

## Shibley Associates Launches *Shibley University*™

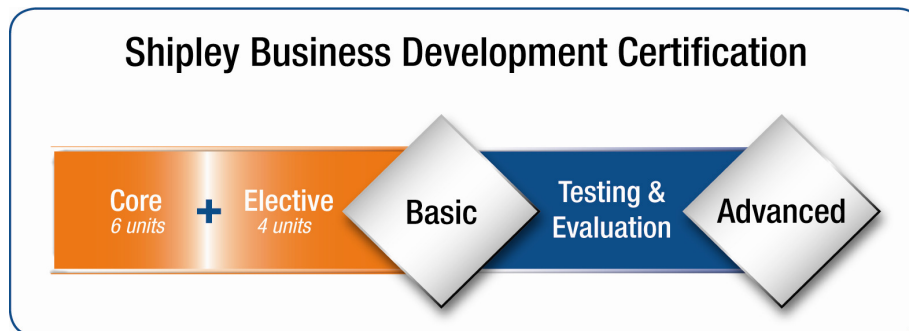
*Shibley to Provide Certification to Business Development Professionals*

**Kaysville, UT: April 30, 2010** — Shibley Associates announced today that it will grant certification to business development professionals who complete a series of core learning courses offered by *Shibley University*™ with electives that support professional development.

“We are pleased to offer a professional credential to our loyal clients who depend on Shibley for industry-best training and learning,” said Stephen P. Shibley, President and CEO. “We have trained over 30,000 professionals in all aspects of sales and business development since 1972. We now want this learning to be officially recognized in industry as best practice.”

*Shibley University* will grant **Basic Certification** to individuals who complete the core Shibley curriculum plus an additional four units of elective professional development. The core curriculum consists of Shibley’s flagship courses: *Capturing Federal Business*, *Managing Federal Proposals*, and *Writing Federal Proposals* (two units per course). Elective units can be achieved by completing other Shibley courses, receiving professional accreditation status from recognized organizations (i.e., Association of Proposal Management Professionals, APMP), or successfully completing other relevant training programs. Any Shibley courses completed since 2005 may apply toward certification.

**Advanced Certification** can be obtained through a series of tests and competency assessments facilitated by experienced Shibley personnel.



“Our industry best practices continue to be recognized as the standard for effective business development,” said Larry Newman, author of the award-winning *Shibley Proposal Guide*. “These best practices are taught in our extensive training curriculum and are applied every day by clients and consultants engaged on strategic bids and proposals.”

With international offices in 12 countries, Shibley’s certification program will be customized to meet regional professional development and learning standards in various countries and regions across the globe. Shibley Associates is an Approved Training Organization (ATO) through the [Association of Proposal Management Professionals](#) (APMP) and an Approved Provider (AP) of the [Business Development Institute International](#).

### About Shibley Associates

With over 200 consultants worldwide, Shibley Associates supports major business development projects, including strategy development, capture planning, proposal development, process improvement, and web-based and classroom learning—resulting in a client win rate of over 82 percent. Shibley provides services to small businesses and to 23 of the top 25 U.S. Defense contractors. For more information, visit the website at [www.shibleyuniversity.com](http://www.shibleyuniversity.com) or contact us at 888.772.9467(WINS).