



COMMITTED TO THE PURSUIT OF PROPOSAL EXCELLENCE



2008, Get it Straight, Make it Great

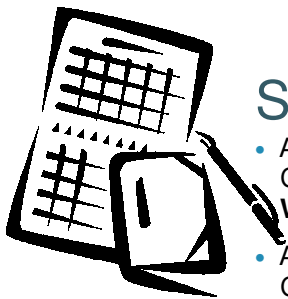
Bring a Friend – and Win!

Don't forget that guests, their hosts and anyone attending a Chapter meeting for the first time are eligible to win a \$50 Amazon.com Gift Card, courtesy of **Proposal Software, Inc.**

Anyone bringing two guests to the March meeting will be eligible for a special prize. Watch your emails and Chapter announcements for more details. For information contact, mike.mckenzie@proposalssoftware.com

New Members

- Donnamarie Alcott, SITA
- Tracey Kuehl, SITA
- Howard O'Dell of ChoicePoint Government Services
- Allan Rosing, The Rosing Group



Save the Dates

- APMP Georgia Chattahoochee Chapter Meeting, **Wed, March 12**, Crown Plaza
- APMP Georgia Chattahoochee Chapter Meeting, **Wed, May 14**, Crown Plaza
- The 19th Annual APMP International Conference, Tue, **May 27 – Fri, May 30**, Rancho Mirage, California

APMP National Conference

The theme for the 2008 APMP National conference is “*Global Positioning Strategies for Capture and Proposal Professionals.*” The conference will be held in Rancho Mirage, California, from May 27-May 30, 2008. The theme includes two thrusts: the international or global nature of our organization, and the relevance of the capture phase of business development in the proposal profession.

Conference Program Plan

Based on feedback from previous conferences, this years conference is designed to transcend “Proposal 101” topics and presentations. This years presentations are from across the full spectrum of business development topics: market development and business strategy, capture development and strategy, proposal development and strategy, and professional strategies.

Please check <http://www.apmp.org/ca-29.aspx> for updates.

Chapter Chairs

Chapter Chair, Allen Becker, allen.becker@acs-inc.com
Vice Chapter Chair, Michelle Norman, michellenorman@bellsouth.net
Program Chair, Cathy Valerio, catherine.valerio@ca.com
Program Co-Chair, Jim Keifer, jvkeifer@earthlink.net
Program Co-chair, Keith Roberts, kroberts@seaquillsoftware.com
Treasurer, **VACANT!**
Acting Treasurer, Allen Becker, allen.becker@acs-inc.com
Secretary, Karlotta Sanders, karlotta.sanders@amec.com
Membership Chair, Mike McKenzie, mike.mckenzie@proposalssoftware.com
Promotion Chair, Keith Propst, Propst_k@bellsouth.net
Job Opportunity Chair, Joni Charron, joni.charron@misyshhealthcare.com
Webmaster, Bill Andre, billandre@comcast.net



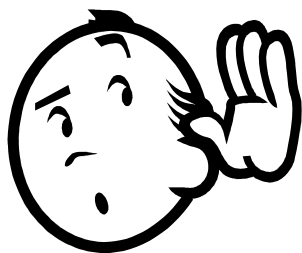
Meeting Sponsor



24 Hour Company is the only firm that specializes in bid-winning proposal graphics. Our business is built around the unique needs of companies whose success depends on winning the most important government contracts.

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Sorry, we didn't hear you... Did you say something? You would like to see what type of programs? Did you say something about tools, tips and techniques you would like to know more about?

Grab an officer and tell them what you would like to see.

Proposal Writing Workshops

Powerful, Persuasive Proposals

Crafting winning proposals is part art and part science. This seminar provides a solid, proven system for preparing proposals that resonate with clients.

Participants will learn:

- The truth about the client selection process
- How to reduce chaos in proposal development
- Why a win strategy is so important and how to develop one
- How to write a proposal that is readable
- How to sell hard in the proposal
- Production elements that make your proposal memorable

When: April 18, 2008
 Where: Atlanta, Georgia, The Buckhead Club
 Contact: 800.292.7677 x223
www.smps.org/essentials
 Cost: \$350 SMPS or PSMA Member
 \$400 Nonmember

From the desk of Captureplanning.com...

Proposal Writing Challenge

We want to try something new and we need your help. Our Proposal Writing Challenges are a chance for everyone to share and learn. We challenge you to prepare a response to the situation described below. We will turn the responses we receive into a publication. Only those who participate in the challenge and the paid members of our site will get a copy. It's a great way to put your name and contact information in front of a large number of people who are looking for help with their proposals. It's also nice to be able to show potential employers that you've been published and what you are capable of.

This month's challenge:

Write the win strategies/themes to differentiate a staffing company that is responding to an RFP that provides the position descriptions, but does not require resumes. The task is to recruit people to fill the required positions. Everyone is responding to the same position description, is recruiting in the same market place, and has the same amount of time to complete the recruiting. You could differentiate by adding value (such as background checks), but then you would be increasing your price. The evaluation criteria emphasizes past performance and maintaining fill rates. Assume you and your competitors have equivalent past performance and fill rates.

To participate in the challenge, go to (http://www.captureplanning.com/store/index.cfm?fuseaction=feature.display&feature_ID=25&p=nlpwc).

Jobs

Are you looking for work in the proposal arena?
 Check here for job opportunities.

<http://www.apmpgeorgia.com/Jobs.htm>