



Contact: Steve Honig
The Honig Company, Inc.
310-246-1801
press@honigcompany.com

**ASSOCIATION FOR STRATEGIC PLANNING ACCEPTING APPLICATIONS FOR THE
2005 RICHARD GOODMAN STRATEGIC PLANNING AWARD**

Annual award recognizes excellence in strategic thinking, planning and action

LOS ANGELES, Nov. 1, 2005 – The Association for Strategic Planning, a national non-profit organization that promotes the importance of strategic thinking, today announced it is accepting applications for the 2005 Richard Goodman Strategic Planning Award. The award is given annually to the organization that best embodies the principles of strategic thinking and practice.

The deadline for award submissions is December 15, with winners notified around January 15 and presented with awards at the annual conference of the Association for Strategic Planning on February 28 in Los Angeles. Organizations interested in participating can download an application at <http://www.strategyplus.org/awardsprogram.shtml>.

Applications are reviewed by a committee of judges from corporate and academic organizations, with awards presented in three categories: large for-profit corporation, small or mid-sized for-profit corporation and government, non-profit or academic organization.

The award, now in its fifth year, seeks to foster continued excellence in strategic planning and identify the best practices in strategic thinking, planning and execution.

“It is our hope that by recognizing excellence in strategic planning, we will stimulate innovation and encourage organizations to further the practice,” said Jim McComb, president of the Association for Strategic Planning. “The organizations that win this award have demonstrated both their capabilities in strategic planning as well as an understanding of its importance.”

Past winners of the award include Countrywide Financial Corporation, California State Polytechnic University, the Los Angeles Department of Public Works and The Townsend Agency.

The Association for Strategic Planning is a non-profit professional organization dedicated to enabling people and organizations to succeed through improved strategic thinking, planning and action. The association, founded in 1999, provides opportunities to explore cutting-edge strategy principles and practices that drive success in the business, government and non-profit sectors.