



# CEO/COO FORUM

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## Leading Through Change

Looking over the past year, it's apparent that the leadership challenges of a volunteer organization never get any easier. While there has been a surge in accredited members (from 1,111 in January 2009 to 1,547 in January 2010), continual growth in our membership base around the globe (3141 as of 8 January 2009 to 3,377 as of 26 January 2010), and a renewed commitment to offer more personal and professional growth opportunities, APMP struggles to groom new officers, has moved a couple chapters to inactive status and collaborates with other like-minded organizations to achieve common goals in tough economic times.

With the state of the world economy foremost in our minds, as CEO Kirste Webb wrote about in the last *Perspective*, our future is bright. Our membership continues to grow and attendance at our annual International Conference & Exhibits has not suffered as other non-profits have. We've kept the growth and development of our members as a top priority by continuing to offer relevant programs (many virtual), professional publications (i.e., *The Journal* and *Perspective*), and encourage members to participate in the APMP Accreditation program at some level. Our Accreditation Director Chuck Keller works tirelessly to promote the program and give it more visibility. The Approved Training Organizations (ATOs) continue to provide

a multitude of training and exam opportunities through chapter-sponsored events. Chief Examiner Cathy Day and her team of approved assessors will again offer members an opportunity to achieve Professional Level accreditation at conference with in-person interviews, as well as provide much needed coaching to those who wish to mentor others toward achieving Practitioner or Professional Level status. The circle needs to expand, and this is the proactive means of accomplishing that goal.

Your Board of Directors has spent many hours tackling chapter issues and members' concerns. Having served in leadership roles in their own chapters, coming up with a strategy for addressing these issues (e.g., attrition and insufficient officer training) has resulted in the creation of a "How To" guide for chapter officers, who are yearning for such guidance. These Chapter Guidelines will be the basis for a workshop for chapter officers being held on Tuesday, June 2 in Orlando, FL prior to the conference opening. Note this session is not just for chapter chairs/presidents; it is open to all officers. The workshop is being developed and will be led by the Regional Directors. Initiatives such as this one and the quarterly chapter chairs' teleconferences provide a forum to exchange ideas, benefit chapters with lessons learned by others, and allow the Board to listen and learn what member

services are desired and where improvements are needed.

As Conference Co-Chair for this year's annual conference, I have witnessed the passion and enthusiasm members have written in their conference presentation abstracts. We asked members to "Go Green" and many embraced the topic. From "Win(d) Power behind Winning Bids" to "Using Green Principles to Eliminate Proposal Waste," members rose to the challenge and have produced a well-balanced program in seven tracks: Reduce, Reuse, Recycle, Renew, Reform, Workshops/Panels, and a Vendor Showcase. One of the exciting offerings being presented in the specialized Vendor Showcase track is already gaining some traction, albeit self-promotion. "I am so pleased and excited to be a presenter at this year's APMP annual event," stated Jim Mooney in a February 11 PRWeb® press release.

Whether you are looking for new ideas or better ways to become more valuable to your employer, participation in chapter activities, the Annual Conference, and/or testing your own skills through the Accreditation Program will prepare you to excel as tomorrow's leaders. There are many opportunities to learn from other proposal professionals' experiences. APMP offers some of the best.

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