

# Welcome

by John Elder, AF.APMP

With registration approaching record numbers, this year's Annual Conference is shaping up to make APMP history! I hope you are planning to join us in Savannah. All presentations are contributing to the expanding Body of Knowledge by highlighting best practices throughout our profession. They also are aligned to APMP's Accreditation Program.

This edition of the *Journal* will hopefully whet your appetite for what you'll find at the Conference. The keynote speaker this year, Andy Bounds, is an entertaining, energetic, and knowledgeable recognized expert on developing successful presentations. You won't want to miss his address as he takes us through the process of developing sales pitches that are proven to win business. Tony Birch, APMP Past CEO, met with Bounds to discuss how this talented author and presenter developed his unique communication style. This interview can be found on page 20. There is also a review of Bounds' *Win That Pitch*, a program he developed that teaches everything needed to create sales pitches that win business again and again.

Betsy Blakney, Regional Representative for the Eastern US, got a taste of the Savannah experience earlier this year. She shares her adventure in a travelogue that provides several sites of interest you may want to visit to truly enjoy this city renowned for its history and Southern hospitality.

Have you ever wondered how to use your proposal skills and talents to broaden your career? That question is addressed in Eric Gregory's article that discusses the various paths that lead to becoming a proposal professional and how to use your talents to branch out into other directions. If you are ready for a promotion to the next level or want to investigate other career choices that allow you to take advantage of your skills, this article provides helpful and insightful advice.

Finally, we present the next installment of an ongoing article exploring the history of APMP. It features the growth of the Association as several new chapters were formed and became active contributors, membership increased, and several initiatives were born.

See you in Savannah!

## APMP CODE OF ETHICS

*Members of the APMP are expected to:*

1. Comply with rules, government regulations, and laws in their respective countries, as well as other appropriate private and public regulatory agencies.
2. Ensure compliance with all rules concerning interaction with clients and Government liaisons.
3. Protect sensitive information and comply with all legal requirements for the disclosure of information.
4. Avoid conflicts of interest, or the appearance of same, and disclose to their employer or client any circumstances that may influence their judgment and objectivity.
5. Ensure that a mutual understanding of the objectives, scope, work plan, and fee arrangements has been established before accepting any assignment.
6. Represent the proposal profession with integrity in their relationships with employers, clients, colleagues, and the general public.
7. When in doubt about how to resolve an ethical dilemma, confer with a person you trust—one who is not directly involved in the outcome.