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NY Metro Chapter News

On February 12, a Webinar was hosted about the Web-based document review product called **HyLighter**. The Web-based demo introduced this ground-breaking collaboration plug-in for documents that require review among several or more people.

Demand was such that many attendees were not able to fully participate in the Webinar and we are pleased to announce an *encore presentation was held March 25th*.

More About HyLighter

A Faster, Smarter, Approach to Collaborative Review

Are you looking for a more efficient and productive approach to collaborative document review? If so, try HyLighter, the ground-breaking collaboration plug-in for documents that require review among several or more people.

Track changes and similar applications overwrite the document during review. As the number of users increases, the number of changes obscures the document in markup. Wikis and online editors make it easy for groups to collaboratively write and revise documents but hard for participants to share their thoughts before changes occur.

HyLighter augments these tools and others by allowing contributors to suggest and discuss changes without overwriting or revising the document. HyLighter maps the collective input of the group, via its unique color-coding capability, to specific areas of a document. Then, by extracting and organizing the various sub-threads, HyLighter increases productivity of this document-centered collaborative work.

Other Chapter News

The first quarter 2009 Metro Connection Newsletter will be ready for distribution later this month. In the newsletter, we will be introducing another member of our Board, as well as covering upcoming events and timely news items.

Second quarter 2009 general membership meeting and program will be during May; details to follow.



NCA's "Proposal Basics Boot Camp"

The APMP National Capital Area Chapter will hold its second annual "Proposal Basics Boot Camp" on April 24, 2009 (8:30 a.m.—4:00 p.m.; registration begins at 7:30 a.m.) at Northrop Grumman's Colshire Facility in McLean, VA. Advance registration is required at www.apmpnca.org.

This program, which sold out last year, is designed for new and "rusty" Proposal Managers, Proposal Writers and Proposal Coordinators—with a separate education track for each group. Each track has six breakout sessions covering the basic best practices for each unique audience. Each attendee will get 5 Continuing Education Units toward their APMP professional accreditation for attending the program.

For specific program details and session topics—and to register online—go to www.apmpnca.org.

Build a solid foundation of basic proposal knowledge and skills—all in one day—at NCA's Proposal Basics Boot Camp on April 24!

If you are a proposal manager, writer, or coordinator at one of these stages in your career, this one-day program is for you...

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

Choose one of three knowledge tracks—with six sessions in each track—for proposal managers, coordinators, or writers and:

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

...Plus, get 5 Continuing Education Units (CEUs) toward your APMP professional accreditation!

Proposal Basics Boot Camp

April 24, 2009; 8:30 a.m. to 4:00 p.m.

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

Northrop Grumman Colshire Facility

7575 Colshire Drive, McLean, VA

Select Your Track and Register Now!

APMP Members: \$95

- Register for Proposal Coordinator's Track
- Register for Proposal Writer's Track
- Register for Proposal Manager's Track

Non-Members—\$125

- Register for Proposal Coordinator's Track
- Register for Proposal Writer's Track
- Register for Proposal Manager's Track



President's Corner: New Year – New Board – New Opportunities

Beth Wingate

Let's be honest. How many New Year's resolutions have already fallen by the wayside in the first two months of 2009? I've often wondered why we consistently lose focus on our resolutions after a few weeks. I think it's because we don't follow our own proposal development best practices. Can we clearly articulate the value proposition and features and benefits of our resolutions? Do we truly commit ourselves to our resolutions—with the same focus and intensity we bring to our "must win" proposal and business development activities?

As I'm writing this article, it's January 15 (Dr. Martin Luther King, Jr.'s birthday—and my daughter's 13th birthday).

Thirteen years ago, Alex made her dramatic arrival in the middle of the *Blizzard of '96*. There were 14 doctors and nurses in my room using all their skills to bring her into this world and working intensely to keep her here once she arrived. Many voluntarily remained through multiple shifts to see the job finished successfully.

With such commitment from literally *day one* from everyone who helped to bring Alex into the world, and with the constant inspiration of the extraordinarily dedicated man whose birthday she shares, I've worked hard every day to keep the resolution I made on that snowy evening. I'll do the best job I possibly can in raising this person to meet her fullest potential (who, incidentally, already has the makings of a heck of a proposal manager!).

Do you know someone who focuses intensely on articulating and ethically achieving his goals? Who consistently follows "best practices" in daily life? Who focuses on providing others with the inspiration, guidance, time, and resources so that they can achieve their goals—both business and personal? What can we learn from these people whom we're privileged to know and, hopefully, emulate in our own daily lives?

Over the past 16 years, we in the NCA Chapter have been privileged to work with many such individuals who shared their time, guidance, and inspiration with us. Dennis Doubroff has served on the NCA Board for the past eight years, most recently as our Vice President. As Event Logistics Chair, Dennis designed and led event registration and logistics for our Chapter's Roundtable meetings and special events as they grew from very small events to our regularly 200+ attendance. Dennis also took the time over the past year to mentor his replacement, Bob Miller, so that our registration and events will continue to run smoothly.

Dennis unfailingly provided me valuable advice and "institutional knowledge" during my first year as NCA Chapter President. He is leaving the NCA Board this year to focus on operating his proposal and business development firm, PBD, Inc. Thank you, Dennis, for your commitment to our Chapter and industry. We look forward to continuing to call on your experience and knowledge periodically (We have your phone number!).

I would also like to thank Lou Robinson for his guidance and commitment to the NCA Chapter as a Board member and Officer over the past nine years. Lou most recently served as our Treasurer and spent the past year mentoring his replacement, Eric Schwarz, to ensure a smooth transition of this position. Thankfully, Lou is remaining on the Board: he will continue to provide support and guidance as he serves as a Director at Large in 2009.

Join me this year in resolving to emulate those whom we admire—those who follow "best practices" in their daily lives. In these challenging times, let's focus on providing others with real support and inspiration so we can all achieve our goals—business and personal.



Greater Houston Chapter *Renewed Momentum*

Because of Hurricane Ike, the Greater Houston Chapter postponed its October meeting and its annual elections. But after that locally devastating start to the fall and winter season, the December meeting renewed momentum in the chapter and ushered in the holidays.

Presentations

“Dear Santa: Organizing Your Letter to Kris Kringle” was the December presentation by Mark Wigginton of Shipley Associates. In technical writing, he said, you begin with the hypothesis, present the facts, and conclude with your message. However, in persuasive writing (such as proposal writing), the writer begins with the key message and then substantiates it. He explained how to use the Shipley “Four-Box” template as a framework for organizing thoughts into a cohesive proposal document that clearly communicates your message:

- **Box 1 Summary**—Signal your purpose in a clear heading. Summarize the essence of your message. State what you want the reader to do, know or feel.
- **Box 2 Introduction**—Preview organization of the document. Organize around the points most likely to influence the reader.
- **Box 3 Body**—Provide convincing details for the reader. Maintain the same organizational scheme introduced in Box 2. Consider visuals to help convey your message.
- **Box 4 Review**—Summarize the reasons the reader should do, know, or feel what you want. End by clearly stating the next realistically achievable step.

Mr. Wigginton’s examples of children’s letters to Santa illustrated his points.

“How to Keep Winning Simple in the Real World” was Janice Scanlan’s topic at the February 2009 general meeting. Many factors, she said, can derail you from communicating in benefits to the client. Your company’s technical experts might be too engaged in how to do the project and lose focus from what the client wants or the benefits of your company’s solution. The most effective way to keep the team focused is with a simple what–how matrix. For each of the client’s hot buttons, determine:

- **What** – your solution(s) for the client’s needs
- **How** – the benefits of your solutions
- **How Well** – proof that you have done and can do what you say you’re going to do
- **How Much** – the cost benefits of your solutions.

This information then become “your story,” which should address the client’s needs.

Use a conversational context with your proposal team, Ms. Scanlan suggested, to elicit the information outlined above. Get people talking by asking, “What are the different solutions that will meet the client’s needs?” Then follow up by asking: “When you did (xyz), what happened? Was the client pleased?” This helps you develop you benefits and proof.

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Additional tips that Ms. Scanlan discussed included:

- Break the larger proposal team into smaller, homogeneous groups, if necessary
- Keep any back-up data that the discussion generates to help your team prepare for the client presentation that is sure to follow
- identify and examine the client's objectives and challenges if it seems that the client does not know exactly what they need or want.

Ms. Scanlan, of Performance Foundations, is known in the Houston area for her work with professional sales service effectiveness.

Business

During the December 2008 meeting, the slate of officers nominated and unanimously voted into office were:

- President, Jeannette Waldie
- Treasurer, Fritz Rumscheidt
- Program Chair, Tim Budzik

The position of Communications Chair was filled by appointment in January; Marlane Kayfes picked up that staff for the chapter.

Mr. Budzik and Ms. Kayfes are new to the Houston Chapter Board. Mr. Budzik currently develops new business markets for the United Space Alliance and has 20 years' experience capturing and managing large programs for industry and government. Ms. Kayfes currently is a technical writer for IRC Risk and Safety and has some 20 years' experience in the field of communications including news journalist and medical editor.

The board thanked Michael Kent, outgoing Communications Chair, for all his contributions over the last two years to design and launch the chapter's newsletter, and Tanya Willis, outgoing Program Chair, for her service on behalf of the chapter.

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the strategic view

The advertisement is split into two panels. The left panel shows a team of people in a raft navigating turbulent white-water rapids. The right panel shows a large, modern submarine on the surface of the water. The text is overlaid on these images to contrast a risky, unprofessional consulting approach with a strategic, successful one.



Florida Sunshine Chapter News

An informative—and very practical—presentation by Verna Hankins, Lockheed Martin technical editor, highlighted our chapter's first general membership meeting of 2009. Her "Editing for Non-editors: 10 Steps to Stronger Documents" presentation at the March 18 meeting provided many editing tips for improving the quality of proposals and technical documents.

The chapter's next general membership meeting will be held on May 13. The guest speaker will be David Sotolongo, Vice President of Business and Proposal Development at RTI International, and an APMP Fellow. His presentation will be "Meet the New Boss: Talking 'Bout My Generation!" From the workaholic baby boomers to the demanding Generation Xers to the multitasking Generation Yers, managers need to know what makes their staff happy, what motivates their staff to come to work each day, and what changes they need to make to accommodate all generations in this technology-happy modern world. David will address how managers can ease these tensions by better understanding what motivates each generation.

Other chapter news:

- Shipley Associates and our chapter are co-sponsoring an APMP Foundation Level Accreditation coaching and exam session, scheduled for April 24, 2009, in Orlando, FL. The session will be conducted by Shipley Associates, an APMP Approved Training Organization. For more info, see www.apmpflorida.org/images/stories/APMPOrlandov3.pdf for contact Debbie Wright, dwright@shipleywins.com, 801-525-5339.
- The chapter continues to grow since we were chartered in September 2007 with 38 charter members. As of March 16, 2009, we had 86 members, a 126 percent membership increase since chapter chartering.
- Based on the success of our program and membership efforts, the chapter nominated itself for the APMP Chapter Programs and Membership Awards to be given at this year's annual APMP conference to held in Chandler, AZ.

Monitor our chapter Website
www.apmpflorida.org
to keep up with chapter activities!