

Message from the CEO

Mary Mills

I'm Mary Mills and I have the honor of being the 2004 CEO for the Association of Proposal Management Professionals (APMP). You must have noticed that 2004 started off at the same hectic pace with which 2003 ended. Campaigns are evolving, proposals are being developed, we're all trying to close sales, and oh, by the way, the schedule is really tight! Sound familiar?

With all this in mind, I would like us all to take another look at APMP's mission statement: "Our mission is to advance the arts, sciences, and technology of new business acquisition and to promote the professionalism of those engaged in those pursuits." In other words, APMP is committed to helping you work smarter, not harder!

If you are new to our organization, I encourage you to attend our 2004 Annual Conference, scheduled for June 1-4 in Hollywood, Florida. It's on the ocean! Whether you have attended our conferences in the past, kept current with the organization through our publications, or are a newcomer, we look forward to seeing you in June. And we very much appreciate your support.

During our annual conferences, as well as throughout the year, APMP sponsors many workshops, seminars, group meetings, and networking opportunities so that you can see, hear, and participate in what is currently being practiced as well as what is on

the horizon in business development. There's something for everyone, especially those who are seeking information and relationships through APMP.

APMP has a great balance of government and commercial members and more recently we've added several international members. The benefits of this mixture have created a valuable synergistic environment that supports the sharing of lessons learned and campaign best practices, in addition to looking at myths versus realities in the area of campaign and proposal management. I invite all of you, including your coworkers and your customers, to get involved with APMP to stay knowledgeable about the rapidly changing world we work in. Knowledge is power!!!

In addition to this cornucopia of operational activities, APMP is also supporting a number of evolving longer-term initiatives. One of them is the Business Development Capability Maturity Model (BD-CMM). For those of you who are not familiar with the BD-CMM, it's both a pathway and a guide for achieving dramatic process improvements in business development organizations. We will be discussing the BD-CMM in some terrific classes at the 2004 Annual conference. Business development organizations are always looking for ways to improve their effectiveness. If you want to be one of the bea-

cons for your organization, you'll really be charged up after learning more about the BD-CMM and its potential at your company.

Where do you want to be in one to five years? Are you armed with the right knowledge? Do you know who to call for help? APMP offers a great many opportunities to help you grow. I can't think of any reason why you wouldn't want to become or, if you're already a member, becoming a more involved member. APMP is only as strong as its most active members. You are why we are here.

In closing, you'll find on the APMP website, <http://www.apmp.org>, a selection of articles to read, information about our chapters, annual conference details, and the names of our Board of Directors along with their contact information. Please feel free to contact any of the board members about APMP or their individual areas of expertise. We have all volunteered to support the excellence of our industry.

Please keep in touch with the evolving details of this year's conference on the APMP website. I look forward to meeting many of you in person at the 2004 Annual conference!

Ooops! I have to sign off now, I have a proposal to get out the door!!!

Sincerely,
Mary