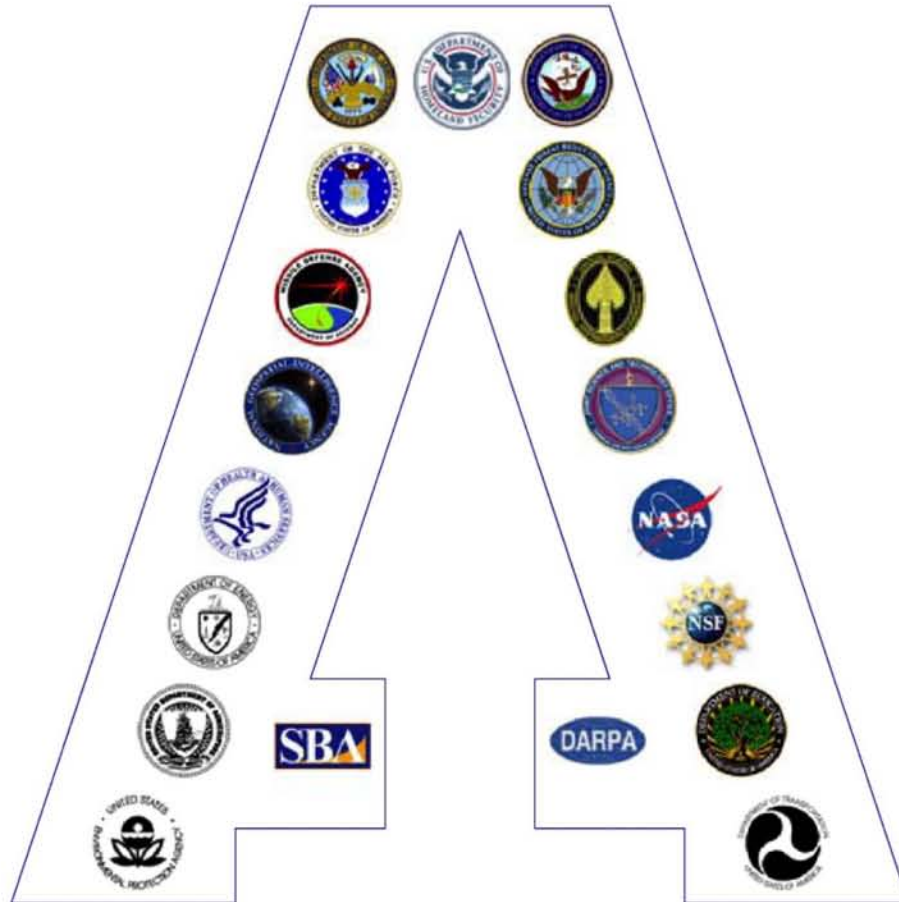


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CEO/COO FORUM

Kirste Webb, AF.APMP, COO

The Future is Bright

APMP is closing out its 20th year of operation, during which time we have gone from 28 members to more than 3,300 in 41 countries. Our most recent chapter is South Africa, with more looking to be chartered. Our commitment to proposal professionals is strong, as evidenced by the unwavering attendance at our annual conference this year and the increasing number of individuals going through accreditation.

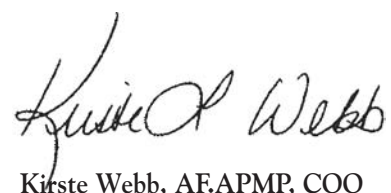
The Call for Papers for the 2010 conference brought in more than 80 abstracts, focusing on our theme of Going Green – A Global Initiative, All Things Considered. We are continuing our collaborative efforts with the International Business Development Council (IBDC), providing us ties with other international associations such as:

- American Society for the Advancement of Project Management (ASAPM)
 - Association for Strategic Planning (ASP)
 - Business Development Institute International (BDInstitute)
 - Society of Competitive Intelligence Professionals (SCIP)
 - National Contract Management Association (NCMA)
 - International Association for Contract Commercial Management (IACCM).
- We have recently formed a new task force initiative for government and commercial electronic proposal submission that you will soon be hearing about. Some of you may recall the efforts early on in electronic acquisition, which led to our successful government acquisition task force initiative. This new task force is looking at the way in which government and commercial clients are requesting proposals to be submitted. A task force for the Health Insurance industry is now being assessed to determine interest. Existing task forces, such as the Cost/Price Task Force and the Government/Industry Acquisition Task Force, continue to grow, drawing in more members from Industry, as well as from Government agencies.
- Other initiatives we are undertaking include revising our membership classifications and a new thesis program. We created two new membership classifications—one for students and one for retirees. The thesis program will provide awards in research areas that will benefit business development, such as:
- Increasing value to the customer—how organizations maintain and extend customer relationships across the business development continuum to maximize

value offered and delivered to the customer.

- Improving performance and synergy—how organizations integrate business development strategies within the organization's overall effort to ensure alignment of goals, values, resources, and investments. This area can include organizational tactics and/or continuous improvement programs.
- Building competencies and teams—how organizations identify and develop the core competencies and capabilities needed in both individuals and teams for effective business development activities and individual satisfaction.
- Enhancing systems and processes—how organizations build and integrate business development processes and support systems necessary to create and sustain innovation and transformation across the enterprise.

APMP's future is bright, and our horizons continue to expand. We are always looking for ways to continue to grow, so please share your ideas with us. We want to hear from you (kirste.webb@apmp.org).



Kirste Webb, AF.APMP, COO