

Southwest District Members:

I just want to touch base with everyone and share the **Power of Commitment** within the Southwest District. I'm so very excited to report that as a whole, Southwest is actively working and assisting each other in our efforts to be a remarkable association by 2010. The Pathways to Excellence Program is the benchmark and vehicle to get us there. Yes, this is a very aggressive goal for the Association and from the feedback I've received I'm very much encouraged that our members are putting forth great efforts towards achieving this goal.

I've heard from some of our members, particularly some of our smaller divisions and chapters that they are having difficulty with the program criteria...not enough members they say to support the criteria. I agree we must have a sufficient membership base to effectively operate chapters. Ever think about partnering with other chapters in your area on programs and recruitment efforts? Now more than ever, career-minded individuals are seeking opportunities to stay on top of the profession so offering quality programs and inviting prospects to your meetings is essential for growth. You may want to contact some of the smaller divisions and chapters that were successful last year and query them on what led to their success, then try mirroring some of the things they are doing. We still have time to get EVERYONE on-board to the Pathways to Excellence, and I encourage all members, chapters, and divisions to join this effort.

Southwest is a bit smaller compared to years past, but I'm convinced that's not necessarily a bad thing particularly since I'm seeing a trend of chapters offering more quality programs; an emphasis on strategic and succession planning, and serious attention to budget planning and recruitment across the district. Southwest is committed to aligning with our new Mission which is EXCELLENT! I believe if we continue on this path we will be within reach of achieving this remarkable stretched goal of 2010.

Many thanks to all who have been keeping us informed through your newsletters. I read ALL of them to stay abreast of what's going on in the district. In addition, monthly conference calls are held with the Southwest Division Presidents and me so I hear from them as well on how we're doing. Now that we've had a few discussions (September and October) I'd like to share with all of you the discussion sheet from the November call (see attached).

Let's continue to work together. If you haven't already done so, please make a commitment to participate in the Pathways to Excellence program. It just takes a moment to sign the commitment form, check through the list, and begin working towards becoming a Member/Chapter/Division of Excellence. And, don't forget to participate in the IAAP Web Community. Get involved in the discussions, share best practices, and take advantages of the remarkable resources. That is truly the **Power of Commitment!**

Warmest regards...Toni

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