



You've built a successful company selling software developed on the Progress platform, but you want to do better. You could achieve more if you knew how other Progress APs were succeeding and what marketing and technical avenues they were using. If you are willing to share your successes and learn from others, the APBC could be of great benefit to you and your company.

### ***The answer is the Application Partner Business Council***

The Application Partners have gathered together and formed a trade association just for Progress APs to reach these goals. The Application Partner Business Council is a business-oriented peer organization, independent from PSC, devoted to helping its members achieve better success through networking, higher-level communication with PSC, sharing experiences and educational web casts similar to the PSC Business Empowerment series.

#### **> Stronger, unified communication with PSC**

You can increase your input to PSC through a stronger, common voice. APBC is an organization of businesses of your size, not dominated by big players, which provides direct input to PSC. The APBC is a business-oriented entity, not a technically-oriented group. All the members face the same business issues and they are communicated to PSC as a larger group and to a much higher level.

#### **> Leverage the experience of other APs**

Competition is too strong these days to simply go it alone. Participating in the open forum of the APBC means you can learn how other APs are operating their business, compare marketing techniques and discover what works (and what doesn't), and benchmark your costs and business model with your peers. When you share your experiences, they will respond with how they solved the same issues and what resources they found to help them along the way like how they transformed their application or added .NET. Hear how others open new markets, learn how off-shoring is and isn't effective, learn where and how to find, train and retain Progress-savvy talent. Finally, when you discuss your issues and experiences with your AP peers, you will discover all the different deals other APs have made and what you might be missing.

### **> Network and cross-sell your application**

The most interesting, immediate benefit is the possibility you will create business links through networking with other APs. This means ending up with additional products and services for you to sell to your customers as well as arming related APs with the ability to sell yours into their customer base. Networking with other APs gives you the chance to discover new clients who already have Progress and now need your application.

### **> Set the program agenda**

Once you are a member, you will have access to meetings and web casts with business topics we all will find productive and help reach our goals. Not only can you attend these members-only business-building web casts and telecons, but you will have the opportunity to select the topics which will then be presented by your peers with success stories, industry experts and, perhaps, even PSC.

The founding meeting of the APBC elected a board of directors and that board has established the trade association, set forth an agenda and is now funding that agenda by signing up member companies. The fees have been calculated specifically to just cover the expenses (web casts, telecons, presentations and an annual meeting just before Kickoff).

Once you join, you'll be able to cast your vote for the topics, attend regular telecons about APBC members and business, join in interactive web casts on the selected business topics, and meet face-to-face at our annual meeting.

The voice you get with PSC, the networking during the APBC meetings, and the experience shared from members and presenters is worth many times more than the yearly membership fee

### ***Join today and cast your vote***

Success of the APBC relies on member businesses and individuals to join and add their voice and experiences to the organization. Early members will also play a major role in setting the agenda and program content for the educational web casts.

Call or email one of the Membership Committee today and pledge your support:

Name	Email	Phone
Geoff Crawford	<a href="mailto:geoff@innov8cs.com">geoff@innov8cs.com</a>	(973) 361-4224
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To Apply For Membership, please visit the AP Business Council Web Site

<http://www.apbusinesscouncil.org/index.php/join>