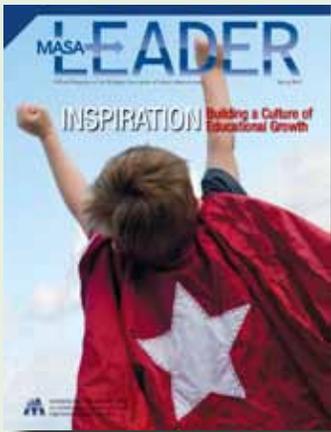
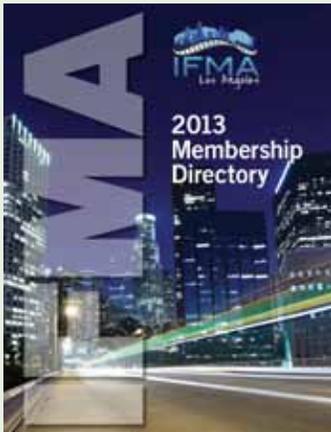


PUTTING YOUR IDEAS IN MOTION

magazine • directory • newsletter • show guide • management • print • e-mag • ad sales • layout • mailing •



Why Apogee Publications?

Let's face it...There aren't enough hours in the day to get everything done, and more often than not, there aren't enough people in the office to get it all completed on time. Regardless of whether you are a large organization with "plenty of staff," a small non-profit, or an association with fewer staff than you have fingers, **Apogee Publications** is guaranteed to be a good fit for you! At **Apogee Publications**, we offer you the opportunity for a turnkey publication of your high-image magazine, directory, newsletter, or show guide. We can provide you with as little or as much support as you need.

Turnkey • Provide us with your content and mailing addresses and we will do everything else. From editorial management to design and layout, ad sales, printing and mailing, we become an extension of your staff, providing you with the publication that you have been looking for without losing hours of your staff's time – with little to no financial risk.

Ad Sales Only • Let us maximize your share of the available ad revenue. Talk to our experienced sales team about your publication, target audience, and potential vendors, and let us take the lead on growing the revenue-generating side of your magazine, directory, newsletter, or show guide today!

Editorial Services • We can help you put together a quality, reader-focused publication! We will work with you to write editorial guidelines; develop editorial direction; solicit and edit content; put together an editorial committee. We have the experience to make your association or non-profit shine.

e-Solutions • See your publication in print or electronic version or both! We offer integrated digital and print technologies, which will enhance your member's experience when we produce your printed work as an e-publication with live links to advertisers, email addresses, websites, videos, and more.

The better question is:
Why not?

Meet Mel Sturr, Apogee Publications' Publisher



I'd like to take a few minutes to tell you a little bit about who I am and what makes me tick.

I live and work in Whittier, California. In fact, I grew up in the same home I am living

in today, and my office is less than one mile away. Even though Whittier is part of the larger community of Los Angeles, it maintains a sense of small town, which is very important to my family.

My wife and I met in college and have been married for almost 25 years. We have two beautiful daughters and a miniature Schnauzer named Snickers. Family is very important to me and, therefore, the majority of my hobbies and interests include my wife and daughters, whether it's traveling or getting involved in the community.

My first involvement in the association world was with the Los Angeles Chapter of the International Facility Management Association (IFMA). With the help and support of many mentors in that group, it was only a matter of time before I became the president of the chapter. I learned first-hand the value of a group working together to achieve a common goal. While serving as president, I was approached by an association publisher to provide the chapter with a directory. I always found the directory extremely useful and thought that others could see the value, too. In 2004, I felt there was a need to

provide facility management resources to the larger Southern California market. That first project—the *Southern California Facility Management Resource Guide*—launched **Apogee Publications**.

With the success of that publication, we started approaching regional and national associations across the country. We have grown from providing that one resource guide for one association to publishing magazines and journals, resource guides, buyer guides, member directories, newsletters, and for associations and non-profits across the United States.

I've been asked throughout the years why I chose the name **Apogee Publications**. The word "apogee" means the highest point in an orbit. As a company, we strive to provide the best service possible. I want to exceed my customers' expectations, and that philosophy is shared among the team that I work with.

The advantage of working with **Apogee Publications** is that we provide any and all of the services you can possibly need, in whatever capacity it is needed. Whether it's assisting you in selling advertising, graphic design, soliciting and editing articles, or handling the full spectrum of services to complement a publication, such as printing and mailing, we have you covered. We continue to push ourselves to be sure that we are offering cutting-edge services, so whether your needs are for print, digital or both, we're ready to support and partner with you. Our primary goal is to continue to meet your publishing needs.

"I have worked with **Apogee Publications** for a few years now. I was impressed from day one...not only with their professionalism and knowledge of our industry, but with their willingness to put what I call 'skin in the game.' They wanted us to succeed and put their resources and time at risk to let us know that they were invested in our success. That demonstrated their commitment to me. They have followed this up by making the *NAEP Educational Procurement Journal* more successful than ever."

Cory Harms, Co-Chair,
National Association Educational
Procurement (NAEP) Editorial Board

"Apogee has published our quarterly magazine for several years, and it has been a great business relationship for us. Mel Sturr always delivers the very best product, with what we give him. When we recently wanted to give the magazine a fresh look and new content, and bring in a new paid editor, Mel was not only open to change but a real champion of it. He brings quality people to all aspects, from sales, to design, to process management. We're very pleased to work with Apogee and expect the relationship to continue for a long time."

Tim Worley, PhD, Executive Director,
California-Nevada Section,
American Water Works Association (AWWA)

Want to learn how **Apogee Publications** can help with your association publication? Call Jackie at (602) 357-3495 today.