

Message from the CEO

Kelli Stephenson

As we look back over 2005, we should all be proud of our Association. During this year, membership peaked at more than 2000—the highest membership number recorded to date. Chapters are also generally reporting higher attendance at chapter meetings. The Annual Conference was very well attended. This is all good news.

For an organization that is largely staffed by volunteers, we have made considerable progress. In the year, the APMP has moved forward on both the support of the Business Development Institute International and the APMP Professional Accreditation program, as well as introduced its own Code of Ethics for members. We have also published an updated salary survey and undertaken an international salary survey, the results of which are being processed as this article is being put together.

Looking forward to 2006, the organization continues to build for the future. One of the long-term initiatives launched at the end of 2005 is the creation of a comprehensive APMP “Body of Knowledge.” The Body of Knowledge will be administered and approved by the APMP Fellows, and will be exclusively available to APMP members via the APMP website.

The Body of Knowledge project is dedicated to creating a living reference that represents the collective knowledge of our profession. Such a collection of knowledge for the profession will necessarily be broad, because it is inherently multidisciplinary and draws on a wide range of other practices. The Body of Knowledge will be derived from published literature, conference materials, and the experiences of proposal and business development professionals.

This is an important step in our development as a profession, because it will represent a broad consensus regarding the profession itself, and the range of knowledge, skills, and methods that should be mastered by practitioners in the profession.

As the APMP grows, and continues to develop the profession, we will face new challenges and the requirement to adapt to change.

The APMP will only succeed in its mission “*to advance the arts, sciences, and technology of new business acquisition and to promote the professionalism of those engaged in those pursuits*” if we continue to embrace change.

We look forward to your continuing support of, and involvement in, our organization. ■