



APMP Texas 1st Annual All-Star Symposium

**APMP Texas First Annual All-Star Symposium attracts proposal professionals statewide:
Attendees take advantage of diverse sessions, extend relationships**

Houston, Texas

Under the theme "Great Leaps and Great Minds: Tools and Technology for a Successful Mission," more than 80 business development, capture and proposal professionals throughout Texas and the country convened in Houston on Friday, March 5 to extend relationships and learn about best practices in their profession.

Hosted by the Central Texas, Greater Houston, and Lone Star (Dallas-Fort Worth metroplex) Chapters of the internationally recognized Association of Proposal Management Professionals (APMP), the one-day event provided training, discussions, and vendor information to support those involved in proposal management in Texas and surrounding states. Attendees were able to participate in workshops such as "The Power of an Effective Proposal Review Process," "Focus to Win," "You Must be Present to Win," and "Ethics in Professional and Proposal Writing." In addition, several



panel sessions were offered to participants, including such topics as federal, state, and local proposal opportunities; technology in proposal management; and capture planning.

"We heard several positive comments about the quality of the sessions, the program format, the events, and the resources offered," said

Jeannette Waldie, APM, APMP, president of the Houston Chapter of APMP and Chair of the Symposium Coordination Committee. "We had great presenters; outstanding materials; and many opportunities for attendees to meet with colleagues, vendors, and subject matter experts to help them develop professionally. It was great first-time statewide symposium for our Texas-based chapters, and we hope that those who attended discovered real value during the event."

Daniel C. Brandenstein, Executive Vice President and Chief Operating Officer of United Space Alliance, and former astronaut, delivered the luncheon keynote address on the importance of leadership and transition, and B.J. Lownie, Director of Strategic Proposals L.L.C. spoke during the opening address on Friday morning by offering his perspectives on the profession and how to make the most of the learning and networking opportunities that would be available throughout the day.

The event committee would like to recognize the sponsors of the symposium, including platinum sponsors Propel Consulting and Xait, for their financial support to make this



2010 APMP Texas Symposium attendees participate in an ice-breaker during the event's opening session to create connections and share expectations.

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Jeannette Waldie, Symposium Coordination Committee Chair, visits with Jennifer Fuller of Platinum Sponsor Xait.



Amy McGeady, Ph.D., AM.APMP, and representative of Platinum Sponsor Propel Consulting, shares information with event participants.



David L. Winton, F.APMP, Executive Director of APMP (Center), visits with Raquel Sheppard and Pat McDaniel of ABB, Inc.



Mark Wigginton, Regional Director, Shipley Associates, moderates a discussion on the influence of the capture manager in the phases of a business development opportunity with guest panels.

event possible. Gold sponsors included 24 Hour Company, Shipley Associates, and The Sant Corporation. Silver sponsors included Strategic Proposals LLC and Proposal Software, Inc. Bronze sponsor was Shea Writing and Training Solutions, Inc.

For more information on the event, visit the conference Website at www.apmptexas.org.

About the APMP Texas Symposium: The goal of the APMP Texas Symposium is to bring together proposal and grant management professionals committed to excellence in their professions to learn more about trends, skills development, and best practices to gather information from vendors and others providing products, services, and support to

those efforts and to develop lasting professional relationships with other colleagues in the business development, proposal and grant management arena. To learn more, visit www.apmptexas.org.



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NCA News

The National Capital Area Chapter had 160 members attend on our January 11 Roundtable entitled *How to Get the Most Out of Government Debriefings*.

On March 10 we sponsored a Roundtable entitled *How to Create Compelling Win Themes*.

We have also started to register attendees for our **Proposal Basics Boot Camp** to be held on April 19 (see Ad at right)

Our April 20 **Foundation Level Accreditation Class** will be presented by BJ Lownie.

We also published our **Executive Summary eZine** in February.

The chapter is in the process of re-vamping its IT resources (Website, knowledge base etc.), and we hope to reveal our new technology in late summer.



Proposal Basics Boot Camp

Build a solid foundation of basic proposal knowledge and skills—all in one day—at APMP-NCA's Proposal Basics Boot Camp on April 19!

If you are a proposal manager, writer, or coordinator—or someone who does it all—at one of these career stages, this program is for you:

- New proposal practitioner with little or no experience in the industry
- Proposal practitioner with 1- 2 years' experience with some knowledge or skill gaps to fill
- More experienced proposal professional re-entering the field who needs a quick refresher

Proposal Basics Boot Camp

April 19, 2010; 8:30 a.m. to 5:00 p.m.

(Registration begins at 7:30 a.m.)

Fairview Park Marriott, Falls Church, Virginia

Choose one of four tracks—with six sessions in each track—for proposal managers, writers, coordinators, or multi-taskers and:

- Take away the most successful practices from the most recognized and respected proposal trainers in the industry
- Save time with six information-packed sessions all in just one day away from the office
- Save money with low registration fees that include lunch and refreshment breaks

Get five Continuing Education Units (CEUs) toward your APMP Accreditation!

For program details and online registration, go to www.apmpnca.org.



Greater Houston Chapter News



First Annual Texas All-star Symposium

In the fall of 2009, planning began for the First Annual Texas All-Star APMP Symposium. The event was on Friday, March 5, 2010, in Houston and was co-hosted by the Greater Houston Chapter, the Central Texas Chapter (Austin area), and Lone Star (Dallas-Fort Worth Metroplex) Chapter of APMP.

The theme of the symposium will be Great Leaps and Great Minds: Tools and Technology for a Successful Mission. Daniel C. Brandenstein, former astronaut and current Executive Vice President and Chief Operating Officer of United Space Alliance delivered the luncheon keynote address, and B.J. Lownie, Director of Strategic Proposals LLC, delivered Friday's opening address.

"Our goal was to provide a venue for Texas professionals involved in business development, proposal- and grant-writing and management to learn more about the developments, tools, and resources that are available in their profession, so that they may add value to their businesses and organizations," said Houston Chapter President, Jeannette Waldie.

A pre-symposium program on Thursday, March 4, comprised an exam preparation workshop to prepare for APMP Foundation Level Accreditation and administration of the examination, presented by Strategic Proposals, L.L.C., an APMP Approved Training Organization.

In addition, on March 4, graphics guru Mike Parkinson presented for an audience limited to only 14, Billion Dollar Proposal Graphics: How to Turn Text and Ideas into Clear, Compelling Visuals. The program was accredited by APMP for 8 continuing education units.

Speakers and topics grow attendance

In October, David Folts's presentation "Winning in the Public Sector" drew an attendance of 21. Mr. Folts focused on winning business and partnering with government—a potentially daunting proposition. Attendees gained a perspective on the lessons behind some of the fundamental aspects of winning government business. Folts, a Vice President of Competition Management with SM&A, explained:



- What a particular procurement opportunity means to your business
- How to present a solution that will make government decide that your offer presents the best value to their program goals and the taxpayer.

Although the topic discussed government proposals in particular, the advice applied to most business proposals as well.

In his follow-up article for the November–December 2009 issue of the Houston Chapter's newsletter, *Final Draft*, Mr. Folts explained how to structure "win themes" in proposals, which add up to why a customer should pick your team.

After a 22-year USAF career in space operations, command and control and intelligence, Mr. Folts joined SM&A, the world's leading management consulting firm providing solutions and project leadership to help its clients pursue, win, and perform.

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The December meeting drew 31 attendees for a lighthearted ushering in of the holiday season with timely tips from the Grammar Goddess, Rhonda Cavender. A senior editor at Shea Writing & Training Solutions in Houston, Ms. Cavender's primary responsibility is to perform quality assurance (QA) checks on clients' documents prior to delivery. She also edits Shea's Timely Tips.



Interactive exercises were part of Ms. Cavender's presentation, including an opportunity for attendees to edit a letter to Santa.

Her key points included:

- Consider your audience and their perspective
- Punctuation matters—incorrect punctuation can change the meaning of your message
- Don't trust your computer's spelling and grammar checker
- Rewrite for clarity
- Say what you mean and use enough words to convey your message.

In a follow-up article for the January–February 2010 issue of the Houston Chapter's newsletter, *Final Draft*, Ms. Cavender posited about the importance of protecting apostrophes. She pointed readers to The Apostrophe Protection Society (www.apostrophe.org.uk/) for information on preserving correct use of apostrophes. A caveat, however, is that the Society is in the U.K., and the rules differ from U.S. usage.

Many of the speakers for the Greater Houston Chapter submit their presentations to be posted on the chapter's website: <http://www.apmphouston.org/PastPrograms.html> .

Chapter Officer Elections

In December 2009, the Greater Houston Chapter held elections for open positions on its Board. By unanimous vote of the members present, the following positions were filled:

- Vice President: Pam Buckley
- Secretary: Janet Dodd (incumbent)
- Membership Chair: Kim Muckelroy (incumbent)
- Web Coordinator: Lisa Tinsley (incumbent).

Monica Williamson, outgoing Vice President, was thanked for her service to the chapter.

Continuing their terms in office are:

- President: Jeannette Waldie
- Treasurer: Fritz Rumscheidt
- Program Chair: Tim Budzik
- Communication Chair: Marlane Kayfes.

Newsletter News

Starting with the November–December 2009 issue of *Final Draft*, the Houston chapter's newsletter began including reprints of blog posts from Tom Sant. The first article, titled “Rhetoric: It's Not Just For Politicians Anymore,” reminded readers that:



At the heart of traditional rhetoric is a focus on using language to motivate an audience to take action—precisely what we want to accomplish with a sales presentation or a proposal. Our goal is to combine information, evidence, and informed opinion in a way that helps our customer make a decision that favors us.

This particular column complemented Ms. Cavender's December presentation about writing and using punctuation properly to create a clear message.

Mr. Sant is founder of The Sant Corporation, which enables sales professionals to deliver high-quality content throughout the entire sales cycle.



Florida Sunshine Chapter News



Florida Sunshine Chapter

APMP Conferences

The Florida APMP Chapter, as the conference's home-state chapter sponsor, hopes you will visit Florida to attend the 21st Annual APMP® International Conference & Exhibits in Orlando, FL. The conference will be held June 1 - 4, 2010 at the Walt Disney World Dolphin. For more conference info, see www.apmp.org/ca-29.aspx. There will be many ways for Florida APMP Chapter members (and members of other chapters, for that matter) to help the conference run smoothly. If you would like to serve as conference volunteer, please contact Chuck Keller (kellerpdt@aol.com), our Publicity/Promotion Chair.

The chapter will team with the Carolinas and Georgia APMP Chapters to sponsor the 14th Annual Southern Proposal Accents Conference (SPAC) on October 29, 2010 in Atlanta. The theme for this year's SPAC is "Proposal Jukebox." This will be the third SPAC sponsorship we have shared with the Carolinas and Georgia APMP Chapters starting with SPAC 2008. SPAC is one of the oldest and most successful conferences created, planned, and conducted by APMP chapter resources.

General Membership Meetings

The next general membership meeting of the Florida APMP Chapter will be held virtually on May 5, 2010. The main program will be "Top 10 Tips for Creating Great Documents" by Colleen Jolly, principal at the 24 Hour Company and managing director of the 24 Hour Company UK.

The meeting "door prizes" will be:

- A \$100 purchase credit at the bookstore of this year's annual APMP conference in Orlando. (If you don't win it, but will be attending the conference, please check out the bookstore anyway for its wide selection of proposal-related books.)
- A free copy of the *Shiplee Proposal Guide*, the primary study guide for the Foundation Level accreditation exam. (A Foundation Level workshop and exam session will be held as a pre-conference event of the Orlando APMP conference. For session info, see www.apmp.org/2010-Knowledge-is-Power-Pre-and-Post-Conference-/ca-192.aspx.)

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Check our chapter's Website (www.apmpflorida.org) for more meeting details.

Our last general membership meeting was held virtually on March 10, 2010, with an attendance of 62. The main presentation was "Hide and Seek: Keeping info at Hand to Keep Proposal Monsters at Bay" by Wendy Hersh, Market Strategy Specialist, Wills Re; Atlanta, GA. She provided information about useful online resources for writing a proposal. Two "door prizes" were awarded at the meeting:

- A discounted registration to this year's annual APMP conference in Orlando, FL. (The discount was about 65percent off the regular Phase 1 registration for a savings of \$475.)
- A free registration to "Winning Proposals for Federal Contracts: How to Respond to a Federal Government RFP" a two-day workshop by Keller Proposal Development & Training.

New Chapter Board Members

Two new assistant chairs have been appointed to the chapter's board. They are:

- Kathy Ansel, Assistant Programs Chair.
- Marion Minke, Assistant Membership Chair.

The chapter thanks Kathy and Marion for their willingness to serve the chapter.

Chapter Numbers

Since our chapter was chartered in September 2007, 601 have attended our general membership meetings for an average attendance of 55 per meeting. From 2008 to 2009, meeting attendance grew 45percent increase increasing from 191 in 2008 to 276 in 2009.

As of February 28, 2010, the Florida APMP Chapter had 110 active members. The chapter started with 38 charter mem-

bers so the 110 total reflected almost a tripling of chapter membership since the chapter was chartered. Of the 110 members, 93 (or 85 percent) were located in Florida. The others were located in seven states (Alabama, Maryland, Mississippi, New York, Oklahoma, South Carolina, and Tennessee) and the UK.

APMP Accreditation

The Florida APMP Chapter might sponsor another Foundation Level training and exam session in Orlando, FL. (We sponsored a session held last year in Orlando in cooperation with Shipley Associates, an APMP Approved Training Organization.) This year's session could be scheduled for August or early September. If you would be interested in attending this event and earning your Foundation Level accreditation, please contact Sherry Bowles (sherryb@tybrin.com), our Chapter Co-Chair.