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**APICS AND ICPM PARTNER TO OFFER CERTIFIED MANAGER  
CERTIFICATION PROGRAM**

***Cutting-edge professional development program now available for Bay-area managers and leaders***

**HARRISONBURG, VA and SANTA CLARA VALLEY, CA– March 24, 2009** – The Institute of Certified Professional Managers (ICPM) and SCVC APICS--The Association for Operations Management - Santa Clara Valley Chapter, announced today they will partner to offer Bay Area managers and leaders the *Certified Manager* (CM)<sup>™</sup> certification program.

Drawing on over 35 years of experience training and certifying managers, the CM certification program by ICPM is the prevailing model for managerial quality and excellence. Through its partnership with the Santa Clara Valley Chapter of APICS, the comprehensive curriculum for the CM program will be utilized to develop essential skills needed to lead and manage effectively in today's workplace.

“The CM certification has been the gold standard in the management field for several decades,” said Dr. Robert Reid, Executive Director of the Institute of Certified Professional Managers and Dean of the College of Business at James Madison University. “ICPM is honored to partner with APICS SCVC to offer the CM certification to its members in the Bay-area.”

As part of the 15-month CM program, assessment exams are administered to validate learning and confirm a level of managerial competency. Participants that successfully complete the three CM assessment exams are recognized by the business community worldwide through use of the highly sought after “CM” professional credential. Participants also benefit from increased knowledge and skills that support enhanced job performance and offer a competitive edge for career advancement.

“Our members will greatly benefit from the CM certification program,” said Sue Nelson, CFPIM, CSCP, Vice President, Education, Santa Clara Valley Chapter, APICS. “As one of the most respected educational and professional training centers in the Bay area, combined with ICPM’s legacy of certifying managers, we are proud to offer the CM program.”

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Globally recognized for its education and professional certification programs, the Santa Clara Valley Chapter of APICS is a leading training center for Fortune 500 companies in the Silicon Valley area. Offering the Certified Supply Chain Professional (CSCP), the Certified Production and Inventory Management (CPIM), and now, the Certified Manager (CM) certification, the Santa Clara Valley Chapter is a natural extension partner for ICPM.

“The addition of the CM certification program to our current course offerings supports APICS commitment to providing instruction for operations management professionals in the manufacturing and service industries to reach their educational and certification goals,” said Nelson.

#### **ABOUT ICPM**

Founded in 1974 by the National Management Association (NMA) and the International Management Council (IMC), the Institute of Certified Professional Managers (ICPM) has a 35 year history of educating managers, supervisors and leaders through the CM™ certification program. The CM program certifies a level of management competency which supports enhanced on-the-job performance. Certificants are recognized worldwide by the “CM” professional credential. A business center of the College of Business at James Madison University in Harrisonburg, VA, ICPM is governed by a Board of Regents comprised of business executives, industry representatives, academicians, and the NMA president. For more information visit [www.icpm.biz](http://www.icpm.biz) or call (800) 568-4120.

#### **ABOUT APICS**

Founded in 1957, APICS, is a not-for-profit, international, educational organization with more than 70,000 individual and corporate members in 20,000 companies worldwide. APICS is a leading provider of high-quality, cutting-edge educational programs for **Advancing Productivity, Innovation and Competitive Success** in a changing and competitive global marketplace. For more information visit [www.apics-west.org/certified-manager-program.aspx](http://www.apics-west.org/certified-manager-program.aspx) or call (408) 727-1125.