



## Upcoming Events

**The Ninth Annual Southern Proposal Accents Conference (SPAC)** sponsored by the Georgia Chattahoochee and Carolina Chapters is scheduled for Friday, November 5 at the Cobb Galleria Conference Center (Two Galleria Pkwy, Atlanta, Ga.). The theme is "Cutting Back the Kudzu—Getting Rid of Perpetual Problems in our Proposal Process."

The conference runs from 8 a.m. - 4:30 p.m. with check-in and breakfast from 7 - 8 a.m. The Sheraton Suites Galleria is offering discounted rooms for reservations made before October 14. Be sure and ask for the APMP Conference rate.

Detailed information on speakers and presentations will be forthcoming and will be posted on the Georgia Chapter web site and the Carolina Chapter web site ([www.apmp.org/carolina/index.html](http://www.apmp.org/carolina/index.html)).

### Chapter Meetings

Wednesday, September 15 (Dinner Mtg.)

Friday, November 5 - SPAC (Cobb Galleria)

Georgia Chattahoochee Chapter Dinner Meetings are held at the Crowne Plaza Hotel, 6345 Powers Ferry Road in Atlanta.

Please try to register online (preferably three days prior) for our meetings via Acteva at: <http://acteva.com> or use the link on our chapter website.

### On the Web

National Web Site:

[www.apmp.org](http://www.apmp.org)

Chapter Web Site:

[www.apmp.org/gachapter/index.html](http://www.apmp.org/gachapter/index.html)

### Membership

If you have any questions about membership or would like to join APMP, please contact Judy Shaw at 770-277-8677 or [judy.shaw@workscape.com](mailto:judy.shaw@workscape.com).

## Do We Make a Difference?

*By Keith Propst, Chapter Chair*

As I work on proposals, I find it easy to focus on the mechanics of proposal generation—defining a schedule, understanding the RFP requirements, crafting answers, editing the submissions of the proposal authors—including my own, and producing the final document. As proposal professionals, this is what we do, and it can be intensive and exhausting. And yet, there are times when I wonder about the real value of our work.

Sure, if the customer issues an RFP, we have to respond to stay in the competition. The sales representatives and account managers understand the value we bring to their sales success, even if it sometimes seems as though they take the proposal function for granted. We know that our work makes a difference for the sales team, and the best will take the time and trouble to express their thanks, even if it's only in the form of a lunch, flowers or chocolate. Any appreciation is appreciated.

For years, I helped manage proposals and a proposal organization for a large manufacturing company. Our proposals were mostly product-based, with a few consulting or support services deals mixed in. We completed a lot of proposals and won our share, and we felt as though we made important contributions to our company's overall success and growth. However, other than a few sales reps, it was easy to lose sight of the real value of our work.

I recently had a client experience that drove home the importance of what we do and how well we do it. This client is one of several incumbents holding a large services contract for a government agency. They engaged me to help prepare their response to the RFP for the next four-year term of the contract. As we wrote the response, it became very apparent that this was just more than another deal for this company. The jobs of more than 190 of their employees—from an Executive VP down—depended directly on our ability to respond well to the RFP. Fortunately, their performance on the past contracts has been strong, so it was a good story to tell. However, as we worked through the process, I felt the weight of many careers literally on the line. Never before have I had an executive put so much time and effort into shaping a proposal.

When we met in their office to assemble the final proposal, I got to see one of their main work areas of about 60 employees and had the chance to meet a few of the top managers who had helped review the document. To a person, the managers I met expressed thanks for my work in helping put together a proposal that they felt told their story in a compelling way. It was a different experience and a very nice feeling. The sign on the conference room where we assembled the proposal really told the story. It read, "No interruptions, please. The proposal for the next contract being assembled." They got it, and, in turn, I got it.

Does what we do make a difference? You bet it does.

Keep up the good work!

## Ninth Annual Southern Proposal Accents Conference Call For Presentations

The Georgia Chattahoochee and Carolina APMP Chapters will host the Ninth Annual Southern Proposal Accents Conference (SPAC) on Friday, November 5 at the Cobb Galleria Conference Center. The theme for this year's conference is "Cutting Back the Kudzu—Getting Rid of Perpetual Problems in our Proposal Process."

Building on past successes, this year's conference will again be a full-day event featuring presentations by proposal and business development professionals covering a range of proposal-related topics. The SPAC has proven to be very popular, drawing more than 120 attendees each of the last three years.

Like kudzu, bad proposal practices often spread through a company and are difficult to eliminate. We are looking for best practices in the proposal industry to "weed out" problems and avoid bad habits involving proposal development and processes.

All chapter members and guests are invited submit ideas for presentations at the conference. All presentations will be PowerPoint (or overhead) slides. The length of the presentation will be approximately 50 minutes (40 minutes for the presentation and 10 minutes for questions and answers at the end). If you have a favorite topic, an experience that you learned from, or a better way to complete a proposal task, here's your chance to share your ideas and get feedback from your peers.

Suggested topics for presentations include (but are not limited to) the following:

- How to ensure quality and accuracy of proposal text
- Working smarter by gathering better intelligence on your competition
- Tips for conducting effective pink/red team reviews
- Case studies about converting to, developing, selecting or implementing a proposal software application
- Handling stress/balancing work and family
- Using technology to streamline your proposal process
- Competitive pricing techniques
- Disaster recovery tools and methods to save proposals from inclement weather or other natural disasters

These are suggested topics for presentation. ***All topics will be considered!***

The schedule for presentations is:

- Topic Title and 50 to 100-word abstract      July 30
- Notification of Selected Speakers              Aug. 13
- Final Abstracts and Speaker Bios                Sept. 24
- Completed Presentations (electronically)    Oct. 15

Please send your abstract to Keith Propst (keith\_propst@bellsouth.net) or Chuck Keller (kellerpdt@aol.com) by July 30.

### Participate in the APMP Salary Survey

Support the APMP 2004 Salary Survey, and get a free copy of the resulting report. To be a survey participant, click on the scrolling "APMP 2004 Salary Survey" announcement at the APMP web site (www.apmp.org). As a survey participant, the APMP will provide to you, free of charge, the resulting APMP report. This report will be sold to non-survey participants for \$195.

APMP has developed a salary survey to determine the current salary range within our industries for numerous functional titles and the responsibilities and competencies the individuals working in these positions should possess. The data will be of great benefit not only to APMP members and the proposal groups of individual member companies, but also for companies currently involved with establishing a proposal group.

### Former Chapter Chair Wins APMP Leadership Award

Judy Shaw, Georgia Chattahoochee APMP Chapter Chair for the previous two years, was awarded the 2004 APMP Leadership Award at the APMP Annual Conference in Hollywood, Florida in early June. The APMP Board of Directors makes this award each year to a chapter chairperson that has demonstrated outstanding commitment and leadership in serving his or her local chapter. Judy was unable to attend the Hollywood conference due to her proposal workload and is in the middle of helping move her family to a new home (and finish five proposals), so she will receive her award at the next APMP dinner meeting, September 15. Congratulations to you, Judy, and thanks for many hours of hard work on behalf of the Georgia Chattahoochee APMP chapter this past year and for many years as a member of our board.

### Job Opportunities

See the Chapter Web Site for details on the following listings:

Company	Position Title/Location
Lutheran Services of Ga.	Grants Manager Atlanta or Savannah, Ga.
Oak Ridge Associated Universities	Proposal Analyst for Project Manager
OneSource	Proposal Coordinator Atlanta, Ga.
Scientific Atlanta	Proposal Project Manager Lawrenceville, Ga.
Spherion	Proposal Writer (Three Positions) Alpharetta, Ga.
VT Griffin Services	Proposal Manager Atlanta, Ga.