

Welcome

From the Editor



Timeless Inspiration

Ben Franklin and his sage advice have transcended more than two centuries of history. Many of the things he wrote in the 1700s are as practical and valid today as when they were written:

- One should avoid being penny wise and pound foolish.
- The rotten apple spoils its companions.
- There was never a good knife made of bad steel.

His observations and rules for living are metaphor rich and continue to teach. Wouldn't he enjoy observing—perhaps even working in—the perverse world of proposals? He would love the fact that low price can lose. That chaos is managed. And that 100 dollar bills (our currency for proposing) carry the image of a printer—him!

In that spirit, we honor our statesman on this edition's cover, as the true embodiment of “dollars and sense.” We know he would love this compendium of sensible advice and articles, insights, profiles and wit.

Sensible Steps

Sensible steps for price and cost proposal development are revealed in several articles. Shipley Associates' Larry Newman treats us to a pre-publication glimpse at the chapters in Shipley's new *Proposal Guide* that deal with price. Darrell Oyer adapts an article from his comprehensive book, *Pricing and Cost Accounting: A Handbook for Government Contractors*. Washington, DC-based lawyer David Dempsey contributes an article on A-76 procurement developments. DSDJ's Duane Turnbull offers tips for cutting proposal costs. Allen Snodgrass tells us how to manage programs that specify CAIV—cost as an independent variable. And Michael Mickaliger updates readers on how to do well with best-value solicitations.



To this, add: Roger Dean's wonderfully provocative column, Dollars and (Non)Sense; a youthful personality profile of two good-natured proposal veterans, Lou Robinson and Gene Dawson; Jayme Sokolow's revelations and lessons for business from the world of nonprofits; the book reviews; a proposal automation products survey; and Jen Mar's witty spin on the vast number of proposal phobias affecting our populace.

What you now hold is a best value journal. A “great pennyworth,” taking Franklin out of context. A promise kept. A road map to building better proposals. A witty introspection. And my enduring gratitude to a great *Proposal Management* staff. Once again, they have produced an engaging masterpiece.

Please enjoy. Please contribute to new editions. Please help us to grow and improve every time.

Onward and upward!

A stylized, handwritten signature of R. Dennis Green in black ink.

R. Dennis Green