

## P R E S S   R E L E A S E

### ***asapm* and BD-Institute Sign Alliance Agreement**

**Colorado Springs, CO and Phoenix, AZ:** On February 5, 2008 Lew Ireland, President of the American Society for the Advancement of Project Management (*asapm*), and Howard Nutt, Executive Director of the Business Development Institute International (BD-Institute), announced the two organizations' signing of an Alliance Partnership Agreement.

In announcing the agreement, Mr. Ireland noted that, "As the USA's premier competence-based credentialing organization for project and program managers, we are a strong advocate of effective project management practice and believe that part of that effectiveness must include the competences needed to fulfill the project manager's role in winning new business. This makes the partnership with the BD-Institute a strategic step toward the future of program and project management in the USA and the World."

At the same time, Mr. Nutt emphasized, "Over the last 3 years, the BD-Institute has built an informal relationship with *asapm* and its world umbrella organization, the International Project Management Association (IPMA). We value their members as stakeholders in every corporation's business development (BD) process, and we welcome *asapm* as a key part of our Community of Practice in pursuing BD best practices in small and large corporations around the world."

Among the efforts the two not-for-profit organizations will collaborate upon are bridging the gap between Program/Project Management and Business Development. *asapm* is integrating and relating BD competences into the USA's National Competence Baseline for Program and Project Managers.

The two organizations are already collaborating on Conference presentations, exchanging of links and website content, and exploring the additional opportunities of blending their strengths. For example, BD-Institute's Capability Maturity Model® for Business Development (BD-CMM) is a great measure of effectiveness (with pathways for improvement) for Program and Project Managers, Proposal Managers, and Contract Managers as they support their companies' pursuit of new business.

#### **About BD-Institute**

The BD-Institute is a non-profit organization, dedicated to promoting BD excellence through the BD-CMM. We provide direct support and services to organizations that use BD-CMM as their framework, path, and guide for managing and improving business development results.

The BD-Institute promotes collaboration among diverse communities involved in business development. The resulting Community of Practice includes Corporate Members, Alliance Partners, Approved Providers, and Certified Appraisers from around the world who share the BD-Institute's vision and participate in the continuing development of BD-CMM.

The BD-Institute focuses on extending the reach of the BD-CMM and serving a global Community of Practice. The Management Team provides direct services, oversees delivery quality of licensees, and collaborates with our Alliance Partners and Approved Providers. All operations are guided by a Board of Directors, whose membership reflects the breadth and goals of our Community of Practice.

#### **About *asapm***

*asapm* is a not-for-profit professional society dedicated to advancing the practice of program and project management in the United States. Working through its members and with other professional associations

around the world, *asapm* provides the leadership to improve program and project management performance competence throughout the USA and beyond.

*asapm* has certified the Performance Competence of more Project Managers than any other organization in the Americas. And, as the USA Member Affiliate of International Project Management Association, *asapm*'s certified project practitioners are recognized by businesses around the World.

With a website that is rich with PM-related articles, a downloadable free USA National Competence Baseline, and tools such as a PM Competence Model for individual and team competence assessment and development, *asapm* is pleased to add this relationship with BD-Institute as a stellar addition to our efforts to improve PM Practice in the USA and the World.

Capability Maturity Model and CMM are registered in the U.S. Patent and Trademark Office by Carnegie Mellon University  
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