

The theme for this year was “Strong Roots and Branching Out”, a reflection of where we have been and where we are going. Throughout last year, we saw where our strong roots originated, especially in the devoted and continued commitment of those that worked tirelessly to establish this organization, and by those that stepped up and took the reins to guide us as we continue to become a national association that provides excellence in education with many member benefits.

From these strong roots we branched out to form new chapters. We have been to Florida to develop their chapter as they hosted a very successful continuing education training event. Our expansion efforts also brought us to Atlanta in September to explore member interest. That was followed by an opportunity to have our APA booth at the ADA for State and Local Government Conference provided by the Georgia State ADA Coordinators office. Our booth was adjacent to Prime Retail Services, and we truly appreciate APA member Donald Bloom and his group for manning both his table and ours.

APA participated in the National ADA Symposium held in Grapevine, Texas in June. Our members who worked the booth visited with numerous people from across the country who share our goal of improving accessibility. We continue to follow up with attendees’ budding interest in the Accessibility Professionals Association including the Chapter concept, training and membership benefits.

We may not be fully branched out yet, as it has only been a few years since the initial pursuit of a national certification program. To avoid stretching ourselves too thin, the product certification project was put on the back burner for now to concentrate our efforts on the national exam, which is not an easy or speedy process. Like everything else, in order to have a national exam there are rules and procedures that must be followed. Now that we have some exams under our belt, the Board decided to focus on the larger picture and put our efforts behind certification.

The real growth of our organization is experienced by our members. APA offers

a rich assortment of resources that help our members learn, improve and share with peers. But it takes the commitment of volunteers to keep this organization moving forward. This is why we continually ask for your help.

Your board, committee chairs and committee members have been very active on multiple fronts. I want to thank each and every one of you for the commitment you have made to make APA what it is today and what it will be in the future. Special thanks go to Shirley Knox, Nina Paquette and Minda Weldon, who serve as the professional backbone of this organization.

I am honored to be a small part of this whole process, and to have been your president this past year.

Sincerely,
Sharon Massey Woodmore
2019 APA President

THANK YOU

2019 Board of Directors

Sharon Massey Woodmore, President
Robin Roberts, President-Elect
Robert Ronson, Secretary
Clark Teel, Treasurer
Tom Ellis, Board Member
Stacey Brewer, Board Member
Mark Morley, Board Member
Jack McClellan, Past President

2019 Committee Chairs

Jack McClellan, Chapter Expansion TF
Diana Ibarra/Jeff Yanke, Florida Chapter
Maggie McCarthy, Communications
Gene Boecker, Education/Events
Paul Glenn, Exhibitors/Sponsors
Tanya Allen, Jim Boyce Scholarship
Peter Grojean/Carroll Pruitt, Legislative
Iliana Diaz, Membership
Kim Hooker, Technical Standards

WELCOME

2020 Board of Directors

Robin Roberts, President
Robert Ronson, President-Elect
Megan Simecek, Secretary
Clark Teel, Treasurer
John Torkelson, Board Member
Stacey Brewer, Board Member
Mark Morley, Board Member
Sharon Massey Woodmore, Past President

2020 Committee Chairs

Jack McClellan, Chapter Expansion TF
Diana Ibarra/Jeff Yanke, Florida Chapter
Maggie McCarthy, Communications
Gene Boecker, Education/Events
Tom Ellis, Exhibitors/Sponsors
Tanya Allen, Jim Boyce Scholarship
Peter Grojean/Carroll Pruitt, Legislative
Iliana Diaz, Membership
Kim Hooker, Technical Standards

CONTACT US

Email

executivedirector@accessibilityprofessionals.org

Website

www.accessibilityprofessionals.org

Location

Accessibility Professionals Association
9433 Bee Cave Road
Building II, Suite 203
Austin, TX 78733



SAVE THE DATE!

The next APA National Conference will be January 27-29, 2021.

APA's Vision and Mission are continually advanced by the efforts of our volunteer Board of Directors, Committees and Membership to achieve our strategic objectives.

APA Vision Statement: A national association of professionals with knowledge and expertise in pursuit of compliance with accessibility regulations related to the built and physical environment.

APA Mission:

- Support membership needs and organizational growth
- Enhance professional development
- Actively promote the services provided by our members
- Hold our members to a high standard of professionalism and ethics
- Facilitate consistency in the application of accessibility regulations
- Present a unified voice in our industry
- Actively participate in the development, interpretation and adoption of accessibility regulations
- Promote the value of certified accessibility specialists and consultants

APA vision and mission will be achieved by focusing the efforts of our Board, committees, and membership as follows:

A. Objective: Support membership needs and organizational growth

1. (Membership benefits) Investigate and facilitate the provision of various benefits to our members
 - Provide resources (i.e. technical forums, website, job postings, product information)
 - Look into best practices in other national organizations as a guideline
2. (Membership participation) Encourage active participation by all APA members
 - Provide social fellowship and networking opportunities
3. Support development of regional chapters

B. Objective: Enhance professional development

1. (Continuing education) Provide accredited continuing education training for various professional industry licensing
 - Determine appropriate course topics and our body of knowledge
 - Establish means of delivery and frequency of offerings
 - Establish standards for presentations and monitor for quality
 - Select presenters with high level of experience for topic
 - Continue development of Specialist Designations
2. Establish and implement APA advanced certification for members
 - Research comparable certifications for other professions and oversee the certification process

C. Objective: Actively promote the services provided by our members

1. Search for opportunities to promote APA through other organizations and/or speakers bureau

2. Promote further use of graphics standards (APA logo on business cards, email, APA after member names)
3. Website and social media

D. Objective: Hold our members to a high standard of professionalism and ethics

1. Promote the APA ethics policy

E. Objective: Facilitate consistency in the application of accessibility regulations

1. Provide CE courses certified by appropriate organizations
 - Accessibility CE training
 - Specialized training by building type and/or regulation
2. Round table discussions on "Best Practices"

F. Objective: Present a unified voice

1. Establish and maintain a strong relationship with US Access Board, ADA Centers, ICC, TDLR/AB and other jurisdictional authorities as well as codes and standards promulgators

G. Objective: Actively participate in the development, interpretation and adoption of accessibility regulations

1. Monitor comment periods and provide input on development of accessibility codes and standards, and attend Access Board and ICC code hearings as appropriate
2. Promote the appointment of APA members to code review boards (ICC, Access Board, AB Advisory)

H. Objective: Promote the value of accessibility specialists

1. (Legislative outreach) Educate public policy makers to seek out and consider the opinions of APA members on key issues affecting accessibility
 - Identify the key public policy makers
 - Monitor the political environment as appropriate
2. (Educational outreach) Educate members of allied organizations, civic groups and building industry about the regulatory requirements for accessibility in the built and physical environment
 - Identify industry groups and associations
 - Develop and implement programs and outreach methods

AIA/CES Instructor Program Expanded for APA Members

APA members may now provide AIA/CES approved training. This is a great service to your clients and an excellent marketing tool for you! For approved instructors delivering AIA/CES approved courses, APA will directly report AIA/CES credit on behalf of any AIA member architects who attend – a win-win for you and your clients. This year we expanded the program to allow more instruction options. For more information on becoming an approved AIA/CES Instructor, please visit the APA website "Be an AIA Instructor" section, or contact executivedirector@accessibilityprofessionals.org.

Board of Directors

On behalf of APA members, the Board guides the organization and achieves desired results within approved budgets. This year we:

- Initiated a task force to develop an APA Certification Exam
- Continue to offer previous Specialist Designations exams at the 2020 National Conference
- Worked with leaders in Florida to develop training and move toward a Florida Chapter; approved revised APA bylaws and chapter agreements
- Updated the Mission and APA Strategic Plan to provide focused direction to the organization
- Continued “re-branding” the organization via updated marketing materials, partnership development and website to promote our members and organization nationally
- Continued operational and budget oversight
- Provided board liaisons to each APA committee and task force
- Continued ongoing support and development of the Jim Boyce Scholarship Fund
- Utilized legal reviews and insurance coverage as needed to protect the organization
- Sponsored a booth at the National ADA Symposium in Grapevine, Texas to further promote the services of our members and further develop membership
- Continued to investigate options to expand our services to members and increase our revenue sources

Chapter Expansion Task Force (Chair: Jack McClellan)

Responsible for the plans and actions, approved by the APA Board to recruit APA members from all U.S. states outside of Texas. This year we:

- Developed By-Law changes, Chapter Agreements and Guidelines
- Initiated the start of a chapter in Georgia
- Followed the progress of the Florida training and chapter development
- Initial contacts made in Washington and New Mexico

Communications (Chair: Maggie McCarthy)

Responsible for the quarterly APA newsletter, website, and all communications tools. We also support other committees, as needed, with communications. This year we:

- Reviewed, updated or improved all website pages, including new photos and fresh articles
- Published the quarterly newsletter
- Developed contacts to begin a revenue-generating advertising initiative
- Continued to implement SEO tactics and perform web analytics
- Continued developing Constant Contact mailing lists via national meetings, TDLR Academy, and APA chapter development
- Proofed outgoing communications
- Continued to post on and monitor our LinkedIn and Facebook pages

Education & Events Committee (Chair: Gene Boecker)

Maintain and improve our education services for Texas RAS's, Florida and other Design Professionals, AIA Members, ICC Members, and ADA Coordinators, by focusing on CE/LU Training. This year we:

- Assisted where needed in conducting CE/LU Credit for Florida Professionals to the 2019 National Conference and the 2019 Orlando, Florida Training

- Provided over 3,456 hours of TDLR, AIA, ADA Coordinators and ICC approved CE Units of training
- Conducted two Texas Regional Training Meetings/Webinars to reach members and guests
- Continued offering Webinar CE/LU for AIA and TDLR for the required professional courses
- Utilized AIA-approved classes, given by our members, to reach individuals outside our membership. APA members conducted 19 various sessions
- Utilized break-out sessions for the 2019 and 2020 National Conferences to provide a range of courses from novice to experienced Accessibility Specialists
- Surveyed members following each training session in an effort to continually improve programs
- Worked with other APA Committees to improve, coordinate, and promote programs
- Reached out to ADA providers and exhibitors at the National ADA Symposium and facilitated training sessions to expand knowledge of APA
- Continued to promote APA training through expanded contact lists; ADA National Conference, TDLR Academy and 14,000 Florida contacts
- Planned the 2020 APA National Conference with diverse subjects, tracks and experts

Exhibitor & Sponsor Committee (Chair: Paul Glenn)

Brings in exhibitors that can provide our conference attendees with exposure to new products, tools and concepts, as well as bring revenue to APA via exhibitor and sponsor fees. This year we:

- Recruited eight Exhibitors and/or Sponsors for the APA National Conference

Texas Legislative & Legal Committee

(Co-Chairs: Peter Grojean, Carroll Pruitt)

Interface with Representatives, TDLR and the Legislature remains one of APA's most important functions. This year we:

- Monitored/reviewed state legislative bills that would impact our members including HB 291 and HB 952; met with representatives to educate them regarding these bills
- Coordinated training with TDLR for the AB Online System (TABS). Training offered at the 2019 & 2020 National Conference
- Continued to support our membership as it relates to TDLR enforcement and application of administrative penalties to assure equitable enforcement amongst RASs

Florida Chapter (Co-Chairs: Diana Ibarra, Jeff Yanke)

Expand into Florida with the intention of forming our first official chapter. This year we:

- Met regularly to establish the first Florida CE/LU training August 16, in Orlando, Florida. Attended by 85 participants in person and 15 via webinar, this resulted in 808 hours of CE/LU credits issued
- Promoted APA to Florida professionals via internet emails
- APA became a Florida Training Provider with eight hours of course work approved by the Florida Department of Business and Professional Regulation (DBPR, #PVD312)
- Developed marketing materials specific to Florida and distributed to Florida training attendees

Membership (Chair: Iliana Diaz)

Responsible for the plans and actions used to communicate with and retain current members, welcome new members, re-connect with dropped members and recruit potential new members. We also promote APA and its members to the building and accessibility industry. This year we:

- Developed a Member Spotlight on the home page of our website
- Presented at six TDLR Academies
- Gained 52 new members
- Sent 38 recruitment letters to new TDLR graduates
- Provided this year's new member logo
- Developed a Texas specific recruitment postcard

Technical Standards (Chair: Kim Hooker)

Provide a technical resource library of FAQs and assist in resolving technical inconsistencies by maintaining a Forum on our website. As needed, input on regulations affecting the industry. This year we:

- Completed one new FAQ and three new Tech Talks
- Provided a Tech Talk Session at the National Conference
- Continued to monitor the APA online FORUM

Jim Boyce Memorial Scholarship (Chair: Tanya Allen)

Memorialize Jim Boyce, founder of the Texas Registered Accessibility Specialist Association (TRASA), now the Accessibility Professionals Association (APA). Scholarships are awarded to students who are pursuing degrees related to accessibility and universal design. Publicize the application in the fall and award one or two scholarships each spring. This year we:

- Raised \$2,676 at the 2019 Silent Auction and \$160 via Member Renewals
- Received applications from more than 75 students in 18 states
- Awarded two \$1,500 scholarships
- Explored changing the scholarship name but, in consultation with founders and charter members, determined to keep the current name
- Evaluated current methods of fundraising and proposed new ways to raise funds for 2020
- Created a database of deceased members on the APA website for future use

Budget Estimates:	2019	2020		
Training Revenue	\$52,530	\$107,650	2019 Balance Sheet as of December 31.	
Membership Dues	\$106,821	\$59,000		
Jim Boyce Scholarship	\$4,286	\$3,800		
Professional Certification	\$4,100	\$1,000		
Other	\$2,718	\$2,000		
Total Revenue	\$170,455	\$173,450		
Professional Management	\$79,265	\$80,800		Total Current Assets \$174,806
Non-Personnel	\$12,433	\$25,745		Total Current Liabilities \$56,635
Committee Expense	\$5,799	\$15,500		Total Equity \$118,171
Training Expense	\$47,144	\$44,430		Jim Boyce Scholarship Fund \$8,092
Jim Boyce Scholarship	\$3,000	\$3,000		
Other	\$2,151	\$2,555		
Total Expenses	\$153,774	\$172,030		

NEW BENEFIT FOR MEMBERS

The Member Spotlight feature on the APA website home page is a great new benefit! Members are randomly chosen to be featured on the home page and on our social media for a two week period. HOWEVER, in order to be chosen you must have an updated photo and biography on your profile.

Your profile is your public listing on the APA Membership Directory. As you know, it features a search tool so anyone wishing to Hire an Accessibility Professional can find you.

In order for you to provide an accurate description of your services, you must go to your Member Profile and update your information and interests. Interested parties looking to hire a Specialist will not be able to find you unless you have updated all your "interests", especially the **states you service**.

Process to update your Profile:

- Login and click on your name in the top right corner
- Click on Profile. Is everything correct? Have you written a description? Have you posted a good quality photo?
- Click on the Interest tab
- Check all items that apply to your services. **Note – under Areas I Serve you MUST check all the states you are willing to service.**
- Click the SAVE button
- Now go to Hire a Professional on the home page and search for yourself using a number of categories (not your name). Did your Profile appear when searched?



Service Area
You may select any number of elements in this category

- International
- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida - All Regions
- Florida - Central Region
- Florida - North Region
- Florida - Panhandle Region
- Florida - South Region

(PDF format - requires Acrobat viewer).
Video: Updating your Member Profile
APA Format - MGIV Format