - The CAC Scholarship: “Best Year Ever”
 - Provided assistance to a record number APCO members
 - New Program

- Council members now available to any Chapter for advisement & support concerning commercial members or operations
- What Works – Lessons Learned
 - Completed Information Flow Migration to PSConnect
 - Active on Twitter
 - Follow us on: “APCOCACINFO”
 - Completed APCO Policy Manual Updates
 - Clarifying the original SGI guidelines
 - Streamlining CAC governance and operations

Woody Glover, Gulf Coast Regional Representative to the Board of Directors, presented the Gulf Coast Region Report to the Executive Council

- Conference Calls
 - 90% attendance
 - 95% communication
- Outreach and Involvement
 - Arkansas – Minimum Training Legislation
- What Works – Lesson’s Learned
 - Doodle
- Caucus Report
 - Regional Representative Vote Results
 - Debbie Gailbreath of the Florida Chapter will be the new Gulf Coast Regional Representative to the Board of Directors
 - EC Committee Selection
 - Barry Woodward of the Georgia Chapter will remain as representative on the Management Committee
 - Shannon McCuin of the Arkansas Chapter will serve as the representative to the Finance and Budget Committee
 - Regional Conference Task Force
 - Role of Executive Council
 - MAAAP
 - Continue the project as is
 - Chapter Activity

David Clemons, East Coast Regional Representative to the Board of Directors, presented the Eastern Region Report to the Executive Council

- Conference Calls
 - 80% Attendance Rate Average
- Outreach and Involvement
 - Attended Atlantic Chapter & Pennsylvania Conferences
- What Works – Lesson’s Learned
 - Follow Up Calls
 - Board packet distribution is huge benefit.
- Caucus Report
 - Regional Representative Vote Results

- David Clemons of the Atlantic Chapter will remain as East Coast Regional Representative to the Board of Directors
- EC Committee Selection
 - Frank Thomason of the North Carolina Chapter will remain as representative for the Management Committee
 - Fred Thompson of the South Carolina Chapter will remain as representative for the Finance and Budget Committee
- Regional Conference Task Force
 - Maybe
- Role of Executive Council
- MAAP
- Chapter Activity

Julie Righter, North Central Regional Representative to the Board of Directors, presented the North Central Region Report to the Executive Council

- Conference Calls
 - 73% Attendance
- What Works – Lesson’s Learned
 - Doodle
 - Updating Outlook
- Caucus Report
 - Regional Representative Vote Results
 - Julie Righter of the Nebraska Chapter will remain as the North Central Regional Representative to the Board of Directors
 - EC Committee Selection
 - Eric Nevins of the Iowa Chapter will remain as the Finance and Budget Committee Representative
 - Holly Wayt of the Ohio Chapter will remain as the Management Committee Representative
 - Regional Conference Task Force
 - Huge area, all chapters have state conferences
 - Role of Executive Council
 - MAAP
 - Continue the project as is
 - Chapter Activity
 - Enhance communication for next year

Richard Granado, Western Regional Representative to the Board of Directors, presented the Western Region Report to the Executive Council

- Conference Calls
 - 72% Attendance Rate Average
- Outreach and Involvement
 - Western Regional Conference - Ontario, CA
- What Works – Lesson’s Learned
 - Follow Up Calls

- Round Table
- Meeting Minutes Distributed
- Caucus Report
 - Regional Representative Vote Results
 - GiGi Smith of the Utah Chapter will remain as the Western Regional Representative to the Board of Directors
 - EC Committee Selection
 - Tina Roylance of the Utah Chapter will remain as the representative to the Management Committee
 - Kimberly Burdick of the Montana Chapter will serve as the representative to the Finance and Budget Committee
 - Regional Conference Task Force
 - Western Region has had many successful regional conferences and the Western Region wishes to continue this
 - Role of Executive Council
 - MAAP
 - Continue the program with reevaluation
 - Chapter Activity

Reviewing the Role of the Executive Council in Chapter Interactions and Communications

Manfred Blaha of the International Chapter addressed the Executive Council at this time, discussing establishing a task force to examine ideas for the Board of Directors to take over some of the tasks for the Executive Committee and to review the tasks and responsibilities of the Executive Council. He noted:

- The Council's role has decreased and is not involved in as many decisions;
- Information is communicated to the Council late in the decision process; and
- With the implementation of SGI, the body's relevance has diminished.

Manfred Blaha of the International Chapter *motioned* to create a task force to review the responsibility of the Executive Council. Matthew Stillwell of the Oklahoma Chapter *seconded the motion*.

Discussion

- Peggy Fouts of the Washington Chapter stated that when SGI was agreed to it was understood responsibilities of day-to-day oversight would move to the Board of Directors.
- Rich Boettcher of the Atlantic Chapter inquired if the Executive Council could get an idea of what functions Manfred feels should be shifted or redirected between the Executive Committee and Board of Directors.
- Immediate Past President Richard Mirgon stated that he is curious about what's broke? If someone has concerns over an action that the Executive Committee or the Board made, let's address that. This wholesale review of SGI seems unwarranted as we are more

effective now than we've ever been. Are we perfect? No. Look at the agenda; this is one of the most effective meetings where this Council is working on matters that could really impact the Association as opposed to debates over bricks at headquarters. Whatever is amiss could probably be fixed through some other process.

- Larry Sheridan of the Wyoming Chapter inquired if Manfred Blaha envisions how this task force will be comprised.
- Manfred Blaha of the International Chapter replied it should be based on volunteers willing to participate. Rich Boettcher of the Atlantic Chapter suggested that rather than a task force, would this not be a good job for the Management Committee?
- Rich Boettcher of the Atlantic Chapter said one of the reasons SGI was agreed to was to streamline operations and make sure items that need to be handled on a timely basis.

Presider Bill Keller stated there was a motion and second on the floor unless the maker wanted to withdraw his motion. Hearing no further discussion, Presider Bill Keller called for a show of hands for and against the motion. *The motion failed.*

Second Vice President Candidate Address to Council

Second Vice President Candidate Michael Jeffres addressed the Executive Council at this time.

Other Business

Bill Keller of the Texas Chapter extended a thank you from the Texas Chapter and the Texas Chapter Board to President Bill Carrow, the Board of Directors, Interim Executive Director Mark Cannon, Director of Government Relation Yucel Ors, Woody Glover of the Louisiana Chapter and to those Executive Council members present that extended their compassion, caring and concern for their response to a Texas Chapter event.

Presider Bill Keller thanked APCO staff and the Management Committee for their work in supporting the Executive Council meeting. Those Executive Council members who were attending their last meeting were acknowledged and thanked for their dedication, mentoring efforts, service, and time. Art Rios of the New Mexico Chapter congratulated Pat Joy of the Arizona Chapter on her retirement.

Larry Sheridan of the Wyoming Chapter *motioned* to send a letter of regret to the Chapter Presidents of the Chapters absent from the Executive Council meeting to let them know they were missed. Bill Keller of the Texas Chapter *seconded the motion*. A verbal vote was taken with no opposition and *the motion carried*.

Pam Provost of the Alaska Chapter informed the Executive Council that plans for the Alaska Chapter's Western Regional are moving along. Pam invited everyone to attend. The dates of the Conference are February 29-March 2, 2012.

Lynne Feller, North Central Regional Representative to the Board of Directors, requested that the Executive Council members turn in their Special Conference Task Force forms to her.

Recess

The Executive Council meeting recessed at 5:40 p.m. EDT and will be adjourned following the conclusion of the SuperSession on Wednesday, August 10, 2011.

Respectfully submitted,

Mark Cannon
Interim Executive Director

The Executive Council Meeting Agenda and Minutes will be part and parcel of the formal record of the 77th Annual APCO International Conference and Exposition and will be retained at APCO International Headquarters.