

COMMITTED TO THE PURSUIT OF PROPOSAL EXCELLENCE



# SPAC 2007



## Oscar Night...and the Award goes to...

The 2007 SPAC theme will focus on best actors and actresses, supporting cast members, screenplays, producers, and directors associated with winning bids. This year's conference will be a full-day event featuring presentations by proposal and business development professionals...and the Award goes to...

**And the Winner Is...** (Keynote address) – Pamela Jaye Smith

**The Producers** – John Elder

**Million Dollar Baby** – Gillian Dionne and Christine Galante

**Dances with Wolves—Managing Proposal Teams without Real Authority** – Jaine Place

**The Exorcist: Exorcise Your Proposal Demons** – Chuck Keller

**Field of Dreams: Making the Pitch in the Executive Summary** – R. Dennis Green

**Beauty and the Beast—I'll Know What I Like When I See It** – Carl Dickson

**Transformers: Turning Your Ideas Into Winning Graphics That Are More Than Meets the Eye** – Mike Parkinson and/or Colleen Jolly

**Walk the Line—Managing People and Processes without the Real Authority to Do So** – Sharon Bunyard

**9 to 5—How to Manage Your Manager** - Rodney Adams

**And the Win Theme Is...** Robin Ritchey

The 2007 Keynote address will be given by Pamela Jaye Smith, who has a unique combination of experience in the film industry as well as proposal management.

Pamela's keynote presentation will introduce you to classic tools of story-telling easily adaptable to creating vivid, engaging, and winning proposals.

- Learn media techniques such as SDS: Sympathy-Danger-Salvation, and how it can be used to spark attention, deepen interest, and encourage sign-on.
- Fine-tune your own assessment capabilities to determine whether to stress passion-or-ration with different clients.
- Build a Pyramid of Communication Information to guide other's understanding of your works.
- Use Symbols & Imagery (verbally and visually) to intrigue and influence your audience.

Go to [www.spac2007.com](http://www.spac2007.com) for the conference schedule, speaker abstracts and to register.

## Meeting Sponsor

Is your company looking for a dedicated sales support team **without the huge overhead cost?** Naris Communications, LLC (NARCOM) is an Atlanta-based sales support outsourcing company that provides proposal development, technical writing, and marketing communications services. NARCOM specializes in helping its clients win new business by developing quality documents in response to government and commercial RFPs, RFIs, RFQs and SOQs. We have streamlined the proposal development process to ensure responsiveness, compliance, timeliness, cost effectiveness, professionalism, and information security. In addition to proposal management, we also offer customized automated document templates and database management solutions as value-add services. Whether your company is need of consulting to develop your Proposal Department, full proposal development services, or extra hands on a proposal project, NARCOM can proficiently meet your needs. Call us today at 770-265-9953 or email [Keera@nariscommunications.com](mailto:Keera@nariscommunications.com).

### Career Opportunities

For More Details on the Following Listings

Visit the chapter website (<http://www.apmpgeorgia.com/Jobs.htm>)

#### Recommended Job Searching Sites

[www.refocusoncareers.com](http://www.refocusoncareers.com)  
[www.transfiguration.com/ministry\\_careercare.htm](http://www.transfiguration.com/ministry_careercare.htm)  
[www.rumc.com/Page.aspx?id=79363](http://www.rumc.com/Page.aspx?id=79363)  
[www.careerbuilder.com](http://www.careerbuilder.com)  
[www.simplyhired.com](http://www.simplyhired.com)  
[www.indeed.com](http://www.indeed.com)

Leica Geosystems  
**Senior Technical Writer, Full-time**  
Norcross, GA

Christine Beaudoin  
[Christine.Beaudoin@gi.leica-geosystems.com](mailto:Christine.Beaudoin@gi.leica-geosystems.com)  
<http://www.leica-geosystems.com/careers/divisional/index.htm?id=887>

#### Rock Tenn Co.

Marketing Project Manager (Norcross, GA)  
[evanoff@bellsouth.net](mailto:evanoff@bellsouth.net)

**Long Engineering, Inc.**  
Marketing Coordinator (Atlanta, GA)

Email: [dday@longeng.com](mailto:dday@longeng.com)  
Mail: Long Engineering, Inc., 2550 Heritage Court, Suite 100,  
Atlanta, Georgia 30339

## Membership Report

Don't forget that bringing a guest to a chapter meeting enters you and your guest in a drawing for a \$50 Amazon.com gift certificate. Grab a coworker and introduce them to the best APMP organization in the country.

- Pamela Bell, Creative Data Management, Inc.
- Henry Full, Technology Center, Inc.
- Randy Shearer

The Chattahoochee Chapter now numbers 109 members!

## Chapter Chairs

### Chapter Chair

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**Conference Co-Chair** TBD

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