



Chapter Membership

Membership in the Georgia Chattahoochee chapter of APMP continues to grow. As of April 30th, we have 116 active members. Here is a summary of potential growth areas

Inactive Members	13
AL Unaffiliated	14
FL Unaffiliated	1
GA Unaffiliated	5
KY Unaffiliated	7
LA Unaffiliated	1
TN Unaffiliated	12

Membership Chair, Sandy Luttrell continues to work to increase our numbers and therefore our networking and knowledge sharing opportunities.

To join the Association of Proposal Management Professionals or to affiliate your membership with the Georgia Chattahoochee Chapter, visit our website at www.apmp.org or contact Membership Chair Sandy Luttrell at sandy.luttrell@hp.com

Letter From the President

Competency vs. Experience; both are key. However, competency wins most of the time.

As the economy slowly pulls itself from what is becoming known as the “Great Recession”, it is more critical than ever to ensure you offer proven value-added capabilities to your current or future employers. A few ways to prove your competency to perform is easily achieved and will pay dividends for many years. These include:

- Achieve APMP Certification
- Write a Proposal Related Whitepaper and present at local, regional or national conferences
- Attend proposal training classes every chance offered

These three achievements directly impacted my ability to gain interviews and employment in the current highly volatile job markets. Just as your proposals should present differentiators, your resume needs to differentiate you from you from your peers. It is no longer enough to demonstrate experience; you need to demonstrate competency in your field to gain employer confidence.

*Mitch Reed
Chapter Chair*

News from Nationals

Planning for the Southeastern Proposal Accents Conference (SPAC) to be held at the Cobb Galleria October 29th is currently underway. Volunteers are needed for the following areas:

- Approaching professional societies concerning co-op agreements
- Media Person to manage advertisement of the event through social networking media

The National Annual Conference will be held in June in Orlando with Florida as the head hosting chapter. Many valuable presentations are expected including several from the Georgia Chattahoochee Chapter.

2013 will see Atlanta as the host of the National APMP Conference with planning to begin in 2011. The Georgia Chattahoochee Chapter will take a lead role in hosting this event. Keep an eye out for call for volunteers.

Upcoming Chapter Events

As the summer months approach, the Programs Chairs are working on the 2nd annual membership appreciation day. Last year's Braves game was full of fun and fellowship despite the two inning rain delay. Be on the look out for emails advertising this year's event and take advantage of the opportunity to get to know your fellow proposal specialists while enjoying a day of fun.

The Program Chairs are also working hard to develop themes for the remainder of this year's quarterly meetings. The next dinner meeting is scheduled for July 14th. Possible topics include graphic design and obtaining upper management buy-in for new processes and procedures.

Call for Presenters

The Georgia Chattahoochee Chapter of APMP is always looking for presenters and ideas important to you for our quarterly meetings. If you have a presentation or technique you would like to share. Please contact one of our programs chairs:

Cathy Valerio
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Proposal Jukebox: Don't Just Spin It...Rock It!!!

The 14th annual Southern Proposal Accents Conference (SPAC) ***Proposal Jukebox: Don't Just Spin It...Rock It!!!*** co-hosted by the Georgia Chattahoochee, Carolina and Florida Sunshine chapters will take place at the Cobb Galleria Centre Friday October 29th.

Like the DJ who chooses the tunes for the jukebox, the proposal manager has to make sure the content and style of the proposal have broad appeal and address the needs of the key customer audiences. Even the most constrained proposals offer opportunities to be creative and incorporate proposal elements and content to strike the right chords with critical decision makers and influencers. A strong proposal, like a good jukebox, will catch the attention of the reviewers and, before they know it, have them tapping their feet and nodding their heads in time with the 'music' of your proposal. A strong proposal manager helps the team think about the customer audiences and how to blend the core messages into a harmonious, compelling composition.

The 2010 SPAC will be a full-day event featuring presentations by proposal and business development professionals. The SPAC planning committee is working on plans for this year's conference including conference workshops such as the APMP Foundation level certification and proposal graphics training.

The conference draws participants from the entire U.S. with almost half the attendees traveling from beyond the Atlanta metro area.

Call for Presenters and Exhibitors will be released soon and will offer suggested topics in alignment with this year's theme. Check the SPAC website at www.apmp-spac.com often for news, links for registration, hotel discount information and more.

Content Development and Management Proposal Best Practices: Application to Commercial and Federal Businesses

By: Mitch Reed, PPM.APMP

A well developed library of pre-written proposal content offers every proposal department the single greatest opportunity for savings of time and cost to produce proposals, yet is consistently given the least of attention, time and resources to develop, maintain or manage.

Whether commercial, state or federal, virtually all proposal department writers rely on pre-written material or previous proposals as source material for new proposals. When developed and managed, pre-written material offers significant gains in productivity, consistency and quality. However, if not managed or used carefully, this same pre-written material can quickly lead to a lost opportunity and even damage customer relationships.

This presentation provides an approach to develop, manage and use pre-written proposal content to gain the greatest possible advantages while minimizing costly mistakes. The approach presented does not include the use of a content management tool for two very simple reasons: first, depending on the size of the proposal group, you may not need one; second, you still need to follow many elements of this approach when developing and populating any content management system.

Why create and manage pre-written proposal content? Well developed and managed pre-written content offers several key benefits:

Increased Productivity	Writers would have a known, approved and consistent source for getting materials to respond to RFPs. This would allow the writer to spend more time on customizing known material to fit the customers' needs (and the material could be placed in the master file in such a way as to force the writer to do so) and less time working to find the material. When, due to heavy production volume,, and when writers outside the proposal group are required, the base materials they need to write assigned sections, would be provided in advance.
Inherent/Embedded Quality	Because writers would be working from the material that has been reviewed and based on the best-written and edited material, the quality of writing would be inherent in the material.
Great Training Tool	Pre-written materials can be used as a key training tool for new proposal writers.
Captures Institutional Knowledge	In the event key personnel leave, this well maintained pre-written material should have captured legacy knowledge that would otherwise be lost.
Minimize Required Outside Assistance	Subject Matter Expert would only be needed to review and approve material written by the proposal group, and would only be tapped to provide truly unknown or new material when required. This would improve working relationship with the groups routinely requested to provide responses.
Better Proposal Analysis	Unique requests from the customer or missing information within the RFP would become more apparent.
Home for Unique Material	New material or unique material would have a known location to reside and be sourced if needed in the future.

However, there is no perfect system or approach to content development and management. Determine what you need based on how you use the content and lessons learned over time.

Quarterly Tip.....

Affect vs. Effect

Two easily confused words in the English language are affect and effect. Though some writers interchange them, understanding which word to choose can show a greater command of vocabulary to your readers.

Effect is usually a noun. It signifies a state of being brought about by an action or an impression made upon someone's mind. For example, "The cloud sky had a chilling effect on the temperature" or "The light on a cloudy day gave off a chilling effect". Affect is almost always a verb. It means to influence through an action as in "The cloud cover quickly affected the temperature".

As in the first and third examples above, clouds causing a drop in temperature, both words can signify the same action; their difference lies in their functions different parts of speech: affect as a verb and effect as a noun. Their apparent similarity arises from their both being derived from the Latin verb *facere* meaning "to make, do". The principle above covers most situations in writing but each word can have other, less common meanings, as in "personal effects" or "to affect joy or sadness".

By: Christian Schaumbach

**If you have a Quarterly Tip you would like to share, please contact Heather Miller at heathermiller2021@yahoo.com*