

Annual Report 2011

APCO International





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WELCOME

State of the Association

These pages profile the more notable accomplishments of the past year for APCO International under the themes of our updated mission, vision and strategic plan (see next page).

Public safety communications agencies are increasingly turning to APCO International for our **expertise** as reflected in our standards-setting activities, the growth of the Project 33 training program certification, and in a myriad of third-party collaborations, such as the development of the Automated Secure Alarm Protocol (ASAP). Our ProCHRT analysis is also fueling a push by lawmakers to adopt higher certification and training standards for 9-1-1 call takers and dispatchers.

APCO International is at the same time expanding our **professional development** offerings with new Institute courses and updated materials. In high demand is our retooled 9-1-1 Adviser software, offering a flexible all-in-one solution to guide law enforcement, fire, and EMS response.

Our **technical assistance** remains a cornerstone as APCO International continues to dominate the market for frequency coordination, narrowbanding, license management and related engineering services. Our subcontract to the National Institute of Justice was renewed a second time to enable us to extend our support to 700 & 800 MHz Regional Planning Committees.

As the organization that **advocates** on behalf of public safety communications, our finest contribution this year has been the Public Safety Alliance (PSA). Through PSA, we have stood united with all of the major public safety and state and local government associations in support of the allocation and funding of D Block spectrum for public safety. We have garnered influential champions in Washington, DC and are on the precipice of a legislative victory that will yield in time a nationwide, interoperable, mission critical public safety broadband network.

Financially, our organization remains steadfast. Our corporate partnerships are flourishing because they recognize our annual conference and expo as the premier launching platform for new products and services and appreciate that their investments pour right back into furthering the quality of our movement year round.

Looking ahead, APCO International has much in store, including the implementation of our new brand. Our **outreach** efforts are also expanding globally in tandem with our Global Alliance partners through exporting our public safety communications expertise to Africa, the Middle East and South America.

We invite you to learn more about how APCO International is on the move, refreshing our brand, adding value for our members, and enhancing communications for the safety of the public.

Sincerely,



Bill Carrow
APCO International President



Mark Cannon
Interim Executive Director

LONG RANGE STRATEGIC PLANNING

Mission:

APCO is an international leader committed to providing complete public safety communications expertise, professional development, technical assistance, advocacy and outreach to benefit our members and the public.

Vision:

APCO commits to strengthen our communities by empowering and educating public safety communications professionals.

Goals + Strategies:

1. Assert APCO's leadership role in public safety communications.

- A. Effectively advocating before Congress and federal agencies.
- B. Serving as a resource to policymakers at all levels.
- C. Driving the development of standards for public safety communications.
- D. Facilitating partnerships with key stakeholders.
- E. Being the organization of choice.

2. Enrich communications and outreach.

- A. Establishing professional networks to identify and advance communications solutions.
- B. Positioning APCO as an indispensable resource.
- C. Convening and networking with stakeholders to resolve critical issues.
- D. Demonstrating APCO's value to new and existing audiences.

3. Ensure APCO's financial viability.

- A. Prioritizing resources to remain effective and adaptive.
- B. Exercising prudent fiscal management.
- C. Identifying cut off points for initiatives no longer meeting expectations.
- D. Developing quality business opportunities.
- E. Diligently seeking grant revenues to support our goals.

4. Foster effective use of public safety spectrum and technologies.

- A. Advocating for the allocation and coordination of spectrum.
- B. Partnering with industry to influence the direction of next generation communication solutions.
- C. Partnering with other associations, organizations and governmental agencies to influence the direction of existing and future communication solutions.

5. Ensure APCO's growth and development.

- A. Cultivating highly qualified teams of professional staff and subject matter experts.
- B. Recruiting and mentoring emerging leaders.
- C. Developing value-added services in an entrepreneurial manner.
- D. Enhancing member engagement and retention.

EXPERTISE



Professional Communications Human Resources Taskforce (ProCHRT)

The Professional Communications Human Resources Taskforce (ProCHRT) was established to bring recognition to both the responsibilities and workloads of 9-1-1 call takers and dispatchers in ensuring the delivery of public safety resources to those in need. The taskforce has:

- Conducted the first ever national research into state training requirements, labor laws, retirement programs and how public safety communications professionals are classified (First Responder and/or Public Safety)
- Released a candid analysis highlighting the lack of recognition of the profession, the inherent job stresses, and recommendations to reach the desired goals of training standardization and recognition.
- Created a toolbox that includes legislative, state and media resources as well as resources to establish training standards or retirement legislation.

Automated Secure Alarm Protocol (ASAP) [Formerly the External Alarm Interface Exchange]

The Automated Secure Alarm Protocol (ASAP) is the result of a partnership between the Central Station Alarm Association (CSAA) and APCO International to offer an innovative and cost-effective way to process information from alarm monitoring stations needing emergency dispatch.

This past year, the Houston Emergency Center (HEC) integrated ASAP into its computer-aided dispatch (CAD) communication system that is expected to save \$1-2 million annually. To date, HEC is the largest agency in the country and the first in the state of Texas to implement ASAP.

Earlier this year, two alarm companies responsible for monitoring 35,000 alarm systems throughout Houston began transmitting alarm notifications directly to the CAD system. The delivery of alarm data direct from the monitoring station to the CAD system not only accelerates the process, but removes the chance for human error in mis-keying critical information, thus reducing possible loss of life and property.

Standards Development Activities

Standards development activities continue to expand and evolve. Being an ANSI-accredited Standards Developer (ASD) distinguishes APCO International Standards from other organizations in public safety communications. Highlights in standards work this past year include:

- The Call Center Standards Committee (CCSC) developed and conducted Occupational Analysis (OA) and Process Analysis Facilitator training in conjunction with the Georgia Public Safety Training Center.
- APCO successfully published two second versions of APCO ANS. The streamlined process results in approval within four to six months. The increase in comments received this round is a good sign of public safety's engagement and interest.
- APCO has worked with the National Fire and Protection Agency (NFPA) to update NFPA 1061: *Minimum Qualifications for Public Safety Telecommunicators* and align it with APCO's Minimum Training Standards for PST.
- Other Standards development activities include: Core Competencies and Minimum Training Standards for Public Safety Communications Training Coordinators (TC), Supervisors, Training Officers (CTO), Quality Assurance Evaluators (QAE), and Technicians; APCO/NENA Minimum Training Standards for TTY/TDD Call Processing Standard for Quality Assurance and Quality Improvement within the Public Safety Communication Center for the Process and Response to Emergency Requests

Project 33 Training Certification

The APCO Project 33 Agency Training Program Certification is a formal mechanism for public safety agencies to certify their training programs as meeting APCO International ANS. The final approval and publication of this standard was a milestone for APCO Standards activities. The APCO ANS 3.103.1-2010: *Minimum Training Standards for Public Safety Telecommunicator (PST)* serves as the foundation of the APCO Project 33 Agency Training Program Certification – PST 2010. Agency training programs that meet this standard should see improvements in future International Standards Organization (ISO) ratings/evaluations.

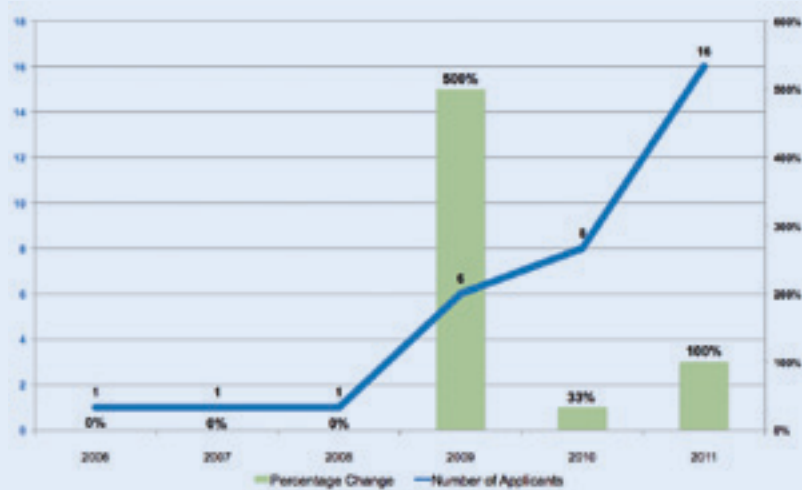
The PST 2010 Certification online application was successfully launched after the standards were published in February. Applications can be received throughout the year and certifications will be dated the month and year final approval has been received.

Agencies will be able to use the APCO Project 33 Certification Mark on their training materials, website, letterhead and more. Each agency must reapply for certification every three years, or as notified depending on changes to the standard. There are also possibilities to slightly modify the program to develop certifications for state and regional training centers, other training standards and more. This is why the standard will often be referred to as “PST” instead of “P33” as the “Project 33” refers to the entire efforts for the creation of, or the entire suite of, minimum training standards.





Percentage Growth of Project 33 Applicants



Unified Computer-Aided Dispatch (UCAD)

Through a Bureau of Justice Assistance (BJA) funded project co-managed by the IJIS Institute and APCO International, UCAD is updating the Law Enforcement Computer-Aided Dispatch Functional Specifications document published by the Law Enforcement Information Technology Standards Council (LEITC) originally in 2006. In the future, agencies will be able to use the UCAD document when drafting RFPs for a new CAD system.

Advanced Automatic Crash Notification (AACN) Technologies

The joint APCO/NENA AACN Data Standardization working group, led by APCO, created its draft of the Vehicle Emergency Data Set (VEDS) version 3.0. The working group voted to forward the VEDS document to the National Highway Traffic Safety Administration (NHTSA) and the Centers for Disease Control (CDC) for review by the two federal agencies.

PROFESSIONAL DEVELOPMENT

Institute

Over the last year, APCO International made a concerted effort on course development and revisions of select training programs. Courses released in the last 12 months include:

- Disaster Operations and Communications Center
- APCO EMD Manager
- APCO EMD Reciprocity Course
- Surviving Stress: Recognition, Reduction, Management
- CALEA Public Safety Communications Accreditation Manager Training
- Public Safety Telecommunicator 1 – Canada
- Communications Training Officer (CTO) 5th Edition

The new **APCO Communications Training Officer (CTO), 5th Edition** course, is the first of its kind in the industry. It explains and expands on each component required to build a standardized structured training program within a communication center. The APCO CTO course and program presents insight to performance based training using evaluations and documentation. A successful training program is only as good as the person delivering the training. The course discusses the characteristics of a CTO along with the task requirements of a trainer. Case studies explore training liability issues from real scenarios with tips to avoid these issues. Along with the **CTO Program Implementation Workbook**, the course provides the required steps to acquire APCO Project 33 Training Program Certification. A standardized training program is court defensible, EEOC consistent, and provides the same educational experience to all new employees based on standards and agency defined requirements.

Both the APCO EMD Manager and EMD Reciprocity courses were developed to strengthen the APCO EMD Program. The EMD Manager course provides the necessary guidelines and information required for the management of their agency's EMD program to include creating and maintaining an effective quality control program and tips for ensuring compliance with the APCO Institute EMD program and relevant national standards. The APCO EMD Reciprocity course will allow agencies to implement APCO's EMD Program without having to completely retrain their staff if their EMD and CPR certifications are current.

Courses currently under development for FY 2012 release include:

- Quality Assurance
- Emergency Medical Dispatch (EMD) – Revision
- Communications Training Officer - Instructor – Revision
- Fire Service Communications

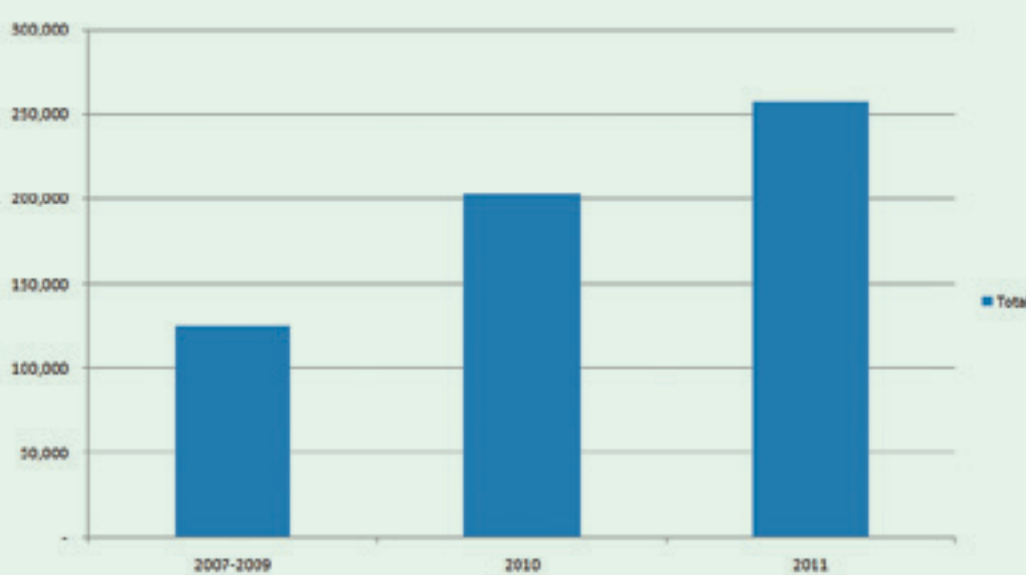


9-1-1 Adviser™

APCO International's electronic guidecards, the Multi-purpose Emergency Dispatch System (MEDS), have been enhanced and rebranded to 9-1-1 Adviser. This is an all-in-one software that includes law enforcement, fire, and EMS response modules. This software provides customization to satisfy a geographic region's unique needs, including foreign languages. Customizations can include general questions, vital points, prearrival instructions, post dispatch instructions and priorities. 9-1-1 Adviser was upgraded to Visual Basic .NET format. It contains separate call taker, supervisor and administrator applications and works with the existing CAD to MEDS interface. The new software has the ability to review calls in case archive by either SQL Server or Access.

Sales for the software have more than doubled over the last few years and are expected to continue to increase significantly with the expanded integration of law enforcement and fire service modules.

Online Software Sales



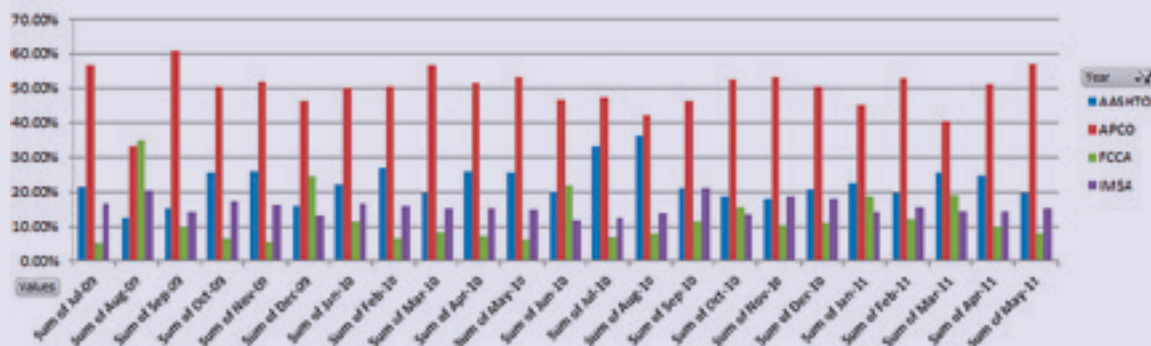
TECHNICAL ASSISTANCE

Frequency Coordination

APCO International has experienced strong growth in frequency coordination, licensing, and engineering services. Frequency coordination has benefited from: 1) AFC's low cost fees to process narrowbanding applications 2) availability of 700 MHz frequencies and deployment of 700 MHz systems across the country 3) availability of additional 800 MHz interleaved channels (aka "vacated spectrum") 4) completion of 800 MHz rebanding in several regions around the country.

In FY 2011, the average number of applications processed and submitted to the FCC amounted to 490 applications per month. APCO International has continued to hold steady with its market share of 62-65 percent.

Market Share Analysis from July 2009 to May 2011



National Planning Efforts

APCO International continues to support 700 & 800 MHz Regional Planning Committees (RPCs) through a joint grant with the US department of Justice, Office of Justice Program's National Institute of Justice, Communications Technologies Center of Excellence. AFC has been providing administrative, training, and technical assistance to RPCs in addition to technical support for the Computer Assisted Pre-Coordination Resource and Database System (CAPRAD).

Such active involvement with RPCs has also had a positive effect on the number of 700 & 800 MHz applications processed by APCO International.

Engineering Software Upgrades

APCO International is updating its engineering software and has selected ATDI, Inc. of McLean, VA for its ICS Map Server and ICS Telecom platforms. These are sister products to HTZ Warfare, used extensively by the federal government and U.S. military for their spectrum management, RF design, and electronic warfare applications. ATDI, Inc. is a privately-held company which has been providing spectrum management tools to both domestic and global spectrum managers since 1999.

The migration underway to this new platform will put extremely powerful decision making tools in the hands of staff and local advisors.

ADVOCACY AND OUTREACH

D Block Legislation

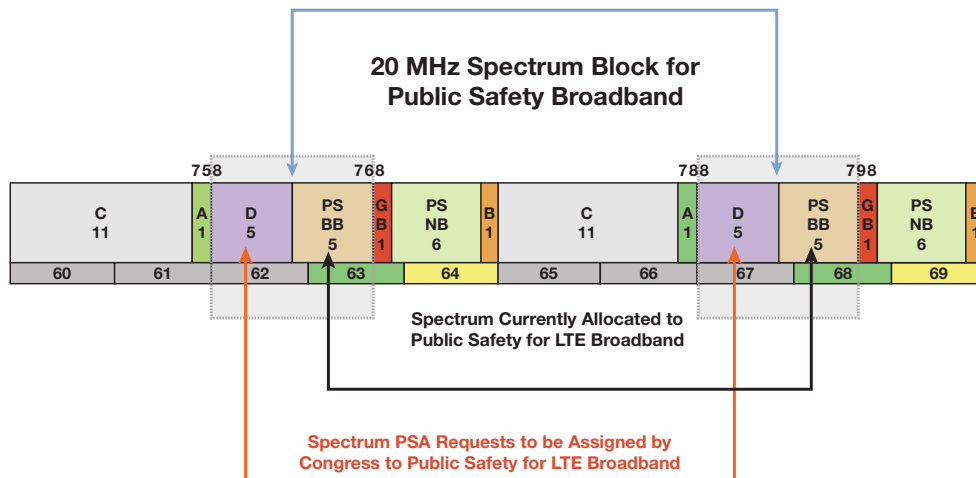
Over the past year, tremendous strides have been made in the efforts to allocate D Block and funding to public safety. What many characterized as an implausible long shot just a year ago has become “must pass” legislation in the minds of several influential leaders in Congress and the Administration. At the heart of this effort is the Public Safety Alliance (PSA), a consensus group run as a program of APCO International and comprised of the nation’s most premier public safety associations (see inset).



International Association of Chiefs of Police | International Association of Fire Chiefs | National Sheriffs' Association | Major Cities Chiefs Association
Major County Sheriffs' Association | Metropolitan Fire Chiefs Association | Association of Public-Safety Communications Officials International
National Emergency Management Association | National Association of State EMS Officials

D Block is 10 MHz of spectrum in the 700 MHz band (the purple portion below). Due to a number of unique characteristics, such as its proximity to spectrum overseen by public safety, its propagation techniques, and its in-building penetration properties, many have come to view the D block as invaluable to the build out and sustainment of a nationwide, interoperable, mission critical-grade public safety broadband network.

Legislation, S. 911, received in June 2011 overwhelming bipartisan approval in the Senate Committee on Commerce, Science and Technology thanks to the tireless dedication of Chairman John “Jay” Rockefeller IV (D-WV) and the skillful cooperation of Ranking member Kay Bailey Hutchison (R-TX). It is a FY2012 budget priority of President Barack Obama and the public safety community has lined up strong support on both sides of the aisle and in both chambers. Additionally, Vice President Joe Biden, Senators John Kerry (D-MA), Joe Lieberman (D-VT), John McCain (R-AZ) and Representatives Peter King (R-NY), Henry Waxman (D-CA), Anna Eshoo (D-CA), John Dingle (D-MI), Gene Green (D-TX) and others are working hard for the passage of D Block legislation prior to the 10th anniversary of the tragic events of September 11, 2001.



ADVOCACY AND OUTREACH *Continued*

The urgent need was echoed in testimony recently by the bipartisan co-chairs of the 9/11 Commission, former Governor Tom Kean (R-NJ) and former Congressman Lee Hamilton (D-IN) in addressing themselves to one of the still unmet recommendations of the 9/11 Commission, stating:

“The inability of first responders to communicate with each other was a critical failure on 9/11. Incompatible and inadequate communications led to needless loss of life. To remedy this failure, the Commission recommended legislation to provide for the expedited and increased assignment of radio spectrum for public safety purposes. To date, this recommendation languishes. We find this unacceptable...We support the immediate allocation of the D-block spectrum to public safety. We must not approach these urgent matters at a leisurely pace. We don't know when the next attack or disaster will strike. Further delay is intolerable. We urge the Congress to act.”

The D Block issue has become such a priority issue thanks to a united stance across police, sheriff, fire and EMS professions and extending to city, county and state governments as well. The consensus that APCO International has helped forge has also enhanced the association's capacity and expertise to raise awareness on a good many other programs, positions and priorities of interest and concern to public safety communications officials everywhere.

Public Safety Broadband Summit & Expo

Capitalizing on the momentum of the D Block issue, APCO hosted a Broadband Summit that brought together wireless experts, federal decision makers, congressional staffers and public safety officials from across the country to discuss and collaborate on ideas for the public safety broadband network. APCO worked with the PSA and other stakeholders to push the FCC to formally adopt LTE in the U.S., which was announced in early 2011.

Public Safety Broadband Summit & Expo



Monday-Wednesday, May 16-18, 2011
Renaissance Washington, DC Dupont Circle

Then in May, the summit featured an introduction to LTE technology. Other topics included the work of early deployers who have been granted waivers from the FCC to begin building out a 10 MHz broadband network, and understanding how to verify and protect the emerging public safety network from malicious attacks. The summit also included live demonstrations of LTE technology, the platform that commercial cellular companies are using to deploy their next generation equipment, and that public safety will use to build out its own network. This summit attracted significant media attention for public safety broadband and for APCO International.



Growth of Corporate Partnership Program

The Corporate Partner Program began in 2008 as a way to help industry organizations plan their APCO activities for the upcoming year. The program provides networking opportunities, corporate visibility and an opportunity to gain valuable feedback from the public safety communications community. The program has grown from **one** corporate partner in 2008 to **nineteen** corporate partners in 2011. The benefits of the program have grown with corporate partners providing valuable feedback to enhance the program.

International Development/APCO Global Congress

The inaugural APCO Global Congress was convened on 6-8 June 2011 in Dubai as a venue where the international communications community came together to network, share experiences, explore new technology and make connections. With delegates representing Afghanistan, Australia, Bahrain, Canada, China, Egypt, Germany, Iran, Ireland, Jordan, Kazakhstan, Malaysia, Nigeria, Qatar, Rwanda, Saudi Arabia, the UAE, the United Kingdom and the U.S., the APCO Global Congress cultivated international relationships that will help each nation better prepare its public safety professionals to serve in critical moments. The APCO Global Congress has also helped highlight the information and technology needs and concerns of diverse geographical and political regions around the world.

This first year established a strong foundation of knowledge and relationships upon which to build future partnerships and events. The APCO Global Congress received strong support from its corporate partners, sponsors and 18 exhibitors.

Host agency officials from Dubai Civil Defence, Nedaa Corporation, Dubai Corporation for Ambulance Services and the Telecommunications Regulatory Authority have all offered assistance to help raise awareness across public safety related agencies about the upcoming 2012 Congress in Dubai. Support and interest in the event is forecasted to grow exponentially.

FINANCIAL STABILITY

Balance Sheet—FY2011

	International	PSFA	Consolidated Total
ASSETS:			
Cash and Investments	\$ 3,739,722	\$ 2,120,615	\$ 5,860,337
Accounts Receivable	\$ 1,264,422	\$ 160,524	\$ 1,424,946
Prepaid Expenses	\$ 522,895	\$ -	\$ 522,895
Property and Equipment – Net	\$ 1,540,186	\$ 1,447,856	\$ 2,988,042
Total Assets	\$ 7,067,226	\$ 3,728,995	\$ 10,796,220
LIABILITIES AND NET ASSETS:			
Accounts Payable	\$ 530,990	\$ -	\$ 530,990
Accrued Expenses	\$ 322,854	\$ -	\$ 322,854
Deferred Revenue	\$ 3,038,472	\$ 12,517	\$ 3,050,988
Capital Lease Obligation	\$ 31,151	\$ -	\$ 31,151
Total Liabilities	\$ 3,923,467	\$ 12,517	\$ 3,935,984
Net Assets:			
Unrestricted	\$ 2,873,854	\$ 3,442,931	\$ 6,316,784
Permanently Restricted	\$ 269,905	\$ 273,547	\$ 543,452
Total Net Assets	\$ 3,143,759	\$ 3,716,478	\$ 6,860,236
Total Liabilities & Net Assets	\$ 7,067,226	\$ 3,728,995	\$ 10,796,220

FUTURE



Branding Initiative

Over the past year, APCO International has embarked on a process to solidify its place as the leaders in public safety communications by refining its branding and better positioning itself.

Having a broad reach with diverse audiences prompted APCO International to adopt imagery with which all constituencies can identify. APCO International refreshed its look to appeal to newer and younger members and to conjure up images of the future. From a practical standpoint, the new logo is easier to use in a variety of applications and scalable.



In the coming year staff and taskforce members will work to develop and implement a phased approach to instill the new branding throughout all aspects of the association – including the launch of a new website in the late fall of 2011. A new style guide and brand manual will be completed and eventually toolkits for APCO International Chapters will be distributed for full integration of the brand across all components of APCO International.

It is the goal of APCO International through its renewed brand to better serve the needs of public safety communications practitioners worldwide – and the welfare of the general public as a whole – by providing complete expertise, professional development, technical assistance, advocacy and outreach as the world's largest organization of public safety communications professionals.

Group Membership

More access for more people. APCO International is helping extend member benefits to more staff with the new group membership for 2012. Connect your staff to the wider world of public safety communications – to learn, to grow, and to excel! For more information, access the FAQ on the web (www.apcointl.org/membership).

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

(888) APCO 9-1-1