



Exceptional Speaker Lineup Announced for Tenth Annual Southern Proposal Accents Conference

The Tenth Annual Southern Proposal Accents Conference (SPAC) has lined up an outstanding group of presenters for the October 19-20 event. Coming from across the proposal profession, many of these presenters have spoken at previous SPACs and/or at APMP annual conferences.

The Tenth Annual SPAC will be a day-and-a-half event focused on *“Proposal Power Tools for the Next Decade.”* The 2006 SPAC will again be held in Atlanta and be jointly hosted by the Georgia Chattahoochee and Carolina APMP chapters. The conference agenda features interactive workshops and presentations covering a wide range of timely topics for proposal professionals of all skill levels—from novices to experts.

Keynote Speaker

BJ Lownie, Director of the P3 Consulting Group and a popular APMP speaker, will open the conference with *“Tools of the Trade—A Master Craftsman’s Perspective”*

The best craftsmen are well versed in the fundamentals and have finely honed the basic skills that are essen-

tial to the craft well before they use power tools. In this presentation, BJ Lownie, a true master craftsman of proposals, will provide insights into developing, improving and maintaining the core skills and knowledge necessary to do this job well. Drawing on his many years’ experience and the many proposal efforts with which he and his team have been and are currently involved, he will offer techniques, tips and tactics—the tools of the trade—that have served him well over the years.

Speaker Lineup

In addition to BJ’s keynote address, the preliminary speaker roster includes:

- **Judy Shaw** – Advanced Word Workshop: Nuts, Bolts, and Landscape for Structuring Your Proposal Documents
- **Gary Derbridge** – Spice Up Your Proposal Graphics or Designed to Dance
- **Verna Hankins** – Editing for Non-editors: 10 Steps to Stronger Proposals
- **Chuck Keller** – The ABCs of Writing Letter Proposals
- **Colleen Jolly** – How to Design Winning Proposals: A Hands-on Introduction to Information Design
- **Robin Ritchey** – Customize Your Contract Proposal Process To Better Support Grants
- **David Sotolongo** – Meet the New Boss (Not the same as the Old Boss): We Won’t Get Fooled Again
- **Connie Sandford** – Mapping Documents to the Sales Process
- **Carl Dickson** – Why Your Red Team is Broken (And What To Do About It)

Conference Details and Logistics

On Thursday afternoon, October 19, a half-day workshop will be conducted at the CA, Inc. office in the Perimeter Mall area in north Atlanta. This workshop will include hands-on training in both MS Word and proposal graphics, delivered by proposal professionals who also presented on these skill areas at the most recent APMP international conference.

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On Friday, October 20, the conference will move to the Cobb Galleria Conference Centre in northwest Atlanta for a full day of presentations that examine the trends in our profession and discuss the tools and techniques that will help you best adapt to coming changes. As plans are finalized, full conference information, including directions to the venues, speaker information, and menus, will be posted to the conference page on the GA Chattahoochee APMP chapter website conference page.

How to Register

Registration will continue through October 5. All registrations must be made online at <http://www.acteva.com/booking.cfm?bevalid=96825>. Register early, as attendance will be limited.

Attendees can register for either the full conference, which includes both the Thursday afternoon workshop and the full day session on Friday, or for Friday only. Both registration options include breakfast and lunch on Friday, conference materials, professional networking, and chances to win door prizes. The full session registration also includes lunch on Thursday.

After September 1, registration fees are: (See table below).

Discount Lodging

The Conference Committee has arranged a block of discounted rooms at the Sheraton Suites Galleria, which is an easy walk to Friday session at the Cobb Galleria Conference Centre. To receive the discounted rate, register online at:

<http://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=0608020120&key=D815C>. Please note: Reservations for discounted rooms must be made before September 29 and are subject to availability.

More Info

Information about the 2006 SPAC or APMP can always be found on the following websites:

- [Georgia Chattahoochee APMP Chapter](#)
- [Carolina APMP Chapter](#)
- [Association of Proposal Management Professionals](#) ■

Full Conference (Thursday and Friday)	Friday Only
■ APMP Member - \$235	■ APMP Member - \$175
■ Non-APMP Member - \$285	■ Non-APMP Member - \$205
<p>Payment Options: Payment may be made by check or online by credit card (Visa, MasterCard, or American Express)</p> <p>Cancellation Policy: Details are provided on the Acteva registration site.</p>	