

# Message from the CEO

**Kirste Ross**

Well, another annual conference has come and gone. This issue provides some of the highlights from it, including some of the feedback from the commercial and government idea markets. The use of idea markets is to promote open exchange between client and contractor to gain a better understanding of the procurement process. We welcome your feedback on this approach and any ideas of what you might like to see at next year's conference.

As you will see throughout the year, we have a number of strategic initiatives that we will be pushing forward, including continued growth in the commercial and federal sectors, as well as a

focus on our international involvement. We will be working on the strategic plan at the fall Board meeting and will be outlining several actions for these initiatives. One fun activity that we are working on is a common terminology list. This list would be a high-level comparison of terms used in the federal, commercial, and international marketplaces. We believe that once this is produced, it will demonstrate that we really do speak the same language—we just use different words. If you have experience in this, please let us know so that we can incorporate your terms.

Finally, many of you have been hearing about the Business Development-Capability Maturity Model (BD-CMM). An overview of it and the initial set of results were discussed at the annual conference. I would like to personally thank the committee who has been working on this initiative, as it has been a long, hard effort, but with solid results from which we all can benefit. If you have any questions or want additional information on this, e-mail Charlie Divine at [charliedivine@swbell.net](mailto:charliedivine@swbell.net)

So on that note, I close this column, leaving only one last comment for your consideration. APMP is your association—be involved with its future. ■