

formance levels have to go above and beyond what our citizens and governments need and expect us to have: the technology to go forward.

“APCO has to take a leadership role. ... We should be in a position to take calls from all communications devices and use that data as a tool for first responders. We are going to have to do that by leading the way, [forming] partnerships with the vendor community to work for what’s right for public safety.”

Referring to the national and local levels, Hall says, “Partnerships are paramount to our successes.” *Example:* Representatives from public safety and every area of local government worked together to procure and deploy the regional P25-compliant, 800-MHz radio system in York and James City (Va.) counties. The system has grown to include Gloucester and Poquoson, Va., and William and Mary College.

“We *have* to look at ways to do things regionally,” says Hall.

For his service to public safety communications, Hall has received numerous accolades. In 2006, he received the Virginia Governor’s Award for Excellence for Outstanding Contributions to EMS Telecommunications. In that same year, APCO honored him with its Director of the Year PSAP Award. The governor of Virginia has also appointed Hall to the state’s Wireless E9-1-1 Service Board. In 2007, Hall was recognized by the Secret Service, White House Communications Agency and U.S. Coast Guard for coordinating communications during a four-day celebration of the 400th anniversary of the landing at Jamestown.

Despite his success, Hall is determined not to forget where he came from. “I consider myself to be professionally successful and that is owed to APCO and the partnerships I have made from all over the country,” says Hall. “I hope to be able to give back some of what I’ve taken away from APCO. If I can give back to APCO even part of what they gave me, I will end my term successful.”

~NATASHA YETMAN, Assistant Editor
FYI: www.terryhall2009.org

A GREENER APCO



APCO International has spent the past few years implementing changes to the annual conference and business practices that reduce its overall carbon footprint. The final

green implementations for the 2008 Annual Conference & Exposition in Kansas City, Mo., made it APCO’s greenest conference to date.

Prior to the conference, we used recycled paper and vegetable- and soy-based inks to print the program guide, promotional materials and handouts. We also reduced the number of printed brochures and sent out more specifically targeted mailings.

In Kansas City, we collected 4,000 lbs. of recyclable materials at the convention center via bins marked for aluminum cans, office paper, plastic beverage bottles and trash. The APCO “green” logo appeared in all recycling areas. After the show, staff made sure to recycle plastic name badges and exhibit hall cardboard and paper.

The most noticeable change for attendees was the elimination of all printed speaker handouts and surveys. At registration, attendees received a CD containing digital copies of the handouts. Handouts were also available online for Attendees to print prior to arriving at conference. This saved more than two cases of paper.

On the vendor side, we eliminated printed exhibitor kits and made them available 100% online. We also gave exhibitors the option to post their brochures online.

APCO found other ways to reduce waste. Staff worked with the local hotels to limit the unnecessary replacement of linens, soaps and other items. We also removed the year from staff shirts so those shirts can be worn again. During events, attendees were served organic wines from the Bonterra Vineyard and were provided with refillable beverage containers whenever possible. Also, all disposable service-ware from Bonterra Catering was made of renewable, corn-based materials.

To get around the city, attendees had access to mass transportation options, which were publicized online, and a shuttle service to and from mass transit stops and hotels was available.

APCO’s green initiative is about more than just our carbon footprint. It’s also about giving back and raising awareness. At conference, we donated approximately 400 backpacks to the charitable organization Restart.org. APCO also donated \$851 to offset our carbon emissions through www.carbonfund.org, which supports reforestation projects in the U.S. and around the world that sequester or remove carbon dioxide from the atmosphere. In addition to our green logo, at the 2008 Annual APCO Leadership Dinner attendees received cherry blossom seed packets as a parting gift and were encouraged to plant them.

With these initiatives and the help and innovation of our members, APCO’s goal to have a 100% carbon-neutral conference by 2010 is in reach.

~FYI: www.apcointl.org & conference@apcointl.org