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Effective project management is a vital component of all business, large or small. Project managers manage cross-functional teams and try to achieve results on time and within budget. Designed with this in mind

### *This Month's Tip:*

#### *The One Page Fit:*

**3 ways to fit what you're trying to say into one MS Word page..**

[Check it out on YouTube from Navitend](#)

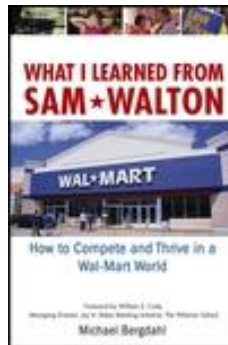
### TAX TIME 2012 - WEALTH MANAGEMENT, TAXES AND BEYOND *by George Mentz, JD, MBA, CWM®, MPM®, QFP*

Many of our AAPM® members are in their own PM Consulting Business, self-employed or contractors. In this trade a sharp understanding on how to utilize the tax system is imperative. Many members will become a different type of PM – their own Personal Manager. The tax code has become more amicable to the self employed over the last decade. These items should be considered while you take on your own planning assignment. This article points out some advantages...

#### [Read George Mentz - Benzinga article](#)

### AAPM® RECOMMENDED READ

#### What I Learned From Sam Walton: How to Compete and Thrive in a Wal-Mart World *BY MICHAEL BERGDAHL - AUTHOR*



ISBN: 978-0-471-67998-1

*"At Wal-Mart, if you couldn't explain an idea or a concept in simple terms on one page of paper Sam Walton considered the new idea too complicated to implement."*

Download free informative articles by Bergdahl at

<http://www.michaelbergdahl.net/freearticles.shtml>

- What You Can Learn From "The Sam Walton Way"
- Wal-Mart is a Company Obsessed With Lowering Costs - is Yours?
- Lose Customers – Here are 10 Proven Ways
- Sam Walton's Strategies & Tactics for Business Success in Tough Economic Times©

### Editor's Notes :

*by Michele Guttenberger, MPM®*

#### WILL YOUR NEXT PROJECT BE IN REVERSE INNOVATION?

Natural calamities find advanced societies off the electrical power grids for days and even weeks. Without electricity, even the most developed regions are on par with any remote developing region of the world. Our advancements in high powered technology and their high tech devices and equipment are rendered useless relics without their connected power source. It is times such as these that the most simplistic stand alone technology becomes the most innovative advancement. It fills the "What if" scenarios that the developed world now realizes. Wind up and solar generated radios enable live radio broadcasts with no electricity. This technology is becoming a popular staple for many American households in preparation for a sudden power disruption.

Ironically, this type of innovative technology is not highly technical or very forward thinking for leaders of revered commercial research centers and laboratories. Where does this type of innovation find its inspiration for additional invention? Vijay Govindarajan, Professor of International Business at the Tuck School of Business, believes the answer is that this innovation can be defined and started in poor countries and brought to people in wealthy countries. To quote Govindarajan's theory: "In rich countries, the paradigm of innovation is, you spend more money and innovate; we have seen this in the health care industry in the U.S. Whereas, in poor countries, you have to spend less to innovate because they don't have a lot of resources, you have to do more with less for a lot of people. We have to change our innovation paradigm from value for money to value for many. And value for many implies frugal innovation; frugal thinking.

Therefore, the biggest opportunity for American corporations going forward is this notion of reverse innovation--the opportunity that exists for innovating in poor countries and then bringing those innovations back to rich countries."

It is "Reverse Innovation" that exports valuable innovation concepts to the developed world such as self powered devices.

Visit and watch "big think.com" to find out more on [Reverse Innovation](#)

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### Inside This Section

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Free CEO Guides

5 Step Guide For Members

Careerbuilder -Job and Career  
News

PM Continuing Ed Online

Spotlight on: Denise Easton

*Career Articles - AAPM® and the  
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Commission:*

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Training in Major Cities

See latest Dates & Locations on page 3

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- Feb 28-March 2, 2012

*Washington, DC -*

- March 13-16, 2012

*Raleigh/Durham, NC -*

- March 20-23, 2012

**TO ALL THOSE CERTIFIED IN  
March**

***Congratulations!***



Master Alumnus Spotlight on  
**Denise Easton**  
AAPM® Higher Education and  
Academic Committee Project  
Management

1999 founded and continued to serve  
as CEO of ULiveandLearn, a leading  
knowledge management firm focused  
on the design, development,  
production and strategic integration of  
digital collaboration and learning for  
organizations

[Visit the ULiveandLearn Website](#)

#### New CEO AAPM® Guides

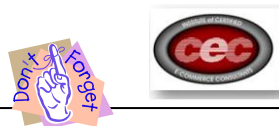
Edited by Prof. Dr. George Mentz, JD, MBA,  
MPM®

In these FREE GUIDES, the  
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The AAPM® Certifications - MPM®  
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- [Boston, MA - • May 8-11, 2012](#)
- [Minneapolis, MN - • May 29-June 1, 2012](#)
- [Seattle, WA - • June 12-15, 2012](#)
- [Washington, DC - • June 26-29, 2012](#)
- [New Jersey - • July 10-13, 2012 -](#)
- [San Francisco, CA - • July 17-20, 2012](#)
- [Columbus, OH - • July 31-Aug 3, 2012](#)
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- [Washington, DC - • Sept 18-21, 2012](#)
- [Austin, TX - • Sept 25-28, 2012](#)
- [Raleigh/Durham, NC - • Oct 2-5, 2012](#)
- [Chicago, IL - • Oct 16-19, 2012](#)
- [San Diego, CA - • Oct 23-26, 2012](#)
- [New York, NY - • Nov 6-9, 2012](#)
- [Salt Lake City, UT - • Nov 13-16, 2012](#)
- [Charlotte, NC - • Nov 27-30, 2012](#)
- [Washington, DC - • Dec 4-7, 2012](#)
- [Phoenix, AZ - • Dec 11-14, 2012](#)

#### Some AAPM® Global Websites

- [www.AAPM.eu](http://www.AAPM.eu)
- [www.CertifiedProjectManager.us](http://www.CertifiedProjectManager.us)
- [www.CertifiedProjectManager.eu](http://www.CertifiedProjectManager.eu)

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Graduates of the Above Accredited Executive Programs who possess a college diploma will be eligible for both MPM and may also apply for the CIPM Certification.