



COMMITTED TO THE PURSUIT OF PROPOSAL EXCELLENCE



Georgia: “The Hub of the Universe”

Keith Propst

My mother’s family comes from Owensboro in western Kentucky. Growing up, I was always amused by Mom’s comment that the people of Owensboro considered the town to be “The Hub of the Universe.” Quite a claim for a small city nestled in a curve of the Ohio River.

With all due respect, to Owensboro’s civic pride, Georgia becomes the hub of the proposal universe in May. First, our next chapter meeting will be on **May 9**. Then, starting **Tuesday, May 29**, the 2007 APMP Annual Conference will convene at the Savannah International Trade and Convention Center. The conference site is adjacent to the Westin Savannah Harbor Resort and Spa on Hutchison Island, a short water taxi ride across the Savannah River from the Savannah Historic District and River Street. The Westin will serve as the host hotel for the conference and is offering discounted rates for APMP attendees.

The Georgia Chattahoochee chapter will be well represented by conference speakers, including:

- **Michelle Norman** – The Key to Career Independence for Proposal Professionals

- **Keith Propst** – A Good Write (Not) Spoiled – Proposal Lessons from the Golf Course
- **Mitch Reed and David Bol** – Institutionalizing Proposal Best Practices into ISO and CMM Processes
- **Sandy Luttrell** – When Your Team is VIRTUAL: How to Effectively Use SharePoint in Support of Your Proposal Team

The speakers list also includes several speakers from the Carolina APMP chapter as well as popular presenters from past Southern Proposal Accents Conferences.

The conference schedules calls for registration on Tuesday evening and presentations running all day Wednesday and Thursday, wrapping up at noon on Friday, June 1. We’ve already heard that several of our chapter members are planning to enjoy the sights and tastes of Savannah the weekend before or after the conference. The drive to Savannah is easy, only about 4 hours. If you’ve never had a chance to attend an APMP annual conference due to the cost of airfare, this year is a great chance to grow your professional skills, knowledge, and contacts.

New Members

- Alan Lewis, Deloitte Services, LLP
- Jenice Boland, Sprint Nextel
- Lisa Lowden, Fidelity National Information Services
- Charles Simica, Syndetics, Inc.



Bring a Friend – and Win!

Bring a friend to future meetings and be eligible for a \$50 gift card, compliments of **Proposal Software**.

As we all know, word of mouth advertising is the best way to get your message out and what better way for your colleagues and friends to learn about APMP than to have you bring them to the next meeting. Make sure you have a business card to drop into the hat for the drawing.

For information contact, mike.mckenzie@proposalsoftware.com

Meeting Sponsor



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Career Opportunities

**Pleasure in the job puts
pleasure in the work. – Aristotle**

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jonathan.bellamy@kp.org
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Kristine Cheeley
770-671-0444 ext. 28
kcheeley@cor-tech.net
Job # 9410
www.cor-tech.net

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**Conference
Co-Chair** TBD

**Conference
Co-Chair** TBD

Proposal Writing Workshops

Winning Sales Proposals

Write proposals that convincingly express your strategy and communicate value to your customer.

When: April 24-25, 2007

Where: Atlanta, Georgia
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Contact: Todd Stout
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tstout@shipleyswins.com

By: Shipley Associates
www.shipleyswins.com

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Contact: Debbie Wright
(888) 772-9467 x3031
dwright@shipleyswins.com

By: Shipley Associates
www.shipleyswins.com

Cost: \$1395
\$1095 APMP Members

Never save the best for last...

Or build to the finish. When writing for proposals give the reader what they want right up front in firm, positive statements. If there is anything about your proposal you really want them to know, say it **FIRST!** If there is anything about your approach that makes it special, you should call it out **FIRST.** Tell them what the approach will do for them; what the benefit of it is, and only then tell them what the approach is (<http://www.captureplanning.com/articles/10833.cfm?>)