

PRESIDENT'S LETTER

Dear Friends and Colleagues,

As we begin another year, I feel it is important to reflect on the advancements that APBM made in 2002. I look back on this past year with pride and admiration for all that we have accomplished.

I want to highlight just a few of the many events that took place during 2002. Here is a quick summary of the past year:

- Closed the Grandfather Clause in September which provided APBM with a strong and solid membership base of over 2,200 CBMs
- Conducted a Job Analysis Survey among our members to ensure the exam reflected issues and principles used in everyday business practices
- Executed a marketing and advertising campaign with results that far exceeded our expectations
- Partnered with Thomson Learning to publish the preparation guides for the CBM Exam
- Launched CBM Lifetime Learning
- Received many press mentions, including the Graduate Management Admissions Council (GMAC), the National Society of Black Engineers, and the National Society of Black Accountants
- Increased the APBM staff by welcoming Rachel Kenney, Marketing Manager
- Had a CBM, Oscar S. Lewis, recognized as a "Financial Executive of the Year" by IMA's Strategic Finance (December 2002)

With 2002 filled by milestones, it is time to look forward and onward to the New Year. We have no intention of slowing down, and have, in fact, raised the bar for excellence. The following is a brief overview of the events and goals slated for 2003:

- Revamp the CBM Exam Web site, www.cbmexam.com, for easier navigation and with the most up-to-date information
- Launch first major PR campaign with updated press kit
- Introduce the CBM Exam with the first testing window in the second quarter
- Create Web-based preparation software for the CBM Exam
- Focus on leveraging current corporate relationships and identifying new opportunities
- Expand our list of strategic partners
- Continue developing international opportunities
- Begin the accreditation process
- Continue developing the CBM Lifetime Learning program for efficiency and effectiveness

I hope you are excited about the New Year because we are gearing up for our biggest year yet! While 2002 proved to be eventful, I am looking forward to the challenges and growth anticipated for 2003. I encourage you to share your comments with us, since it is through your feedback that we continue to develop and thrive.

Everyone at APBM wishes you a safe and prosperous New Year.

Best Regards,

Ms. Devi Vallabhaneni
President and CEO
Association of Professionals in Business Management

CBM Exam Prep Guides Are Here

The highly anticipated preparation guides for CBM Exam Part One are available for purchase! **Grandfathered CBMs are able to purchase the set (two volumes: theory and practice) for \$99.00 USD (shipping & handling additional). That's \$100.00 USD off the retail price.**

The guides are quite extensive with Volume One containing more than 1,100 pages, and Volume Two consisting of 1,000 practice multiple-choice questions. Whether or not you plan on taking the CBM Exam, the preparation guides are useful for every business practitioner since they also serve as comprehensive desk references.

The preparation guides were developed and published by South-Western Publishing, a division of Thomson Learning. To order, please call 323.936.6757.

Introducing a New APBM Staff Member

Marketing Manager Ms. Rachel C. Kenney

Ms. Rachel C. Kenney received her undergraduate degree from Fordham University, Bronx, NY with a dual Major in Human Resource Management and Marketing and a Legal and Ethical Specialization. Rachel graduated with honors and received several departmental awards. Rachel began her career at Greenfield Online, Wilton, CT in the Public Relations Department. At Greenfield, Rachel authored press releases, created surveys, and designed sales sheets for proprietary studies.

Rachel will concentrate on receiving press coverage and developing direct marketing efforts at APBM. You should hear from her in the near future about how you can get more involved in the improvement and promotion of the CBM!

Questions, Comments or Suggestions?
Contact Us:

Phone: 323.936.6757
Fax: 323.936.6171
Web: www.cbmexam.com
Email: info@cbmexam.com



In The Press...

APBM and the CBM designation have recently been spotted in various trade publications, news articles and online newsletters. Please visit the following links to see what has been said about us in the press lately.

If you see any interesting articles, please forward them to Rachel at rachel@cbmexam.com.

Sections, the Magazine of the Graduate Management Admission Council:
<http://www.gmac.com/Selections/fall2002/newmbacert/sidebar.html>

NSBE Career Engineers Magazine:
http://www.nsbe.org/careerengineer/2002/Nov_Dec/stories/cover.htm

Detroit Spotlight, Newsletter for Detroit chapter of the National Association of Black Accounts, Inc.:
<http://www.nabadetroit.org/NABA%20Summer%20Newsletter%20updated%209-13-02.pdf>

Strategic Finance, CBM Oscar S. Lewis was named as a "Financial Executive of the Year":
<http://www.strategicfinancemag.com/2002/execs%20of%20the%20year.pdf>

Register NOW for the CBM Exam, Registration Deadline Soon!

Test	Testing Window	Registration Deadline
CBM I	Apr 01 - May 03, 2003	Feb 10, 2003
CBM I & CBM 2	Aug 16 - Sep 30, 2003	Jun 09, 2003
CBM1, CBM2, & CBM 3	Nov 15 - Dec 31, 2003	Sep 15, 2003

Time is running out to register for the CBM Exam's first testing window! Don't miss this chance to be among the first to experience the most integrated business examination available.

As a Grandfathered CBM, you can only benefit from taking the exam! You are entitled and encouraged to:

- Take each part of the CBM Exam once at no cost
- Receive a discount of over 50% on the exam preparation guides
- Earn a years worth of CPE credit hours for each exam part you take (example: Take all three parts and you will fulfill your CPE requirements through 2005)

The CBM Exam is a great way to assess your business knowledge, sharpen your generalist skills and your score will have absolutely no impact on your designation!

The registration deadline is approaching fast and space is limited! The CBM Exam is available at Prometric Testing Centers in Canada, Europe, Hong Kong, India, Middle East and United States.

For more information on the exam, preparation guides or to register, please call 323.936.6757 or email info@cbmexam.com.

CBM SPOTLIGHT

CBM Spotlight

Oscar S. Lewis
Comptroller & Manager, Finance & Administration
Hamilton Jet, Inc., USA

Oscar S. Lewis was recently named a "Financial Executive of the Year" in the December issue of Strategic Finance, the official magazine of the Institute of Management Accountants (IMA). Oscar, who has over 15 years experience in his field and an MBA degree, is excited about the upcoming CBM Exam because he "just needs to know more". Oscar plans on taking the exam since "It will ensure that I am as prepared as possible to help my company in any way I can."

"My discipline (finance) has changed over the last few years," commented Oscar. "It is no longer sufficient to know what has happened but why it happened and your comprehension of that depends on your knowledge of the other facets within your company."

Oscar feels a generalists' education is nothing short of a necessity since, "It is important for people to see the big picture instead of focusing only on one angle" and that more and more, others are "recognizing the importance of a generalist's certification".

Oscar received his BS from the University of South Carolina and his MBA from Georgia State University. He has taught business courses on the college and high school level and serves on the board of IMA's Seattle Chapter.

Has your contact info changed?

Call us at **323.936.6757** or email Rachel at info@cbmexam.com with your current info.