



Chapter Membership

Membership in the Georgia Chattahoochee chapter of APMP continues to grow. As of December 2010, we have 115 active members. Here is a summary of potential growth areas

Inactive Members	17
AL Unaffiliated	14
MO Unaffiliated	1
GA Unaffiliated	4
KY Unaffiliated	5
LA Unaffiliated	1
TN Unaffiliated	10

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 Board

As we begin 2011 we do so with a fresh mind and renewed optimism. So is the case with the Georgia Chapter of the Association of Proposal Management Professionals. 2010 was a successful year for our chapter, with awards received for the Southern Proposal Accents Conference (SPAC) and our membership drive, and we anticipate a just as exciting year ahead.

We welcome new Chapter Chair Michelle Norman and Promotions Chair Lauri Ross Erenstoft.

Our chapter is growing and with growth comes new ideas and knowledge. We will continue this growth through getting the word out of the benefits of APMP membership as well as increasing those benefits for all involved. We look forward to a year full of informative presentations, networking and increased visibility within our profession.

On behalf of the board, we look forward to working again with each and every one of you and hearing how we can make our chapter most beneficial to you and your work.

*Heather Miller
Chapter Secretary*

News from Nationals

The 22nd Annual APMP International Conference & Exhibit will be held May 31st through June 3rd at the Sheraton Denver Downtown in Denver, Colorado. The theme this year is "The Art of Winning". Presentations will look at applying the disciplines, processes, lessons and tools of Sun Tzu's *Art of War* as a means of more efficient and effective proposal developers and increasing win rates.

Registration is underway at the APMP website www.apmp.org. Make sure to register by March 31st to receive early registration rates beginning at \$745 per person.

APMP is welcoming new Executive Director Rick Harris whose term officially begins February 1st. Harris has more than 20 years of experience in creative marketing, government relations, staff management and communications for professional and trade associations. Outgoing Executive Director David Winton will continue to support APMP part-time as Chief Financial Officer.

BoD to Plan 2011 GA APMP Season

The recently elected 2011 Board of Directors of the Georgia Chattahoochee Chapter of the Association of Proposal Management Professionals will meet January 26th to discuss upcoming chapter events for 2011. This will include topics and presenters for our dinner meetings, our annual membership appreciation outing and improving communication to members such as content and delivery of the chapter newsletter and the redesign of our website.

This will also give new board members an opportunity to get to know incumbent members and present any ideas they have on how the organization can be more beneficial to our members.

Elections for 2011 were held through electronic ballot during December 2010.

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:

LaBrita Cash-Basket
ljcash@fundamentalfocus.net

Kathleen McCollum
Kathleen.mccollum@fnis.com

Dealing with the Information Tsunami

A Presentation by Keith Roberts

Our first dinner meeting of 2011, held January 19th at the Crowne Plaza Powers Ferry in northwest Atlanta, includes a presentation by CIBER Proposal Director Keith Roberts.

How we use those slick new mobile computing devices is only part of the reason why the amount of information you receive each day continues to explode. There is also an information tsunami coming from a spike in the number of sensors that are increasingly available online. Mr. Roberts discusses how this flood of information is affecting the proposal profession. He will present how business tools, such as balanced scorecards and dashboards displays, compress proposal readiness information into a single-graphical view. He provides steps to explain how you can create your very own dashboard display using Microsoft Excel and discusses trends for the future of proposal information management.

Mr. Roberts has extensive experience in working with senior executives and proposal teams to translate customer requirements into successful business propositions.

To view his presentation slides, please visit the chapter website.

The Proposal Professional's Bill of Rights

The stress and strain of managing proposals often makes us lose sight of our rights as experienced professionals with a huge weight on our shoulders. This, at times, leads us to feel we are fighting a never ending battle on our own. As is often said, proposal managers have all the responsibility with no authority. We are expected by others to be magicians and, all too often, we put those same unrealistic expectations on ourselves.

With our strong work ethic, we save capture managers and account managers from destruction at the last minute with a smile on our face and a cot in our office thinking "That's my job. The proposal must be delivered on time, compliant and win the bid." While that is true, we are neither magicians nor the savers of all mankind. We have rights, rights that we should hang in our office and recite daily to keep a handle on our daily tasks.

While we can never convince upper management of the need of a timely bid/no-bid decision or subject matter experts and account managers of the importance of deadlines and the need for actual facts of the solution before it can be described, we can take control of our lives and keep our rights as proposal managers in mind. Who knows, maybe one day others will hop on board.

The Proposal Professional's Bill of Rights

- 1. I have the right to be treated as a professional.*
- 2. I have the right to be involved in the qualification of opportunities.*
- 3. I have the right to a reasonable amount of notice.*
- 4. I have the right to a realistic turn-around time.*
- 5. I have the right to have the necessary resources available to me.*
- 6. I have the right to expect others to meet their commitments and adhere to deadlines.*
- 7. I have the right to a predictable and realistic workload and associated work/life balance.*
- 8. I have the right to be trained in the skills required to do my job well.*
- 9. I have the right to take the time necessary to improve processes and tools.*
- 10. I have the right to be measured and rewarded for achieving objectives within my control.*

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 cloudy 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 cloudy 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*

2011 Board of Directors

Chapter Chair	Michelle Norman
Promotion Chair	Keith Propst
Treasurer	Jim Keifer
Secretary	Heather Miller
Program Co-Chairs	LaBrita Cash-Baskett Kathleen McCollum Lauri Ross Erenstoft
Membership Chair	Sandy Luttrell
Job Chair	Joni Charron
Webmaster (Acting)	Sandy Luttrell