

****PURPOSE AND APPROACH TO THE SWOT ANALYSIS EXERCISE****

At the request of Darrel Meyer, APPA President, we are asking each region to conduct a brief **SWOT analysis** which will provide the APPA/Regional Relationship Task Force your perspective and input on the strengths, weaknesses, opportunities, and threats that have an impact on the association from two perspectives:

- **APPA's relationship with the Regions**
- **Regions' relationship with APPA**

So, in a sense, you will be wearing two hats, one representing your role on the Board and the other representing what you are hearing within your region.

During your fall 2010 board meeting, we are asking each member of your regional board to list the SWOTs concerning both relationships listed above. (Also, please be aware that the APPA Board of Directors and members of the APPA/Regional Relationship Task Force have already completed this SWOT analysis this past July.) When completed, please give the sheets to your designated volunteer representative or APPA staff liaison.

Your assistance will enable us to identify some of the key issues that the Board may wish to address in the coming year(s). Our results will be compiled into one document that will hopefully identify the critical SWOTS to be addressed and to seek greater alignment with APPA to Regions and Regions to APPA.

Thank you in advance for your feedback and assistance in this important matter. Darrel & Lander