

**Press Release:
IPMA Council Elects Goff as a Vice President in Iceland Meeting**

October 8, 2010, Colorado Springs, Colorado USA. *asapm*[®] announces the election of *asapm* President Stacy Goff, IPMA Level-D[®], PMP[®], as one of 6 Vice Presidents of IPMA, the International Project Management Association. Goff won his position in a vote of the Council of Delegates at the semi-annual IPMA Council of Delegates, this time held in Iceland. Goff exchanged congratulations with IPMA President-Elect Roberto Mori, of Italy (who received unanimous votes for his two-year term), with Roberto saying: "thank you for your kind congratulations, which I return for your more than deserved election, that you know most of us in IPMA have been anticipating for years."



Goff will serve for a two year term, and with his bias for measurable results through collaboration, he expects to engage members and Member Associations worldwide in IPMA initiatives. Goff's agenda as Vice President for IPMA will depend upon Executive Board assignments to be decided in November in Istanbul. Goff ran for Vice President of Membership/Young Crew, and/or IPMA Marketing, and his responsibilities will be in some combination of those areas.

Goff has served in those roles for *asapm*, and he has also supported the efforts of outgoing IPMA VP of Marketing Ruud Bolsius, of the Netherlands, for the last two years. Whichever the assignment, Goff will be building upon the significant accomplishments of his IPMA VP predecessors.

In his presentation to the Council of Delegates, he evoked a new interpretation of $E=MC^2$, Einstein's Theory of Relativity; namely: E = Member Engagement, M = Membership Value, C = Communication, and the powerful multiplier C = Collaboration. This interpretation applies for multiple levels of IPMA: For individuals, for Member Associations, and for IPMA as a whole. IPMA is already strong in each of these areas, and Goff asserts that we shall become even stronger.

In addition to continuing as *asapm* President, for over 28 years Goff has been principal and owner of ProjectExperts, a Colorado-based Project Management consulting firm. By 2000, his training, consulting and project-related products had introduced over 45,000 people on six continents to project management and to the excitement of PM Performance. Goff is also active in Project Management Institute, contributing to PM performance competence as team member of the *Project Management Competency Development Framework, 2nd Edition*, and by writing Chapter 9, *Visions For the PM Software Industry* in the 2009 book, *Project Management Circa 2025*.

About *asapm*

Founded in the USA in 2001 by a handful of the PM practitioners who for over 30 years have helped make Project Management the World standard for effective enterprise and societal change, *asapm*[®], the

American Society for the Advancement of Project Management, is the USA Member Association of IPMA. A member-driven, volunteer-staffed not-for-profit organization, *asapm*'s differentiator is its emphasis upon "*Demonstrating the PM Performance Competence Difference.*"



asapm leads the USA's advancement in PM Performance with unique offerings in PM Competence Assessment and Development for Learning purposes, and a Certification program that applies the IPMA 4-Level-Certification approach. This approach offers the USA's only full suite of role-based certifications of Performance Competence of Program Managers, Senior Project Managers, and Project Managers. *asapm*'s website is rich with popular blog postings, and with insightful articles about competitive practices from thought and practice leaders in Program and Project Management. See more about *asapm* at www.asapm.org.

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About IPMA

Founded in 1965 and registered in Switzerland, the **International Project Management Association** (IPMA) is the World's first project management professional organization: It was founded and contributing to the practice before any others. IPMA is an international federation of 50 national PM societies in Africa, Asia, Europe and the Americas. Fact: Most people don't know that IPMA's original name was INTERNET, some 20 years before Al Gore invented it.



With its unique 4-L-C (Four-Level Certification) program for PM Competence, IPMA offers a full-range career progression from Project Associate or team member to Project Manager, Senior Project Manager, and Program Manager and/or Projects Director. With its range of basic Knowledge and advanced Competence-based certifications well-known and recognized World-wide, IPMA is the clear choice for those who understand the need for PM Competence and demonstrated PM Performance.

IPMA's Annual World Congress is one of the most important gatherings of project management authorities and industry leaders each year. IPMA and its Member Associations also present awards to International and National project teams that can prove the achievement of great feats in project management. By recognizing project managers and teams who prove their success in project management, the IPMA sets an important and innovative example. The President of IPMA for 2009-2010 is **Brigitte Schaden**, from Austria, and the newly elected President for 2011-2012 is **Roberto Mori**, from Italy. For more information about IPMA, please visit www.ipma.ch.

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