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Associated Public-Safety Communications Officers, Inc.

It's a privilege to belong to APCO

PRESIDENT

CRAIG M. JORGENSEN
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DEPARTMENT OF PUBLIC SAFETY
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DIRECTOR OF EMERGENCY COMMUNICATIONS
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316 CITY HALL
MINNEAPOLIS, MINNESOTA 55415

July 6, 1984

Memo from: Bob Tall
to: National Executive Committee
re: Minutes of June 15 Board of Officers Meeting
(via Conference Call)

Having received no amendments from the Board of Officers to Draft Minutes of this meeting which I distributed on June 18, I am distributing this to you as far in advance as possible of the August 5, 1984, National Executive Committee meeting in Cincinnati.

If you haven't sent back your priority rating of agenda items for the August 5 meeting, please do so as quickly as you can. I want to get an agenda to you, with backup material, before you leave your home for the Cincinnati meeting, to allow your possible discussion of the items with the people you represent before you get to Cincinnati. Please bring this package to Cincinnati, as it won't be distributed again there.

Also attached is a letter from Jim Blesso, President of the Atlantic Chapter who just completed a term also as President of the Eastern States Public-Safety Radio League, requesting clarification of a part of the minutes of the February 28, 1984 meeting of the APCO Board of Officers. My response to him is also attached.

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June 18, 1984

A Conference Call Board of Officers Meeting was called by President Craig Jorgensen and began 2 p.m. EST. Participating were President Elect Charles English; First Vice President Richard Miller; Second Vice President Russell Sinkler; and Executive Director Bob Tall.

1. The Program for the upcoming Annual National Conference at Cincinnati was discussed in as much detail as possible, with Tall and Sinkler pointing out that they had not received any details on the Speakers for the Program from Mike Barnes. Tall reported that arrangements for 108 commercial exhibit booths had been completed as of June 15. The Board approved a proposed plan (Attachment #1) under which Tall will be given 20 sets of function tickets (opening breakfast, MANAPCO and Banquet) to be distributed to speakers the National Office had invited, at his discretion. Tall was instructed to make clear that free soft drinks are to be provided at the Tuesday evening wine and cheese party. The Board decided that Jorgensen would call Conference Chairman Ralph Wehking and ask him to make sure that the Board and the National Office receive copies of the proposed final program for the Conference before it is sent to the printer, for their review and possible amendment. Tall reported that the Conference Committee was scheduled to meet on June 21 to finalize the program. The Board endorsed the Speakers arranged by the National Office. The Board decided that there should be no "serious" non-APCO speaker at the annual banquet.
2. The status of APCO's Automated Data Base Management program was discussed. Tall reported that an advertisement was in place for the August issue of the BULLETIN soliciting responses from candidates for the positions of Deputy Executive Director and Frequency Coordination System Manager, or possibly from candidates seeking to fill a position which combines those two functions.* The Board decided Jorgensen should call Doug Dickinson to urge completion of his

(* ATTACHMENT #1)

(Dickinson's) recommendations for the ADBM program.

3. The Board discussed a report from Sinkler summarizing the activities of the APCO committees during the past year, and making a number of recommendations for the future. The Board decided that Sinkler should produce the report as a "White Paper" to be distributed during the Cincinnati Conference, for consideration by the APCO membership as a whole.
4. The Board discussed a proposal (Attachment #2) from Tall to increase the BULLETIN Advertising Rates, effective January 1, 1985, and approved the proposal. The new rates are to be reflected in a new Advertising Rate card to be distributed at the Cincinnati Conference.
5. The Board discussed a proposal by Tall to implement an "APCO Travel Plan" (Attachment #3), and approved the plan as proposed, subject to approval by legal and auditing counsel.
6. The Board discussed the status of APCO's response (and the responses of others) to the FCC's notice of inquiry into future public safety telecommunications requirements (Docket No. PR 84-232), and instructed Tall to include a brief article in the August issue of the BULLETIN suggesting "grass roots" comment filings with the FCC.
7. The Board discussed the proposed employment contract with Tall and called on him to sign a copy of it and forward it to Jorgensen.
8. The Board discussed APCO's projected RFP to solicit bids on an APCO Technician training Program. Tall reported his plan to have such an RFP prepared by the time of the Cincinnati Conference. The Board discussed APCO's projected RFP to solicit bids on an APCO Telecommunicator Training Program. Tall reported that one version of the Telecommunicator Training Program has been circulated to the Board, and that the first cut of a second version was being evaluated preliminary to circulation to the Board. Tall estimated the second version would be in the Board's hands within two weeks, and he asked that the Board comments be submitted on both versions at the same time. Tall reported that the RFP could be completed for final Board Review by the time of the Cincinnati Conference.

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The Board Meeting was adjourned at 3 p.m.

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June 18, 1984

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Memo from: Bob Tall
to: Ralph Wehking, Board of Officers, Linda Burrill
re: Speaker Badges, Tickets

This is to try to avoid an awkward scene at the registration desk that has come up at virtually every conference I've attended in the past. The question is how to make the registration process comfortable for the people we've asked to participate in the program, and yet get the maximum revenue we can.

There's no problem with APCO members who participate in the program. They all recognize that they should pay full registrations, do on the program what they've agreed to do, and receive no more reward than the recognition and gratitude of their peers.

There's no problem with the commercials who are at the conference anyway to sell us something.

The problem is with respect to the people we have invited to share their knowledge with us, who will be coming in to make their appearances and then leaving. Our policy is that any speaker gets a full free ride for any event that is held on the day that he speaks. This is not really appropriate, however, in the case of some of the Feds and other people whose attendance at as much of the conference as they can attend is in APCO's best interests.

What we've decided to do is to let me personally handle the people on this list to the extent indicated, once they have picked up their Registration Packages.

We've decided that Ralph should have advance registration complementary badges made out for the people on this list -- but that their packages should not contain tickets to any functions. There will be a note paper-clipped on the outside of the registration packages noting that "Bob Tall has tickets for you".

The packages, in lieu of tickets, will contain a letter of welcome,

signed by both Ralph and Craig. I'll write, and Linda will have these letters typed out here, will bring them to the Conference, will get Ralph's and Craig's signatures on them, and will put the letters in the registration packages.

Ralph will give to me 20 full sets of tickets that I will be fully responsible for. I rough guess at this point that of the people on this list, about ten will actually attend the opening breakfast, about eleven will attend MANAPCO, and about twelve will attend the Banquet. These guesses are only for Ralph's early head counts.

First, I will try to get as many of the people listed as possible to fully register and pay full registrations. But I would like to have the flexibility to do whatever's right in the individual case.

For those who do not fully register, I (or Linda) will ascertain in each case which (if any) of the three functions they will be on hand for and would like to attend, and will give them tickets for those specific functions. We will return to Ralph any unused tickets out of the 20 sets, and be obligated to the National Conference Fund for any not returned, at the individual ticket rates.

June, 1984

Badges (Enabling Entry Into Conference Sessions and Exhibits)

Mike Long, President
Forestry, Conservation Communications Association
Tallahassee, Florida

Jay Kitchen, President
National Association of Business & Educational Radio
Washington, D.C.

Mark Crosby, President
Special Industrial Radio Service Association
Rosslyn, Virginia

Mike Fitch, Deputy Chief
Private Radio Bureau
Federal Communications Commission

*Mike Marcus, Chief
Technical Analysis Division
FCC Office of Science & Technology

Will McGibbon, Chief
Spectrum Management Division
FCC Office of Science & Technology

Tim Sweeney, Executive Director
National Law Enforcement
Telecommunications System

Scott Galbraith, Chief
Land Mobile Branch
Licensing Division
FCC Private Radio Bureau

???
National Crime Information Center
Federal Bureau of Investigation

Bob Johnson, Manager
Federal Agency Liaison
General Electric Co.

Joseph Massa
State & Local Gov't Programs
Federal Emergency Management Agency

Mike Meehan, Counsel
Land Mobile Communications Council
Washington, D.C.

Dennis Patrick
Commissioner
Federal Communications Commission

George Petrutsas
Fletcher, Heald & Hildreth
Washington, D.C.

John Krier, Chairman
International Society of
Certified Electronics Technicians

Ken Cable, Chief
Technical Services Division
Sheriff's Department
Los Angeles County

* SUBSEQUENTLY WITHDRAWN

Leonard Nathanson, First VP
American Radio Relay League

Herb Sachs, Executive VP
Sachs/Freeman Associates
LMCC Narrowband Study Contractor

John Antrim
National Society of Professional Engineers
Washington, D.C.

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June 6, 1984

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ATTACHMENT #2

Memo from: Bob Tall
to: Board of Officers
re: BULLETIN Advertising Rates

I ask your concurrence in the attached letter to APCO BULLETIN advertisers, and in implementation of the rate increase it discusses.

The effect is to raise the one-time, full-page black and white ad rate from \$500 to \$600, and all other rates commensurately. Our lowest rate, for a 1/6 page, 11-time black and white ad would go from \$80 to \$96. Our highest rate, for one time on the back cover (not counting color) would rise from \$600 to \$720.

As a comparison, the TWO-WAY RADIO DEALER (claimed circulation of 10,000) rates effective 1 January 1983 for the same ads were \$1465 (against our new \$600); \$425 for a 12-time order (against our new \$96); and minimum \$1840 (against our new \$720).

We could hire an advertising consultant to produce a fancy package of justification, with a thick brochure containing results of an extensive survey with results concluding that the advertiser is getting the world's maximum per reader exposure, but that would take time and money and, I feel, is unnecessary.

Let's take our 20% and run. We could face some resistance, but I feel we could make that up immediately and move ahead as if we had not raised the rates.

The effect on our revenues at present issue averages, would be an increase of \$24,800 a year as the increase is fully realized.

With the 20% increase, and acquisition of new advertisers, I rough guesstimate that we'll be realizing or exceeding \$200,000 a year in BULLETIN advertising revenue by January 1986, and look at that as a very accomplishable goal.

I propose to have the new rate card ready to distribute at the Cincinnati conference, and not to mention it to anyone before then, for good and cogent reasons.

It's the same kind of plan which travel agencies have entered into with business corporations, but with the added kicker that it costs our members nothing. And it covers all categories of members, including commercials. We'll need the full cooperation of our Chapters to make the most out of it. Ergo, I propose that we return 25% of our net to the Chapters, according to the respective volumes of travel by their members. That should go a long way toward making them healthy and willing to make the program a success.

Here's the scenario:

APCO National Office pays Save-on Travel Club, Inc., a total of \$75 each for a number of initial "memberships" -- ten or more people will be billed to a national account. That's the total risk.

We get an Account Number and ten or more individual membership cards. Using them, we start booking all of our travel, auto rentals, hotels, cruises, etc., through the Club's 800 telephone number. We start receiving 7% dividends immediately (quarterly) on all bookings through the Club made by these National Office members. When the total National Office bookings reach approximately \$11,000 we will have recovered our total investment in the initial membership fee.

(As an example of how quickly we get to that figure, take the expenses of the four National Officers and the Executive Director at the national Conference. Take an average roundtrip airfare of \$600 for an officer and wife (which is way low) and, seven nights' hotel room at an average of \$60 a night (which is also way low). That totals \$5520, or more than half of the \$11,000. Add the National Office staff -- low average airfare of \$300 for four people, low average of \$60 for three rooms -- and it now totals \$7980. Throw in travel for one Board of Officers Meeting at one Regional Conference, and we're over the hump, and well into the black.)

The Club memberships of the other 4990 APCO members cost nothing -- either to them or us. If a particular member does not hit the \$1100 threshold, he or she doesn't net us anything, either. But consider how many of those 4990 members exceed that \$1100 figure by a bunch. I'll bet somebody like Bob Moesch (of Moducom) books \$20,000 or more a year. That's a net to APCO of \$1323.

When the member calls the 800 phone number, he or she says: "I'm APCO Number two three nine five." (or something similar, which is now being worked on by the former Eastern Airlines reservations executive now with the travel club.) The call taker instantly pulls the number up on a tube with the member's case history and preferences (See attached "Member Profile Form"), discusses the request with the caller and releases him, makes the requested booking, and routinely mails the tickets/confir-mations to the caller. If complications arise, the booker calls the person and explains. If service faster than routine mail is desired, that is available, too (as I recall, the super fast treatment costs \$3 extra per shot, but don't hold me to that figure.)

The National Conference alone could give us close to 1000 above-threshold members, whose remaining travel/hotel expenses for the rest of the year would be returning that 7% to us. But if, only half of that number spent only \$2500 each in airfare, train, auto rental and

hotel room payments for the remainder of the year, the plan would return \$87,500 to APCO in "profit".

Here's another illustration: an average member who takes four trips a year at an average airfare of \$300 and spends ten nights a year in a hotel room at an average rate of \$50 and rents a car for four days at an average rate of \$30 a day -- all very low figures -- returns \$43.40 to APCO. The National Office keeps about \$33 and sends the Chapter about \$11.

The only work the National Office has to do is to check the quarterly reports against actual bookings from the National Office, and to distribute the quarterly reports and dividends to the Chapters to have them monitor their members' bookings.

In any event, we couldn't lose. The National Office/National Officers alone would make money by entering the plan. And, if we wanted to, we could cancel our membership at any time and get a refund on the unused portion of our membership fee.

I want to run an ad in the August issue of the BULLETIN announcing the plan, and notifying the membership that Save-On Travel Club, Inc., will be manning an exhibit booth at the Cincinnati conference to enroll members in the APCO Travel Program. The Cincinnati setting will also permit the sign-up of our commercial members.

In order to meet this timetable, I'll need your quick approval. My opening offer is dead serious - if it doesn't at least pay for itself, I'll pay for it personally. There's no way the program can be a sham. You get regular travel agent service -- lowest fare search, etc. -- use of regular credit cards -- tickets and confirmations in hand before you pay for them -- etc.

Important: I would like this kept relatively quiet outside of the Board for the next month or so, "for good and cogent reasons".

*** Sell another Cincinnati exhibit booth!

APCO is considering the possible employment of a Deputy Executive Director, and of a Frequency Coordination System Manager, as spelled out below on this page. The two projected positions may be, or may not be, considered in conjunction with one another. In other words, we are considering whether one person can be employed to handle both positions, and invite candidates to state their qualifications in this regard. We also will be considering responses from candidates for either of the two positions, however. Please address any correspondence related to these requests to: Executive Director, APCO, P.O. Box 669, New Smyrna Beach, FL 32070. Salary requirements should be stated. No phone calls, please, except to request a copy of Page 62 of the March 1984 issue of The APCO BULLETIN. These requests should be directed to ADELAIDE CARTER, on 904/427-3461.



APCO DEPUTY EXECUTIVE DIRECTOR

Without certainty at this point that we will be taking such a step, or when, APCO, is considering the possible employment of a Deputy Executive Director, and is inviting interested candidates to make known their interest and outline their qualifications for the position. While we would like formal resumes as well, we invite written statements relating what candidates feel they would be "bringing to the party."

The expectation is that a successful candidate for the Deputy Executive Director's position will advance to the Executive Director's position in time. A description of what is involved was published on Page 62 of the March 1984 issue of The APCO BULLETIN. If you would like another copy of that page, ask the National Office for it.

APCO FREQUENCY COORDINATION SYSTEM MANAGER

APCO is considering the possible employment of a Frequency Coordination System Manager and is inviting interested candidates to make known their interest and outline their qualifications for the position.

As projected in the association's planning for automated frequency coordination operations, this position would involve highly technical and administrative work with considerable responsibility in directing the Frequency Coordination and Spectrum Management activities of the organization.

The employee in this position would be responsible for the planning, technical direction, and operation of the Frequency Coordination System, including ALL facets of computer operation, personnel supervision, and other related functions. Supervision would be exercised over any number of clerical, technical, and operations staff. Work would be reviewed under the general supervision of the APCO Executive Director, and through conferences and reports.

EXAMPLES OF WORK:

- Supervise the Data Base Management System (DBMS) used in the operation of the APCO automated Frequency Coordination System, including gathering of data, development of the methodology used in the DBMS system, and continued supervision of this process.
- Supervise the planning and design of end-user computer programs used in the FCS system.
- Generate smaller scale programs for special applications on an in-house computer system to fulfill short-term needs of the association.
- Supervise a clerical staff involved in the operation of the FCS system.
- Provide technical assistance to APCO Chapters in the planning and development of frequency coordination programs.
- Maintain operational records of the FCS system for cost accounting.
- Coordinate the operation of the FCS with the technical staffs of other professional organizations.
- Monitor spectrum management issues in regulatory agencies, review publications, evaluate output from APCO committees, and provide input to those committees.
- Perform related work as required.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- Thorough knowledge of the principles and application of moderate sized data processing equipment.
- Thorough knowledge of the Public Safety Frequency Coordination process and related Federal Communications Commission rules and regulations.
- Ability to develop limited applications programs in a high level computer language such as BASIC, COBOL, or FORTRAN.
- Ability to present ideas effectively, both orally and in writing.
- Ability to plan, assign, and supervise the work of subordinates.

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July 3, 1984

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Mr. James F. Blesso
State of Connecticut
Bureau of Emergency Telecommunications
20 Grand Street
Hartford, CT 06106

Dear Jim:

I have your letter of June 29, 1984 discussing use of the National Law Enforcement frequency for a stolen vehicle tracer system, and the minutes of the APCO National Board of Officers' meeting of February 28, 1984.

I will be sending out the minutes of a June 15 Conference Call Board of Officers' meeting on July 6 -- assuming the Board of Officers' don't want too many amendments--and will make sure that every member of the National Executive Committee gets a copy of your letter and that it gets attached to the minutes.

Thanks for your continued help.

Cordially,



Robert E. Tall
Executive Director

RET/abc