



APMP Georgia Chattahoochee Chapter

September 2006 News

2006 Events

10th Annual Southern Proposal Accents Conference

- ? October 19, 2006, Thursday
(Workshops)
CA, Inc. office, Atlanta
- ? October 20, 2006, Friday
Cobb Galleria Conference Center

Welcome to APMP!

APMP provides opportunities through membership to gain valuable knowledge about business development and industry best practices to help you and your enterprise achieve high growth goals. The following people have recently joined APMP. Please welcome them to our Chapter:

- ? Daniel B. Patton, **Workbrain**
- ? Penelope M. Lawson, **National Boiler Service, Inc.**
- ? Leslie Moses, **BellSouth**
- ? Jennifer Harris, **DataPath**
- ? Keith Roberts, **Seagull Software Systems**

Chapter Membership

Congratulations to David Green from John Goyak & Associates. David won a \$25 gift certificate for recruiting Meghann Lewis from Insider Newspapers to APMP. As part of APMP's 2006 membership drive, the name of every current member who recruits a new, dues-paid member will be entered in a drawing for a \$25 Publix Gift Certificate. Drawings will be held at upcoming Chapter dinner meeting on September 13, 2006. For additional information, contact Membership Chair, Joni Charron at joni.charron@misysheatlhcare.com.

National Web Site

www.apmp.org

Chapter Web Site

www.apmpgeorgia.com

The 10th Annual Southern Proposal Accents Conference, "Proposal Tools for the Next Decade"

October 19 and 20, 2006 – Atlanta, GA

"Proposal Power Tools for the Next Decade" will be a full day-and-a-half event, featuring interactive workshops, presentations, and panel discussions covering a wide range of timely topics for proposal professionals of all skill levels — from novices to experts.

Thursday afternoon, October 19, is a half-day workshop that includes 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.

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](#).

Keynote Address

BJ Lownie, Director of the Strategic Proposals LLC (formerly the P3 Consulting Group) will present 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 essential to the craft well before they use power tools. In this lively and engaging presentation, BJ 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

- ✍ Judy Shaw – Advanced Word Workshop: Nuts, Bolts, and Landscape for Structuring Your Proposal Documents
- ✍ Colleen Jolly - How to Design Winning Proposals: A Hands-On Introduction to Creating Proposal Graphics and Covers
- ✍ David Sotolongo - Meet the New Boss (Not the same as the Old Boss): We Won't Get Fooled Again
- ✍ 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
- ✍ Robin Ritchey - Winning the Grants Game

- ✍ Connie Sandford - Mapping Documents to the Sales Process
- ✍ John Blackshear - Tools for Dealing with Difficult People
- ✍ Carl Dickson - Why Your Red Team is Broken (And What To Do About It)

Once the agenda is finalized, it will be posted to the GA Chattahoochee chapter website **Conference** page.

September 2006 Dinner Meeting

Storyboarding: Using Group Creativity - A practical exercise that draws on the power of the team

What is your impression of storyboarding? You may have heard of storyboarding at a training class or APMP event. You may have some vague idea of the concept and, perhaps, think of it as something only applicable for large government proposals. You may think of storyboarding as a full-blown, formal process that requires hours of time or proposal teams working in a war room. It's likely that you think storyboarding is just something you don't have time to do during your short-turnaround proposal cycles.

We will undertake a practical experience with storyboarding that will likely challenge your preconceptions about the technique. We will divide into groups and create storyboards for key solution components, in response to a simple RFP for a new restaurant, and develop simple storyboards to crystallize our proposal themes. At the conclusion of this hands-on, interactive session, you will learn that storyboarding can be useful for both commercial and government proposal teams.

Job Opportunities

Visit the chapter website for details on the following listings:

Company	Position Title/Location
TEKsystems	Proposal Writer Fayetteville, GA miwiley@teksystems.com
CorSolutions, a Matria Company	Proposal Specialist Rosemont, IL and Atlanta, GA CORSRL555631@net-apply.com or fax to 1-866-863-9669.
MedAssets	Manager, Customer Development Alpharetta, GA 678-323-2598 arothman@medassets.com
Digital Insight	Sales Support Specialist/Proposal Writer Norcross, GA 818.878.6098 kyle.sewall@digitalinsight.com
MATRIA Healthcare, Inc.	Proposal Specialist Marietta, GA CORSRL555631@net-apply.com or fax to 1-866-863-9669.

New Metrics Project and BD-KnowledgeBase™ Offer Members Opportunities to Contribute to Profession

The Business Development Institute International (BD-Institute) has launched its first Research Forum, a project devoted to business development metrics. In addition, the BD-Institute is collaborating with the APMP to create a business development (BD) body of knowledge. Both projects are being organized around the Capability Maturity Model® for Business Development (BD-CMM) and will be presentation topics at the BD-Institute's 3rd Annual BD-CMM Leadership Conference, to be held on

Thursday, November 9, 2006 in Washington D.C. at the Four Points Sheraton downtown.

For more information on the conference and the Research Forum, please contact Donna Anderson at danderson@bd-institute.org or 301-805-4046. For general information on BD-KnowledgeBase™, contact Vicki Griesinger at vgriesinger@bd-institute.org. For information on APMP participation in D-KnowledgeBase™, contact Charlie Divine at cdivine@bd-institute.org.

2006 Georgia Chattahoochee Chapter Officers

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Be sure and check out the new look of our website. A big "Thank you!" to Bill Andre for finding and implementing the new template.