



APMP

2015

ANNUAL REPORT

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INTRODUCTION

from Suzanne Jones, CP APMP, Past CEO and
Executive Director, Rick Harris, CF APMP



Dear APMP Members,

After a banner year, we are excited to release our *2015 Annual Report* to APMP members, providing an overview of our accomplishments and activities last year.

Many of you asked for a more performance-focused *2015 APMP Annual Report*, and we listened. This year's version is a quicker read, with an eye on performance over APMP promotion.

We can't thank you all enough for your participation in our one-of-a-kind association. Today, we have more than 7,300 members in 27 regional chapters serving proposal, bid, capture, business development, sales, marketing, and graphics professionals globally.

The true measure of any association is how it grows, shares knowledge and best practices, and connects its members with each other. APMP is a family of people who are in the business of winning with a strong association in its corner.

As you read APMP's 2015 accomplishments, think about how you might want to participate in 2016. There are many opportunities for members to contribute and participate in our rapidly growing association.

Finally, please share with us your thoughts and comments about APMP via email to rick.harris@apmp.org. Your opinions are invaluable and, a number of times, have directly led to future programs for APMP members. Thank you, again, for your confidence and investment in your association—APMP.

A handwritten signature in black ink that reads "Suzanne Jones".

Suzanne Jones, CP APMP, Past CEO

A handwritten signature in black ink that reads "Rick Harris".

Executive Director, Rick Harris, CF APMP

APMP MEMBERSHIP

Membership in APMP continued to grow, and 2015 was our best year in the association's history with 1,182 new members. Since 2011, APMP's membership has increased 70 percent – from 3,383 to 6,953 members.

APMP
MEMBERSHIP

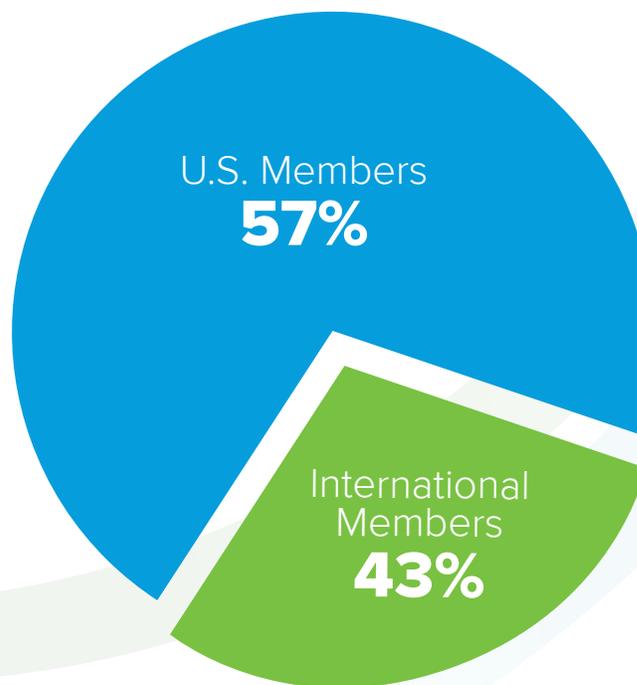
1,182
NEW MEMBERS IN 2015

APMP MEMBERSHIP GROWTH FROM 2011 TO 2015



MEMBERSHIP GROWTH
70%
since 2011

The percentage of U.S. and international members changed significantly in 2015. This is largely attributed to an increase in U.S. Corporate Memberships and an increase of nearly 400 individual members in the National Capital Area Chapter. The percentage split is:

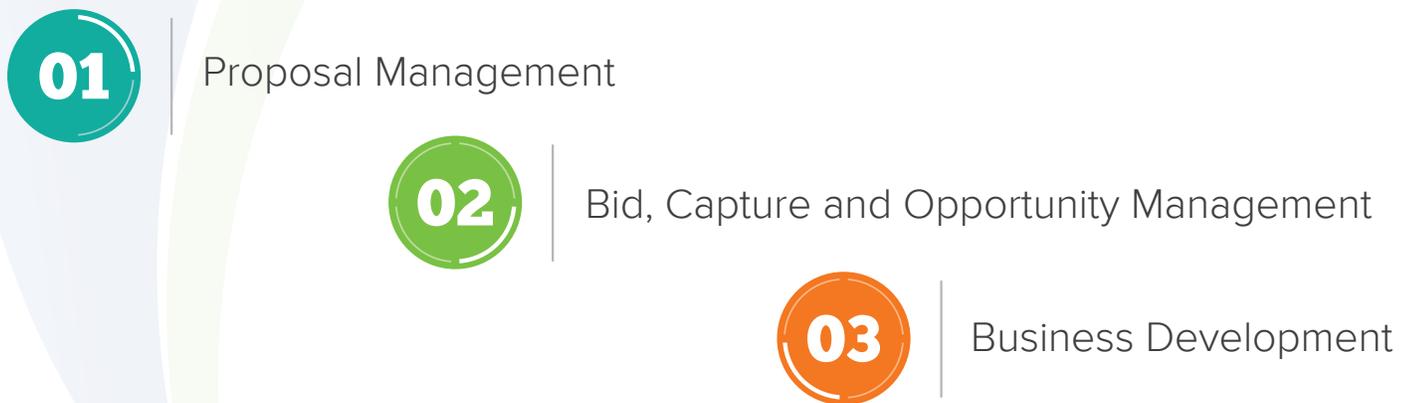


APMP MEMBERSHIP GROWTH

The leading 2015 contributors to continued APMP member growth are:

- APMP Certification, which had one of its best years in 2015 (see stats on page 4).
- Increased APMP Corporate Member growth globally. APMP's Greater Midwest Chapter, APMP UK and APMP's DACH chapters led the way in adding more than a dozen new Corporate Members in 2015.
- Targeted partnerships and acquisitions included a promotion with Qvidian that added nearly 60 new members and the acquisition of ProCM, a federally focused capture community attracting more than 80 new members at one time.

APMP'S TOP THREE INDUSTRY PRACTICES IN 2015



APMP'S TOP THREE CHAPTERS IN 2015



APMP CERTIFICATION

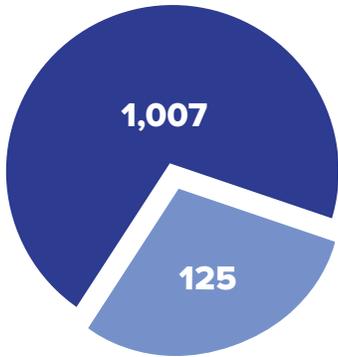


APMP's Certification program entered its 11th year in 2015 and continues to be APMP's number one membership driver. Our 2015 certification numbers were record setting. Since 2011, APMP's Certification participation has increased 26 percent – from 916 to 1,150 industry professionals.

APMP CERTIFICATION GROWTH FROM 2011 TO 2015

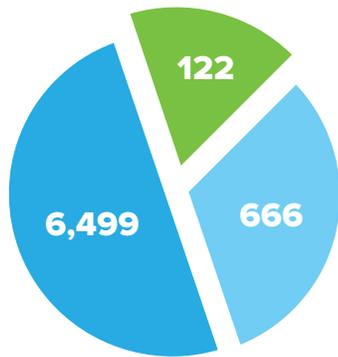


26%
increase
since 2011



2015 RECORD SETTERS

2015 APMP's Foundation Level Exam Completers **1,007**
2015 Practitioner Level Completers **125**



TOTAL NUMBER OF APMP MEMBERS CERTIFIED THROUGH 2015 AT EACH LEVEL

Foundation Level **6,499**
Practitioner Level **666**
Professional Level **122**

The total number of members APMP Certified since 2004 at all levels is 7,287 people. Other APMP Certification 2015 milestones included the launch of APMP's Body of Knowledge, completion of the APMP Study Guide and Glossary, and the completion of the Foundation Level update.



APMP EDUCATION

One of APMP's core missions is to bring its members together through education. It is an important way for members to meet, exchange ideas, and learn from each other. APMP members received more education in a variety of ways throughout 2015.

EDUCATION HIGHLIGHTS

Webinars

In 2015, APMP produced 13 free webinars to members which had a total of 3,515 registrations.

The three most popular 2015 webinars were:

- The *Proposal Manifesto* hosted by Samantha Enslin, Dragonfly Editorial, Midwest Chapter, with 370 registrations
- *A Contracting Officer's Perspective on Proposals* hosted by Kevin Jans, Skyway Acquisitions, Florida Sunshine Chapter, with 357 registrations
- *The Proposal Athlete* hosted by Mark Wiggington, Shipley Associates, Lone Star Chapter, with 308 registrations

Capture & Business Development Conference

This third annual one-day conference exclusively for capture and business development professionals switched to a panel discussion format and attracted 183 professionals. This was a 75 percent growth in attendance over 2014 when 104 people registered.



Bid & Proposal Con

In 2015, APMP once again hosted the industry's leading multi-day education and networking conference designed by professionals in the proposal and business development lifecycle.



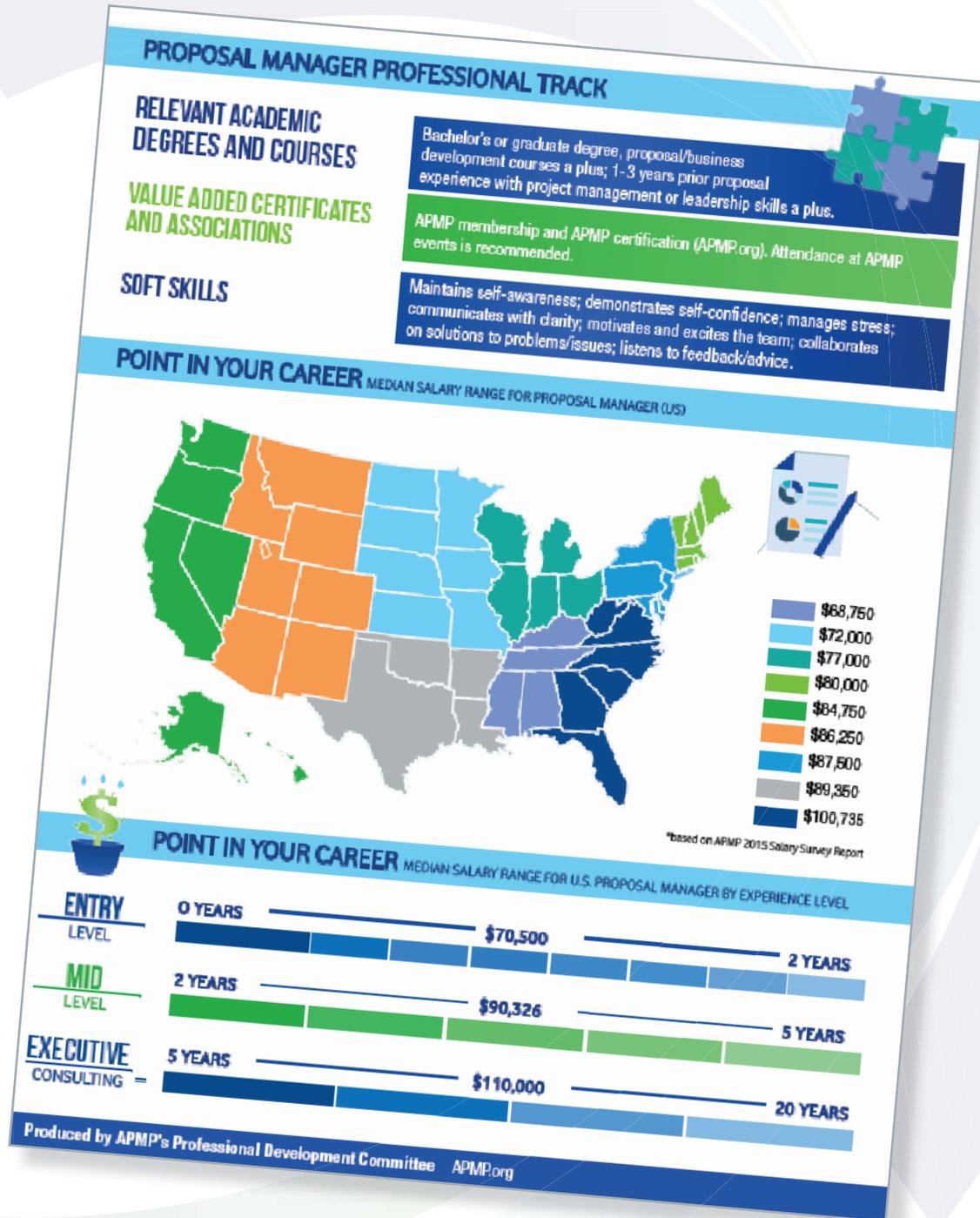
Highlights of APMP's 2015 Bid & Proposal Con included:

- 731 attendees (*second highest in APMP history*) with more international participation than ever before
- Two outstanding keynote speakers
- New Ignite presentations
- 58 speakers and 33 of them were new to the APMP line-up

APMP EDUCATION

The Career Path Series

The Professional Development Committee created the first of a set of career path fliers designed to help proposal and business development professionals navigate their next opportunity in their organizations or their industries. *The Proposal Manager Career Path Flier* was created in 2015 with more to follow in 2016.



APMP AROUND THE WORLD

As APMP continues to grow, its global reach expands. In 2015 APMP's international footprint spread to the Far East when we launched APMP Japan. It's the first time that APMP has expanded into a country where English is rarely spoken. APMP Japan already has 30 members with promise of great growth in the coming years.

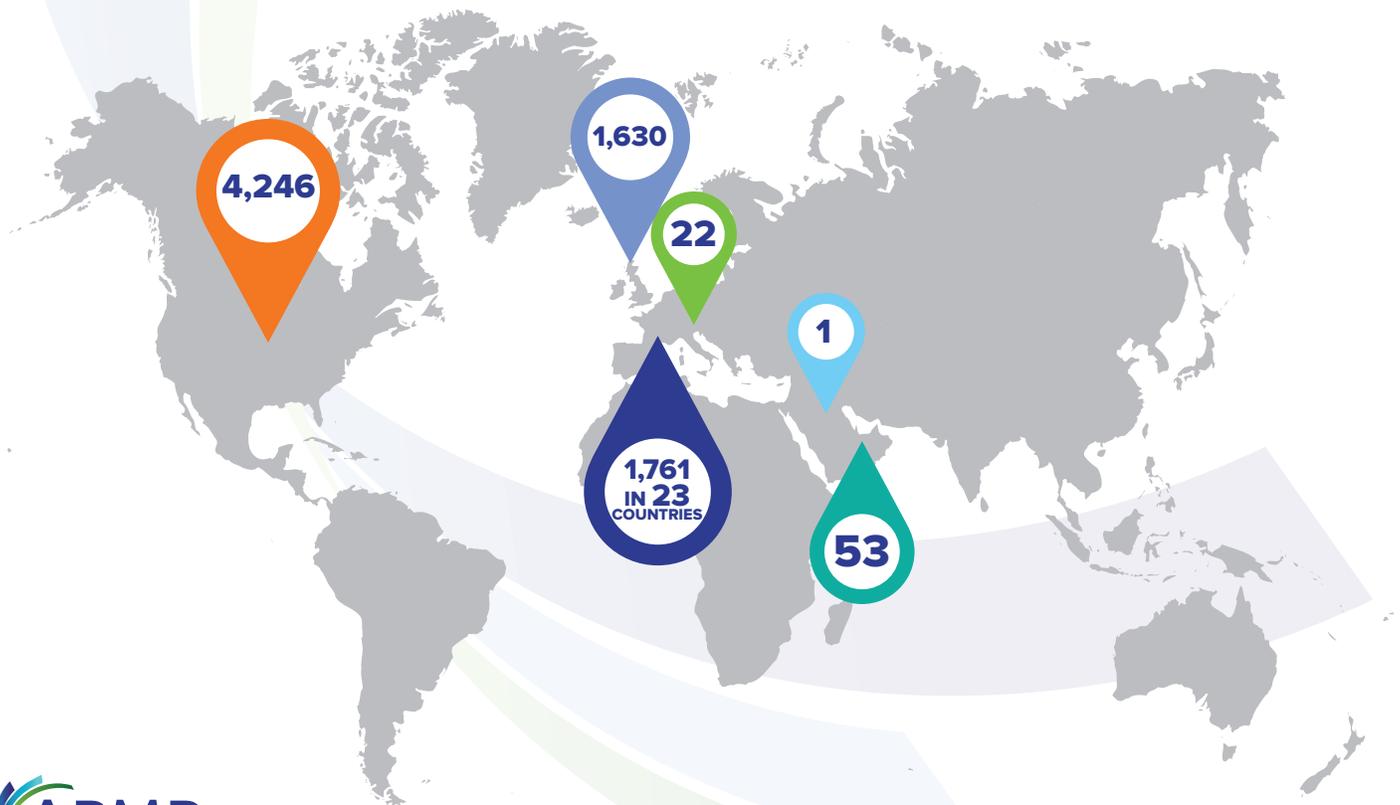


APMP Japan members participating in the first Propotho—a work study group on using APMP's best practices to put together a proposal.

Other APMP international highlights and facts include:

- APMP members are in 96 countries around the world.
- APMP literally covers the globe from our one member in Iraq, 22 members in Hungary, 53 members in the United Arab Emirates, 1,630 members in the United Kingdom, to 4,246 in the United States.
- European countries (east and west) combine for a total of 1,761 members in 23 countries.

96 countries around the world



APMP FINANCIAL PERFORMANCE

In the interest of full disclosure, APMP presents its 2014 audited and Board-approved financial statements for member review. Our 2015 audited financial statements will be available in next year's *APMP Annual Report to Members*.

ASSOCIATION OF PROPOSAL MANAGEMENT PROFESSIONALS		
STATEMENTS OF ACTIVITIES		
FOR THE YEARS ENDED DECEMBER 31, 2014 AND 2013		
	<u>2014</u>	<u>2013</u>
Revenues		
Membership	\$ 819,198	\$ 681,309
Conference	646,467	569,117
Accreditation	104,896	122,366
Marketing and communications	35,729	28,075
Education	87,960	38,081
Investment income	<u>30,755</u>	<u>14,430</u>
Total Revenues	<u>1,725,005</u>	<u>1,453,378</u>
Expenses		
Membership	152,813	138,860
Conference	521,644	352,672
Accreditation	69,103	78,284
Marketing and communications	94,790	98,345
Education	144,816	77,553
General operating expenses	678,426	587,924
Loss on investments	7,731	34,343
Loss on disposal of assets	<u>1,029</u>	<u>533</u>
Total Expenses	<u>1,670,352</u>	<u>1,368,514</u>
Change in Unrestricted Net Assets	54,653	84,864
Unrestricted Net Assets at Beginning of Year		
Previously Reported	1,207,557	1,089,085
Prior Period Adjustment	<u>-</u>	<u>33,608</u>
Unrestricted Net Assets at End of Year		
As Restated	<u>\$ 1,262,210</u>	<u>\$ 1,207,557</u>



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