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### **CMAA Adopts New “Tag Line”**

In order to promote a more accurate understanding of CMAA, its Board of Directors has approved a new tag line that will appear alongside the CMAA logo:

*CMAA - Advancing Construction and Program Management Worldwide.*

At the National Conference in October, board members approved the change, agreeing that it succinctly states what CMAA is, and what it does.

“In addition to being a positive force in Program Management, another of our goals, is to reinforce CMAA’s commitment to the global marketplace. Our CM Standards of Practice, as applied in the United States, are respected and emulated worldwide,” said CMAA chair Tom Bishop, Senior Vice President, URS Corporation.

Bishop noted that CMAA plays an important role in Program Management in the construction industry, which the new tag line makes more apparent. CMAA and its members actively seek to share knowledge, form partnerships, and do business with international clients. For all these reasons, the new tag line avoids implying any boundaries on the association’s activities.

CMAA is North America's only organization dedicated exclusively to the interests of the professional Construction and Program management industry. On behalf of its 25 regional chapters and more than 5,400 public and private firms and individuals throughout the nation, CMAA promotes the Construction Management industry and provides professional resources, advocacy, professional development, certification, and business opportunities to its members. CMAA's national headquarters is located in McLean, Va. The Association’s website is [www.cmaanet.org](http://www.cmaanet.org).

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