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August 16-20, 2009 • Las Vegas, Nevada



APCO International 75th Annual Conference & Exposition Diamond Anniversary

APCO EXHIBITOR SCOOP JACK FROST EDITION

APCO International 75th Annual Conference & Exposition
Las Vegas Convention Center in Las Vegas, NV
August 16-20, 2009

A Word from the Trade Show Manager

You may be surprised at this unprecedented January Jack Frost edition, but there are a few small, but extremely important tidbits I have to share. Now I know what you are all thinking... "You're from Florida - You don't know Jack". Trust me, I was born and raised in the Big Mitten. I still keep my ice-scraper in the trunk just in case - it beats using a credit card. Just hearing the horror stories makes me thank my lucky stars I don't have to drive in that mess any more. To everyone in the Great White North - I'm pulling for you.

I know you have a million things to do and it's easy to say "APCO, eh that's months from now - I'll get to it later". For the most part - most things have to be done later but there is one thing you can do RIGHT NOW!



THE ONE THING

Housing is NOW OPEN!!! Let me say this again...

HOUSING IS NOW OPEN!

Go to <http://www.apco2009.org/hotel.cfm> or if you need to book nine or more rooms call 702-732-5391. All rooms will be handled by The Las Vegas Hilton and they will take good care of you, but don't wait until the last minute.

Willkommener Herr Klatt

We have a new swabbie, er... intern to terrorize. If you look to your left, you will see a listing for Matthias Klatt. All the way from Germany, he's currently attending Embry-Riddle Aeronautical University here in Daytona Beach. He'll be with us until at least April or his first nervous breakdown - whatever comes first.



Matthias will add an interesting dynamic to this all girl crew. So if a dude with a German accent answers the conference phone, don't hang up - you do have the right number.

Another Addition

As you may know - our own Casey Epton-Roush is now a proud mother of a small human female. Hailey-Jo was dragged kicking and screaming into this world at 6:50pm on December 19th. She weighed in at 6 lbs. 12 oz. Picture available upon request. All are doing great. Casey will be on maternity leave until mid-February.

Introducing APCO's Corporate Partnership Program!

We've actually had this program kicking around for awhile, but it was forever being tweaked and adjusted so it was just right. Well now it is and we have a spiffy new web site to show it off. So what is it exactly? In a nutshell...

APCO International's Corporate Partnership Program is designed to provide networking opportunities and corporate visibility for public sector companies interested in moving forward their solutions and technologies for public safety communications. In return, APCO International utilizes your contribution to enhance the programs and projects that benefit thousands of public sector decision-makers across the country and around the world.

The program allows the corporate community to participate year-round in a variety of APCO activities such as advertising, conferences, seminars and special events, with a fixed up-front commitment from each participant. Starting at \$10,000, the benefits included in the Bronze, Silver, Gold and Platinum Corporate Partner packages can be tailored to fit individual budgets and specific marketing requirements. To qualify as a Corporate Partner, members must commit to sponsor three or more association projects or events, among other requirements. For more information, please visit the aforementioned spiffy web site: <http://www.apcocorporatepartners.org/>

Tweet, Tweet

Yes - once again I'm extolling the virtues of Twitter. I've found a couple fantastic new applications you can use to get instant notifications of tweets without the need to log on to the Twitter web site or direct everything to your phone.

If you run Windows Explorer - Try Twhirl. It can be downloaded free from www.twhirl.org. I made Lindsey try it first to make sure it was a good application - she loves it! If you use Foxfire (like me) they have Twitterfox. Once you have it in place, a little box will pop up (Twhirl makes a little sound according to Lindsey) when someone you are following "tweets".

Don't worry - if this is something you can't do, e-mails will be sent as well. This will never replace my other means of communication. It only serves as an enhancement and it's kind of fun too!



EXHIBITOR OF THE MONTH



I'd like to end this edition of my illustrious newsletter by shining a spotlight on one of my exhibitors. Kim Sage from Bramic Creative Business Products Ltd. - a longtime APCO supporter will be participating in The Kelly Shires Breast Cancer Snow Run on February 7th. 2009. Kim will join other female snowmobilers on a 150 KM trek through the scenic trails of Huntsville, Ontario to raise funds to assist women diagnosed with breast cancer. Last year they raised \$230,000!

Not only has she participated in this event five times, she also had 11 inches of her hair cut off as a donation to a company who makes wigs for cancer patients. Way to go Kim! If you have done something amazing like this, please let me know. You might be the next Exhibitor of the Month!

That's it for this installment. Thanks for staying with me! As Matthias might say - *"Ist nicht fuer gewerken bei das dumpkopfen. Das rubbernecken sichtseeren keepen das cotten-pickenen hans in das pockets muss; relaxen und watchen das blinkenlichten."*

Yeah - we need to work on his manners. See you next month!