



American Planning Association
California Chapter

Making Great Communities Happen

MEMO

From: Pete Parkinson, AICP, Past-president
To: APA California Membership
Date: February 15, 2019
Subject: APA California Leadership Opportunities – Call for Nominations

Dear APA California Members:

Have you ever thought about stepping up to a leadership position with APA California? This year our members will vote to fill five leadership positions on the Chapter's Board of Directors. These positions are described briefly below, but you should visit the [APA California website](#) for full information and how to submit nominations and candidacy forms. **The deadline for submitting nomination materials is April 16, 2019.**

This is an exciting time for APA California, the largest APA chapter in the country. Our membership is growing, especially student and new professional members, and our financial position is solid. This puts the Chapter in a great position to increase and improve member services, like distance and online education, certification maintenance and legislative advocacy. As the voice of professional planning in California, our Chapter and its members are regarded as the go-to experts on planning issues ranging from housing to CEQA to environmental justice. But, as the saying goes, "it takes a village" to run a 6,000-member organization, and that's where our members and leadership team comes in.

Taking on a leadership position involves hard work, but you'll be rewarded with experience that will pay dividends throughout your career. You will learn new skills and have great opportunities for collaboration and networking. You will form new relationships that you'll treasure throughout your career.

Here are the five board positions that are up for election in 2019. Each position will serve a two-year term starting in January 2020 (except the President-elect, see below):

President-elect. The APA California President is the public face of our Chapter and the leader of our

Board of Directors. The Chapter President is also a member of the Chapter President's Council at APA National. The President-elect serves a one-year term before taking over as Chapter President for two years, followed by one more year on the Board as past-President.

Vice-President for Administration. The VP Administration works with the Chapter's paid staff to oversee the financial and business aspects of our organization. This position also oversees the Chapter's annual awards program.

Vice-President for Public Information. The VP Public Information is responsible for production of our newsletter, CalPlanner, as well as our other communications channels including the Chapter website and social media.

Vice-President for Marketing and Membership. The primary role of this position is to develop and oversee programs to improve membership retention and expand Chapter membership.

Vice-President for Diversity and Equity. This is a new board position created in 2018 (and filled by a board appointment) to promote understanding of diverse and inclusive perspectives within the organization and the planning profession and to promote the recruitment, support and retention of planners of color in the planning profession and in APA California.

If you are interested in any of these positions, start by visiting the Chapter website [here](#). If you have questions, please contact APA California past-President, Pete Parkinson, AICP, at pete.parkinson54@gmail.com.