



# APCO International

*Association of Public-Safety Communications Officials—International, Inc.*

# Annual Report 2010



# Welcome

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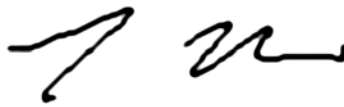
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## Letter from the President

It is with a great sense of privilege and honor that I present the 2010 Annual Report. As APCO International's President for 2010, I was privileged to have the opportunity to stand in front of members of Congress, the leadership of other associations and to be present in meetings representing our more than 15,000 members and learning even more how respected and influential APCO International is. It was also my honor to meet and talk with APCO International members across the country, learning about their jobs and how APCO International benefits them.

This document highlights our accomplishments for the year. This has been a very ambitious year for programs and activities, while working within the constraints of a fiscally conservative budget that is a reflection of the current economic climate, especially in the public sector. As in the past, we not only continued to build upon our rich history, but we embarked on new initiatives of interest and benefit to our members and the public safety community at large. The Board of Directors were extremely busy, the staff spread very thin and our committees more active than ever before, and yet we continued to represent our members on a variety of fronts and provide the important benefits our members and the industry deserve.

I would like to thank you for your support of our initiatives during this past year and hope you will be pleased with our accomplishments.



Richard Mirgon, President



## Letter from the Executive Director

I am pleased to present to you the 2010 APCO International annual report.

Year after year, this organization works to improve the quality and state of public safety communications through its many programs and initiatives. The activities outlined in this annual report illustrate how APCO International continued in this fashion. We were able to build upon its accomplishments and also move forward with creativity and purpose as we confronted new challenges.

APCO International held true to the program theme of Learn, Act, Connect, established in 2007, which was introduced as the means by which we position the primary components of the association's programs and services. Our training and professional development offerings—**Learn**—continue to be at the forefront of the field; our advocacy and regulatory leadership—**Act**—remains highly sought after by policy makers in Washington, DC and around the country; and our conferences, forums and summits—**Connect**—are consistently at the top of the field in attendance and value-added content.

APCO International provides a valuable setting for development, discussion and debate in front of a nationwide and international audience. It is a vital and vibrant component of the public safety communications industry. By working with the Board of Directors and various committees, APCO International's members took great strides toward achieving the association's vision and mission.

Thank you for your participation in 2010. I look forward to our continued partnership as we serve the nation and the international community. Working together, we can continue to make APCO International the best conduit for public safety communications professionals to learn, act and connect.

Sincerely,

George S. Rice, Jr., Executive Director

## APCO Mission

The Association of Public-Safety Communications Officials International (APCO) is a member driven association of communications professionals that provides leadership; influences public safety communications decisions of government and industry; promotes professional development; and, fosters the development and use of technology for the benefit of the public.

# LEARN

When APCO International members invest time in learning it helps them professionally, but it also helps the entire public safety system improve and benefits society as a whole. Through the APCO Institute, public safety personnel can take courses, both in-person and online, to improve in their jobs and gain accreditation. APCO International also offers a wide array of self-paced learning opportunities through our publications. Professional development is at the core of APCO International's mission and learning is the most important way our members grow professionally.

Every day, the APCO Institute helps members of the public safety community get better at their jobs. As the official educational arm of APCO International, the Institute is the only not-for-profit educational institute that serves the unique needs of the public safety communications industry. In 2010, the APCO Institute conducted over 1,700 courses both online and in person, teaching nearly 15,500 public safety communications students from around the world. The Institute is able to offer instruction that is based on the real-world experiences of instructors who have worked in public safety communications for years. Using its alignment with the membership of APCO International, the APCO Institute is able to respond to the most important issues facing public safety communications professionals with courses that address those issues.

APCO International also offers publications that provide educational opportunities to all members and other interested parties in the public safety field. *Public Safety Communications*, the monthly magazine published by APCO International, offers up-to-date information and continuing education articles to help readers stay current on the latest in public safety communications operating procedures and technology and offers real-world examples of communications work in action.

Because communications personnel make up the nerve center of emergency operations, fielding calls from the public and dispatching the appropriate responders quickly and efficiently, they have a dramatic impact on the performance of police, fire and emergency medical services. During a disaster, communications plays a crucial role in effective response as the public floods the public safety system with calls for help. Whether the caller needs to get a kitten out of a tree, deliver a baby, escape a burning building or survive a major natural disaster, 24 hours a day, seven days a week, public safety communications professionals are using their training to handle the calls for help.



## Learning to Respond to the Latest Public Safety Threats

Every call to 9-1-1 involves numerous complexities beyond public understanding, simultaneously orchestrating the people, technology and policy to obtain a positive outcome. Unfortunately, some of the fundamentals are beyond our immediate control, like technological operability and policy and funding decisions of government. What we can control is the training we can offer our public safety communications professionals as they work to ensure the safety of the world's citizens. In 2010, the APCO Institute was hard at work to continue development of training to meet the ever-changing needs of our public safety communications professionals.

In response to the recent safety issues concerning unintended vehicle acceleration, the APCO Institute released an Unintended Acceleration Guidecard to assist calltakers and dispatchers in responding to 9-1-1 calls related to unintended vehicle acceleration. Like all APCO Institute Guidecards, including Law Enforcement, Emergency Medical Dispatch and Fire Service, the Unintended Acceleration Guidecard provides telecommunicators with quick, fingertip access to life-saving information. The Unintended Acceleration Guidecard is based on the National Highway Transportation Safety Administration's consumer advisory and information from Toyota.

In addition, the APCO Institute released a new course—Crisis Negotiations for Telecommunicators. Crisis situations differ from the daily emergencies that today's public safety telecommunicators handle. Hostage situations, barricaded subject incidents and suicidal callers, among others, require an advanced level of training for telecommunicators to handle them successfully. Offered in a classroom setting and online, this course builds on the knowledge, skills and abilities inherent in basic telecommunicator training programs to educate public safety communications professionals on the most effective way to receive and process calls involving crisis situations and to ensure they fulfill their role as a vital component of the overall public safety response.

Further, the APCO Institute brought its popular course—Active Shooter Incidents for Public Safety Communications—online. Because the news is constantly flooded with incidents involving weapons and the response to these incidents, from the receipt of a 9-1-1 call, is critical to the outcome, this online course focuses on the issues that make responding to an active shooter incident more difficult than other calls.

It is the mission of the APCO Institute to adequately prepare those in public safety communications for any event that threatens the safety of our citizens and those who respond. These developments provide our public safety telecommunicators with more tools to successfully perform their mission in highly efficient and accessible ways.

# ACT

Every day APCO International members are called to action to help callers in times of emergency. APCO International members also take action advocating for intelligent policy and crucial advancements in equipment and technology used to ensure the safety of the public. Though they are the nerve center of public safety and often are the first to deal directly with the public, often communications professionals are overlooked. APCO International is one of the few places people in the field can turn to voice their concerns and interests to decision makers in a constructive way.

By speaking out on behalf of public safety communications, APCO International members work hard to ensure that all citizens know how important communications are to public safety and what they can do about it. While crucial communications professionals are literally behind the scenes when it comes to public safety, APCO International members must be prepared to perform at their peak no matter what happens. While performance is based heavily on education and preparation, APCO International members must also work to ensure that their behind-the-scenes work isn't forgotten when improvements are considered for public safety. Whether advocating for quality communications equipment for public safety personnel, improved communications training, or reliable radio spectrum for public safety use, APCO International members consistently find their voice within the association.

Every year, APCO International forms member committees to examine crucial issues and advocate for strong communications in every aspect of public safety. These committees tackle issues that are important not only to public safety professionals, but to all citizens. In this way, APCO International member advocates work on behalf of society as a whole serving to ensure that everyone can be confident in knowing that in an emergency help is just a phone call away, and that phone call will be uninterrupted, handled quickly and the appropriate response will be sent.

APCO International members don't advocate for issues alone. APCO members amplify their voices through working with partners in public safety such as the National Emergency Number Association (NENA), the International Association of Fire Chiefs (IAFC), the National Sheriffs' Association, the International Association of Chiefs of Police (IACP), the Central Station Alarm Association (CSAA) and the Commission on Accreditation for Law Enforcement Agencies (CALEA), to name a few. Further, APCO International has established a Global Alliance working with APCO Canada, British APCO, and APCO Australasia to share valuable insights on public safety communications issues around the globe. Working together with other organizations, APCO International can ensure that communications is not forgotten and APCO International members can provide better services to our communities around the United States and the world.



## Acting to Ensure Operability and Interoperability

Too often it takes catastrophic events to shed light on the urgent contributions public safety communications work makes to our nation and the world's well-being. During more routine moments, public safety professionals labor well out of the public eye and, often, with limited resources and insufficient support.

It has been almost five years since Hurricane Katrina disastrously emphasized the need for more robust operable public safety communications systems and almost nine years since the need for interoperable public safety communications was tragically underscored on 9/11. In 2010, APCO International acted to secure the resources public safety communications professionals desperately need for every day public safety response, during critical events and in the midst of any future national terror attacks or large-scale natural disasters.

In 2010, APCO International created a plan to restore public safety communications services in Haiti following the 7.0 magnitude earthquake on January 12. On February 15, Haitian telecommunications operators unilaterally turned on their 1-1-4 emergency call system and rerouted traffic to the secondary communications center managed by the Haitian National Police (HNP) at their Patco Police Headquarters. This progressive step toward communications restoration was based on APCO International's plan, which not only covered an immediate phased approach to a solution, but included recommended long-term support and training for the Haitian people. The restoration plan was vetted by the Federal Communications Commission, the Department of Homeland Security National Communications System and the State Department USAID and acted upon by the Haitian government, implementing the first phase of APCO International's recommended restoration. APCO International's leadership coordinated the technical implementation with a Haitian-based U.S. Coast Guard communications liaison, Haitian wireless and wireline telecommunications companies, the Haitian Land Mobile Radio service provider and communications leadership from HNP.

Also in 2010, APCO International created the Public Safety Alliance (PSA), a partnership among the nation's leading public safety associations and supported by national and international organizations representing state and local government and other situational responders, and launched a national campaign to secure the spectrum necessary for the creation of a nationwide interoperable public safety broadband network. Specifically, this campaign called on Congress to modify the Federal Communications Commission's (FCC) proposed auction of the D Block to wireless carriers for commercial use included in its National Broadband Plan and allocate the spectrum directly to public safety. This piece of spectrum is ideally aligned with the broadband spectrum already allocated to public safety and would offer considerably more opportunities to meet the needs of public safety users, like streaming video and wireless transmission of data to prevent crime, save lives and respond to natural disasters and acts of terrorism. By the end of FY 2010, the PSA was successful in securing the introduction of H.R. 5081, the Broadband for First Responders Act of 2010, which would allocate directly to public safety the spectrum needed to establish a nationwide interoperable communications network.

# CONNECT

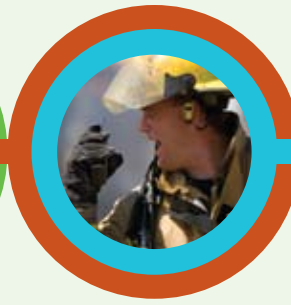
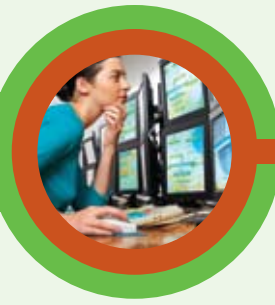
Recent events, from terrorist acts to natural disasters, have highlighted the need for public safety organizations to work together. From the smallest chapter conferences to the Annual Conference and Exposition, APCO International offers opportunities to network on all levels. As the largest association for public safety communications, APCO International offers great opportunities for its members to network and make lasting connections with others in public safety communications and beyond.

In 2009, APCO International celebrated its bright future and past of distinguished service at its 75th Annual Conference and Exposition. Over 5,000 members of the public safety communications community met and talked with their colleagues from around the globe, learned from some of the industry's most knowledgeable speakers and connected with over 350 industry organizations. While the Conference is hosted by a different Chapter each year, APCO International Chapters around the country also hold conferences throughout the year, drawing members and attendees together to address issues particular to their regions. In addition, APCO International hosts several smaller events focused on specific issues like technology, advocacy and professional development. APCO International members also celebrate National Public Safety Telecommunications Week, an annual event started by an APCO International member in 1981. Every April APCO International members come together to hold events that include open houses for the public and recognition for communications personnel.

All of these events offer opportunities for APCO International members to connect, while APCO International also offers a wide array of online tools for members who may not be able to attend events to connect, including a member discussion forum, a presence on most social networking platforms, including Facebook and Twitter, a National Public Safety Telecommunications Week blog where members can comment and add photos, and an online member directory, job board and buyer's guide. These offerings, in combination with complete coverage of in-person events in APCO International's *Public Safety Communications* magazine, ensure that members have opportunities to connect with each other in many different ways.

While individual professional networking for APCO International members is an important force behind these events, APCO International members also serve as representatives for the entire public safety communications field connecting with other public safety personnel and communications professionals from around the world. As public safety threats require multi-disciplinary responses, APCO International is leading the way towards working with other public safety organizations to better serve the public.





## Connecting Online for Professional Development

Professionals join associations because they are interested in meeting others within their profession to connect with to improve their jobs, careers and industries. The same is true for APCO International. The economy, decreasing age of the work force and rapid development and adoption of technology has created a quick shift from traditional in-person networking, through conferences and meetings, to opportunities for online interaction, through social and professional networks, blogs and discussion forums.

As more and more people turn to web-based networking communities such as LinkedIn for their professional networking needs, the internet increasingly provides options for public safety communications professionals to search for answers and guidance in their day-to-day operations and stay current on industry developments. In addition, an increasing number of websites, listservs, blogs and discussion forums that cover public safety communications issues compile research and provide information and resources that were previously supplied by APCO International alone.

As the leading resource for public safety communications industry information, APCO International recognizes that its need to retain current members and recruit new members hinges on its ability to provide educational and networking opportunities while also providing member benefits such as advocacy for the public safety communications field, up-to-date information on issues that affect the industry and operational and technical assistance to public safety communications professionals in this new Web 2.0 environment.

In 2010, APCO International launched PSConnect, the first and only professional networking platform dedicated specifically to public safety communications professionals and their needs. PSConnect serves as the central hub for APCO International's overall social and professional networking initiatives and is intended to enhance engagement between our members and foster the growth of the association and the industry's future leaders. The value of this online network is immense to APCO International, its members and the public safety communications community as a whole. Through PSConnect, APCO International can listen to its members to better understand industry trends and develop new products and services to meet their needs and wants. In a more traditional communication sense, PSConnect assists APCO International in providing industry information to its members and is a virtual gathering place where APCO International can energize and organize its members around issues of concern to public safety communications professionals to improve their working environments. PSConnect also serves as a forum for members to support each other through discussion, document sharing and more.

# The APCO Balance Sheet

	International	PSFA	Consolidated Total
<b>ASSETS:</b>			
Cash and Investments	\$ 3,668,740.01	\$ 2,231,518.70	\$ 5,900,258.71
Accounts Receivable	\$ 725,955.27	\$ –	\$ 725,955.27
Prepaid Expenses	\$ 685,816.20	\$ –	\$ 685,816.20
Property and Equipment – Net	\$ 1,596,629.49	\$ 1,506,953.25	\$ 3,103,582.74
<b>Total Assets</b>	<b>\$ 6,677,140.97</b>	<b>\$ 3,738,471.95</b>	<b>\$ 10,415,612.92</b>
<b>LIABILITIES AND NET ASSETS:</b>			
Accounts Payable	\$ 287,125.99	\$ 376,310.41	\$ 663,436.40
Accrued Expenses	\$ 401,116.82	\$ –	\$ 401,116.82
Deferred Revenue	\$ 2,977,610.13	\$ 6,516.67	\$ 2,984,126.80
<b>Total Liabilities</b>	<b>\$ 3,665,852.94</b>	<b>\$ 382,827.08</b>	<b>\$ 4,048,680.02</b>
Net Assets:			
Unrestricted	\$ 2,741,383.11	\$ 3,043,871.37	\$ 5,785,254.48
Permanently Restricted	\$ 269,904.92	\$ 311,773.50	\$ 581,678.42
<b>Total Net Assets</b>	<b>\$ 3,011,288.03</b>	<b>\$ 3,355,644.87</b>	<b>\$ 6,366,932.90</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 6,677,140.97</b>	<b>\$ 3,738,471.95</b>	<b>\$ 10,415,612.92</b>

For a copy of APCO International's most recent audit report, please contact Doreen Geary, Controller, at (386) 322-2500.

# The Future



**APCO** International members and staff have launched efforts to fully prepare public safety communications professionals for the future; whether it's new course offerings, advocacy efforts or improved networking opportunities, APCO International is at the leading edge of progress in public safety. Just as communications technology is changing every day, so too must the professional association for the people who use communications to ensure the safety of the public. And, in response to the current economic climate, APCO International is finding ways to offer its members more for less. Therefore, we are moving forward on some key initiatives to address the challenges of both the field and the association world of tomorrow.

In response to the financial needs and technology desires of the industry, APCO International will be offering new ways for public safety communications professionals to become involved in our association. APCO International is planning to offer group memberships so entire public safety agencies can experience the benefits of APCO International membership. In addition, APCO International is considering options for online-only membership options for interested professionals with limited resources.

APCO International's Training and Certification Tracking (TACT) system will also leverage our technology resources to meet the industry's professional development needs. As an add on to PSConnect, APCO TACT will be the first national registry of public safety communications professionals allowing telecommunicators, technicians, managers and others responsible for the delivery of public safety technology services to first responders to document their abilities and credentials in a national database. APCO International has been discussing such a platform for years and, once completed, it will be the only one of its kind and will be critical to supporting national deployments of communications personnel in disasters.

APCO International will also be expanding its reach to the Middle East next year. The APCO World Congress will be an international showcase of public safety communications offerings hosted by the APCO Global Alliance and will be held in Dubai in June 2011. Exhibitors from around the globe will showcase groundbreaking technologies and trends to a rapidly expanding gulf-region audience who use these products and services to enhance public safety on a daily basis. Attendees will explore new resources and participate in dynamic educational sessions, hand selected by a qualified team of top-ranking public safety professionals.

As outlined in this report, APCO International continues to strive towards the promise of a bright future made during this, its 75th anniversary year. Just as the members of APCO International work not only to improve in their field, but to serve the public, APCO International hopes to not only serve the members of the public safety communications profession, but society as a whole.

## You Can Support Public Safety Communications

Every day APCO International members provide peace of mind to the public, proving that help is always just a phone call away. Yet APCO International members need support as well. With assistance from donors, partners and individuals APCO International can ensure that the men and women serving in the public safety communications profession have the training and support programs they need. Contact APCO International for more information on how you can be a part of the effort.

**APCO International**  
**[www.apcointl.org](http://www.apcointl.org)**  
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**APCO International**

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