

APCO COMMERCIAL ADVISORY COUNCIL (CAC)

The ABC's of the CAC

WHO IS THE CAC?

The Commercial Advisory Committee (CAC) is composed of between 12 and 24 Commercial members of APCO who are movers and shakers in the industry.

We represent the diverse interests of the manufacturers, equipment suppliers, service providers and consultants in the public safety communications marketplace.



WHAT IS THE CAC?

The purpose of the Commercial Advisory Council (CAC) is to:

- Provide guidance to APCO from our commercial perspective
- Increase corporate membership and secure new corporate sponsors
- Help spread the word to increase international participation
- Connect with local chapters and encourage their growth
- Promote commercial membership among our peers and non-member exhibitors every chance you get!



HOW DO I SELL THE CAC TO MY BOSS?

- Brand recognition
- Have your company's voice heard by APCO leadership, provide input from your commercial member perspective
- Be the first to know local and national trade show exhibitor information
- Network with prospective customers
- Engage with potential partners in the industry



SO WHAT'S THE TIME COMMITMENT?

Service on the CAC is a 4-year term and each year nominations and elections are held to fill open positions. CAC members are now limited to two elected four-year terms.

4 years too long? Get your feet wet and learn what you can do as an Associate CAC Member with a 1 year term.

The CAC conducts its business through a series of monthly one hour conference call meetings.

We meet in-person twice during the year. Once at APCO HQ and a second time during the APCO Annual Conference.



WHAT'S IN IT FOR ME?

- Become a game changer in the industry
- Work with APCO leadership
- Network with peers
- Learn about industry trends



I'M IN! WHAT'S NEXT?

Nominate yourself or another game changer!

Visit us online at www.apcointl.org/cacnominations



OK, I NOMINATED MYSELF, NOW WHAT?

All nominees will be notified of the recommended slate prior to the annual CAC meeting at the APCO Annual Conference.

Any nominees who have not been included on the slate of nominees, as well as any additional nominees, will be encouraged to present their nomination from the floor but need to be registered in advance at www.apcointl.org/cacnominations .

Nominations do not require a second and all nominees will be included in the final slate of nominees from which the current CAC membership will elect the new members.



WE WANT YOU!

