



Colleen M. St. Clair



---

## PRESIDENT'S UPDATE

---

### Apra Rebranding Update

I wanted to take the time to update you on the rebranding changes with Apra. On January 17<sup>th</sup>, Apra launched a new website and brand identity. This was the culmination of a year-long process to rebrand the organization. The Apra board wanted to focus on:

- \* supporting the organization's plan to expand its focus and activities to include advocating on behalf of our profession.
- \* increasing awareness to the broad and specialized role of prospect development.
- \* addressing concerns of a data logo and confusion on whether Apra is the organization's name or an acronym.
- \* creating a foundation to assist the organization with appealing to new audiences.

Apra North Texas has begun the process of incorporating the new logo and formatting to our [website](#) and informational materials. You may also watch a short [video](#) on the Apra rebranding on the Apra website.

### North Texas Talks

When we met last November at the Fall Conference, you expressed a desire to have Apra North Texas provide more opportunities for members to come together. This month, we have launched "North Texas Talks" lunches. We hope to have these quarterly gatherings where our members can come together to network and discuss topics that affect our field or just spend time visiting with fellow prospect development professionals. The first lunch was Wednesday, February 8<sup>th</sup> in Dallas. Thank you to everyone who was able to attend.

March 22, 2017

The next North Texas Talks lunch will be Wednesday, March 22 at 11:45 AM at the Pappasitos on I-30 in Fort Worth. Please RSVP to [apranorthtexas@gmail.com](mailto:apranorthtexas@gmail.com) by Monday, March 20<sup>th</sup>. I hope to see you there.

### Forums Now Open

You also mentioned at the conference that you would like an online option to talk to other North Texas prospect development professionals. Our [forums](#) are open on the website. You will have to login to access them.

Don't forget to follow us on [twitter](#).

I would love to hear any feedback or suggestions on how we can add more value to our members. Please feel free to email me at [apranorthtexas@gmail.com](mailto:apranorthtexas@gmail.com) with any thoughts or comments. - Colleen