

From the Desk Of Judith Brackin
PA APCO Executive Council Representative:

APCO INTERNATIONAL EXECUTIVE COUNCIL UPDATE March 2011

www.paapco.org

77th APCO International Conference 2011 In Philadelphia, PA August 7th-August 11th

Registration

Start planning today for the 2011 Annual Conference in Philadelphia. Don't miss the industry's best opportunity to make powerful connections with executives, dispatchers, and technicians involved in all aspects of public safety communications – from law enforcement to PSAPs to government agencies. Register today at <http://www.apco2011.org/attendees/register-now.html>

APCO International Public-Safety Communications Award Program

APCO International presents awards to public safety communications personnel who have demonstrated the highest levels of personal and professional conduct and performance in the line of duty.

Award categories currently include Telecommunicator of the Year, Communications Center Director of the Year, Line Supervisor of the Year, Radio Frequency (RF) Technologist of the Year, Information Technologist of the Year, Trainer of the Year, and Team of the Year.

2011 nominations can be made now and will be accepted until April 1, 2011.

Training Money Available TO APCO Members!!!!

Financial assistance is available for APCO courses, conferences, and/or expenses at Jacksonville State University thanks to our members and our corporate sponsors. These scholarship funds are managed by the APCO Institute and each year, APCO members receive thousands of dollars for training.

APCO has two general scholarship funds: Silent Key and the Commercial Advisory Council (CAC). Silent Key was created to remember and honor individuals who have close ties to APCO. CAC funds come from our corporate sponsors who generously support the public safety community.

APCO Institute and APCO Virtual College now have access to another \$50,000 for their studies thanks to the Motorola Foundation. The Motorola Foundation awarded this grant to APCO for the CAC Scholarship Fund.

Here are some quick points to remember:

- Scholarships are available to all APCO members so if you are not a member, join today
- You have one year to use your scholarship money
- Students enrolled in online APCO classes can be reimbursed with scholarship funds
- Scholarship funds can also be awarded to reimburse conference travel expenses
- Agency information is required however, scholarship money is paid directly to the member, not the agency
- **You must submit your application by March 31**

There is one more scholarship fund established strictly for the Leadership Certificate Program. The John D. Lane Scholarship Program is open all year and awarded as a reimbursement once the member earns their RPL certification.

For complete details, download the scholarship information below or go to the Forms and Information link on the APCO Institute web page.

http://www.apcointl.org/institute/forms_information.htm

APCO Committee Sign-Up's

It's that time of year again for sign-ups for the 2011-2012 committee year. Members can volunteer for up to three committees, and all sign-ups must be completed on-line no later than April 15. Go to www.myapcointl.org and click the "Committee Sign up" link at the left of the page. You will be asked to log in using your primary email address and your APCO web site password. An automated acknowledgement that your request has been submitted will be received at time of sign-up. Notifications regarding final selections will be sent in the May-June timeframe.

REMINDER - There are **NO** automatic committee renewals. Everyone currently serving on a committee must complete a new sign-up for the 2011-2012 year to be considered.

Our committees are integral to our association's success. They directly help us meet our goals, fulfill our mission and provide a unique opportunity to serve both our fellow members and the entire public safety communications community. Please sign-up today.

APCO News

Public Relations

APCO International was in 402 articles during the month of February. When reviewing coverage in which either APCO or NENA was mentioned, APCO received approximately 86 percent of the coverage and NENA received approximately 14 percent of the coverage. Throughout February, APCO reached an audience of 416,576 and earned media coverage valued at \$296,371.71.

February's press releases

APCO Release ANSI Approved Minimum Training Standards for Public Safety Telecommunicators- Feb. 9, 2011

<http://apcointl.org/press/view/164>

Public Safety Alliance Receives Warm, Bipartisan Reception - Feb. 10, 2011

<http://apcointl.org/press/view/165>

Alliance Supports President's \$10 Billion Interoperable Public Safety Broadband Initiative- Feb. 14, 2011

<http://apcointl.org/press/view/166>

APCO Lauds Chairman Rockefeller's Top Priority for Public Safety- Feb. 16, 2011

<http://apcointl.org/press/view/167>

APCO International Launches Online Application Program for Project 33 Training Certification- Feb. 22, 2011

<http://apcointl.org/press/view/168>

Other News

Gigi Smith, Board of Directors Member for the Western Region, represented the association and the industry on the Dr. Oz Show for a segment on the top 3 errors that callers make when placing a call to 9-1-1. The segment was taped the last week of February and will air on March 11.

Executive Committee and Board Activities

Board of Directors Meeting/Call

The Board of Directors met via web conference for its regularly scheduled quarterly meeting on February 14, 1-4 pm EST. It adopted Policy Manual changes related to 3.1 (Chapter Organization) and a new section 13.5 implementing the Team Award. Also to facilitate selection of a 2016 conference site in the North Central region, the Board ratified a small change to the Annual Conference Manual that authorizes the conference staff to consider other sites outside the region to get to a minimum of five bids from eligible cities.

The Board also received a mid-year fiscal report that shows APCO finances on track with budget and several updates on ongoing association initiatives, including the Public Safety Alliance, Branding Task Force, ProCHRT, APCO Global Congress and Tech Roundtables. The Board's next meeting is scheduled for Tuesday, May 17, ahead of that evening's APCO Leadership Awards Dinner in Washington, DC, in which it will take up the FY2012 budget among other business.

Membership Developments

Group Membership for 2012

Overview structure and pricing

In the 2012 dues year, APCO will begin offering Group Membership, allowing organizations to enroll their entire team rather than just a select few. The group membership package combines new online memberships with traditional full memberships so you can enroll more of your staff without paying for full memberships for everyone. This will put all of the information and resources APCO offers at the fingertips of your staff!

How it Works

Based on the size of your organization, you'll receive a certain number of full memberships (starting in 2012

Active category is renamed Full Member) and online memberships to assign to your team members. Full members get voting rights and all of the benefits of APCO membership, and Online Members get the online magazine, e-bulletin, web access and PSConnect membership.

Plan for APCO Group Membership in Your Budget!

Agency Size	What is included	TIER I	TIER II
up to 10 staff	3 Full + Online	\$331	\$413
11 to 25 staff	8 Full + Online	\$856	\$1,080
26 to 50 staff	15 Full + Online	\$1,575	\$1,995
51 staff and above	22 Full + Online	\$2,304	\$2,920
Price to upgrade Online to Full Membership		\$92	\$120
Price to upgrade Online to Associate Membership		\$69	\$69

Staffing Update

Bob Smith, Director of Strategic Development, will resign from his post with APCO International effective March 11, to take up a position with The Lafayette Group, helping to manage their contract with the U.S. Department of Homeland Security for outreach and support of federal emergency communications efforts. Bob's specific position will be Outreach and Public Affairs Specialist, assigned to DHS Headquarters to support the public affairs efforts for the Office of Emergency Communications. As you know, Bob has contributed to the success of every APCO department throughout his years of service with us, both directly as a member of many departments, and indirectly through his keen insights. It's always wonderful to witness the career growth of one of our own. We wish Bob success in his new endeavor.