



Contact:  
Pamela Johnson  
Association for Strategic Planning  
850.431.4946  
pamela.johnson@tmh.org

**FOR IMMEDIATE RELEASE**

***Key Army Research and Development Center joins the Association for Strategic Planning***

Los Angeles, California – December 5, 2007 – The Association for Strategic Planning (ASP, [www.strategyplus.org](http://www.strategyplus.org)) announced that the Armament Research, Development, and Engineering Center (ARDEC) has signed on as a corporate member.

ARDEC, located at Picatinny Arsenal, New Jersey, is the Army's principal researcher, developer and sustainer of current and future armament and munitions systems. ARDEC plays a key part in Army Transformation with its involvement in the development of the Soldier and Future Combat Systems. ARDEC's overall mission is to improve already fielded items, develop new ones, maintain a strong armament technology base in government, industry and academia and provide technical support to the soldier in the field. In this way, the Center achieves its vision of "Innovative Armaments Solutions for Today and Tomorrow."

ARDEC has received many prestigious national awards. In addition to the Presidential Award for Quality, two Army Communities of Excellence Awards and several Army Research and Development Organization of the Year Awards, ARDEC has been selected as one of five recipients of the 2007 Malcolm Baldrige National Quality Award, the highest Presidential honor for organizational performance excellence. ARDEC is an organization whose entire fabric is committed to providing its ultimate customer, the Warfighter, the most effective products found anywhere in the world.

The Association for Strategic Planning (ASP) is the preeminent professional association for those engaged in strategic thinking, planning, and action.

ASP President Dr. Stan Rosen expressed his pleasure in welcoming ARDEC to the ASP community by stating, "ASP is proud and pleased to have ARDEC as our latest Corporate Member. As the first Government R&D organization to join our association, ARDEC's participation represents the Army's initiative to improve strategic planning and execution in striving for organizational excellence. At the same time, other ASP members have much to learn from ARDEC's strong strategic planning experience."

For more information about ASP, please contact ASP's Executive Director Janice Laureen at 877 816-2080 or by emailing her at [executivedirector@strategyplus.org](mailto:executivedirector@strategyplus.org).