

The Association for Proposal Management Professionals - Houston



# Final Draft

## Dear Santa ... I Want Better Proposals! Shipley Rep to Discuss '4-Box' Writing Method Dec. 3

### Save the Dates and Follow the Links ...

- [APMP Houston Chapter Meeting](#), Wed., Dec. 3, 2008, 3010 Briarpark Drive
- APMP Houston Board of Directors Meeting, Wed., Jan. 7, 2009, 3010 Briarpark Drive
- APMP Houston Chapter Meeting, Wed., Feb. 4, 2009, 3010 Briarpark Drive
- [APMP Central Texas Chapter Meeting](#), Thur., Feb. 5, 2008, Location TBA
- [20th Annual APMP International Conference and Exhibits](#), Tue.-Fri., June 9-12, 2009, Chandler, Ariz.

Mark Wigginton, a Regional Sales Director for [Shipley Associates](#), will bring a holiday theme when he talks about better proposal writing at the next meeting of the Greater Houston Chapter of the Association of Proposal Management Professionals (APMP) on Wednesday, Dec. 3.

The meeting will begin at 11 a.m. at ABB, [3010 Briarpark Drive](#), Houston. Admission is \$20 for members, \$25 for nonmembers, and \$15 for students (student ID required), and includes lunch. Seating is limited.

The keys to writing an effective proposal (or even a letter to Santa Claus) include organizing your message to ask for the big things first. Good proposal writing also means focusing on what's in it for



Mark Wigginton will be the speaker at the Dec. 3 chapter meeting.

the client (or why Santa should give you the goodies) while emphasizing your strengths (when you have been nice) and minimizing your perceived weaknesses (when you have been naughty).

“My hope is that meeting attendees will leave the meeting with a better understanding of how to write more effectively – whether we are writing to the ‘jolly old elf’ or responding to a customer request – by introducing the Shipley Four-Box organizer,” Mr. Wigginton said.

Mr. Wigginton is Shipley Associates’ Regional Sales Director for Texas and the surrounding states. He is an active member of APMP and speaks regularly at national conferences and local chapter activities.

Additionally, Mr. Wigginton has worked as a proposal manager, oral presentation coach, and a facilitator for all Shipley proposal

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## Wanted: Candidates to Run for Vacant Board Positions

Hurricane Ike’s aftermath might have prompted the postponement of board elections for the Greater Houston Chapter of APMP, but the delay did not do anything to address a much greater concern: how to find candidates for two of the four positions up for election.

On the agenda for the Dec. 3 membership meeting is the election of four two-year terms for President, Treasurer, Program Chair, and Communication Chair. The incumbent chapter President and Treasurer, Jeannette Waldie and Fritz Rumscheidt, are both currently

unopposed in their bids for re-election. However, the incumbent Program Chair and Communication Chair, Tanya Willis and Michael Kent, are not seeking re-election, with both citing time

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## From the Prez: Service on Houston's Chapter Board

It has been quite a year for the Greater Houston Chapter of APMP. We've continued to offer informative presentations to our members. The *Final Draft* is also proving to be a great resource for our members as well. The Chapter received the Chapter Programs Award for 2007 at the International Conference. Life is almost back to normal after Hurricane Ike. Houston continues to thrive despite the current economy nationally.

For myself, APMP has provided me with new friends, new opportunities, and the satisfaction that I am now internationally accredited

as a [Proposal Practitioner](#). In addition to the credibility the accreditation brings me in my work place, it is great to know that I really do know this stuff!

Serving on the board for the Greater Houston Chapter has also been one of the most rewarding experiences in my career. The work load is not onerous – usually less than 10 hours a month. Our board meetings are full of laughter and we truly work as a team. Unfortunately, we have a couple of board members who want to step down because their work responsibilities make it difficult for them to

continue. So we are looking for a couple of good members to join the board. Won't you consider joining us?

We will be holding elections at the December meeting. The board positions that are up for election this summer are:

- **Nominated for President** – Jeannette Waldie
- **Nominated for Treasurer** – Fritz Rumscheidt
- **Nominated for Program Chair** – Open
- **Nominated for Communications Chair** – Open

Nominations will be accepted from the floor. So put your hat in the ring and join the fun. Help our chapter continue to grow into one of the best chapters within APMP.

See you soon!



Jeannette Waldie, APM.APMP  
President, Greater Houston APMP Chapter  
and Central U.S. Regional APMP Representative

## Finally! A Better Way to Insert PDF Files into Word

By David Wallis

A key best practice for proposal preparation is to create "master" documents in Microsoft Word that organize tender responses under tables of contents. However, we frequently have to include content that exists only in PDF format. If those pages are simply printed and "stuck in" the binder, we lose the flow of the documents as well as the page numbers.

Unless PDF file "inserts" are lengthy enough to warrant their own section (in which case, we could print them as-is), the most professional way to handle them is typically to insert them into Word as "pages within pages." Unfortunately, since Microsoft Word and Adobe Acrobat are



New software fixes the problem of trading resolution for file size when including PDF pages in Word documents as a "page within a page."

made by competing companies, this isn't always that easy.

Historically, the best way to include PDF content in a Word document has been to either save

the PDF pages as JPG files and then insert into Word, or by using the "Snapshot Tool" in Acrobat to copy and paste. Many people have problems with the Snapshot Tool since it will copy a low-resolution image unless you remember to zoom in and recopy the selected area to the clipboard (remember that the tool is essentially performing a screen capture of the selected area, even if it is partially zoomed off the screen).

The above method does work for pasting PDF pages into Word pages but the copy resolution required to make the pages look good demands a lot of file space. This is because copying pages this way converts them to pictures. All those individual pixels consume much more computer

memory than simple text, for example.

The ideal solution would be to paste PDF pages in such a way that they preserve the exact look of the original but where they are still "metafiles," meaning that text is still text and line drawings are still line drawings. This would both reduce the file size and result in crisper, high-resolution images.

Adobe Acrobat does not include any way to export content to metafiles; however, there is a third-party application called "VeryPDF PDF to Image Converter" that does. This software is available for \$59 from [www.verypdf.com](http://www.verypdf.com).

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## Why Serve on the Board? Just Ask Those Serving

**Janet Dodd, Chapter Secretary:**

*“I’ve been a board member for many years now (in various roles) and have gained much from my experience. As with most organizations, maximum value is gleaned by being an actual participant. The close relationships I’ve built with other board members is invaluable. I feel like I can (and do) use them as a sounding board and resource for various questions, issues and situations I’m dealing with. Also, a natural byproduct of being on the board means I interact more with our speakers and meeting attendees. Again, it strengthens my relationships with those individuals much more so than a casual conversation before/after the meeting.*

*“The time required for board participation is minimal. Even though I hold one of the more involved positions (chapter secretary), I still only spend roughly one day per month – and that’s inclusive of the time I spend at the meetings as well as the time I spend handling my chapter duties.”*

**Monica Williamson, Chapter Vice President:**

*“Serving on the board for the Houston APMP chapter has been a great learning experience. It has helped me immensely to understand everything that APMP really has to offer to us as proposal specialists. When you serve on the board of a professional organization, I think it shows to your company that you are really committed to your profession and have a real desire to grow in your knowledge of being proposal specialists. It is not a huge time commitment, and because we all work under schedules constantly changing, and deadlines, it’s a very forgiving board that understands if you have to miss a meeting or two. I highly recommend for people to step out of their comfort zone and get involved in the chapter!”*



## Candidates Needed for Vacant Positions on Houston APMP Board of Directors

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commitment issues as their reason for wanting to step down from the board.

Four other board positions – Vice President, Secretary, Membership Chair, and Webmaster – are not up for election this year.

According to chapter bylaws, the Program Chair leads the Program Committee, which “shall be responsible for overseeing the ongoing programs of the Houston APMP and assisting the Board of Directors in developing new programs.” In recent years, the Program Chair’s primary responsibility has been to contact and secure presenters for the program portion of each membership meeting.

The Communications Chair leads the Communications Committee, which “shall prepare and provide all external and internal communications, including program announcements, press releases, chapter newsletters, and special projects.”

Details on the responsibilities for all board positions are in Article VI, “Position Descriptions for Board Positions,” of the Houston [chapter bylaws](#).

Nominations for all four positions will be accepted from now through the start of the Dec. 3 membership meeting. For more information, contact Board Secretary [Janet Dodd](#).

## Clean up Those Pesky System Tray Icons with This Nifty Windows System Move



**By David Wallis**

Does the bottom of your computer screen look like this?

System tray icons can get out of hand and make it hard to see what programs and documents you have open. You can easily hide the ones you don’t need to see that often.

Simply right-click on a blank spot on your taskbar, choose “Properties” then click on

Above: A group of unwieldy system tray icons.  
Below: A “cleaned-up” system tray



“Customize” in the notification area. From here you can set which icons are shown and which are hidden. You can always unhide them all by clicking the “<” on the left of the system tray.

### For Future Use ... Bookmark These Helpful Web Pages:

<http://www.apmp.org/siteSpecific/job/jobBank.aspx>

<http://proposalcafe.com>



**2007-2008 Board of Directors**

- President - Jeannette Waldie
- Vice President - Monica Williamson
- Secretary - Janet Dodd
- Treasurer - Fritz Rumscheidt
- Program Chair - Tanya Willis
- Membership Chair - Kim Muckelroy
- Communication Chair - Michael Kent
- Webmaster - Lisa Edwards Tinsley

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*The mission of the Association for Proposal Management Professionals (APMP) is to advance the arts, sciences and technology of new business acquisition and to promote the professionalism of those engaged in those pursuits.*

*We are extremely proud that we have grown into an internationally recognized association with membership and corporate sponsors from a diverse range of disciplines and industries who are committed to the pursuit of proposal excellence. Our journey has been one of promoting the professionalism of our members and shaping the future of the proposal profession throughout the world.*

*APMP is a learning environment for both novice and seasoned proposal professionals. We offer professional symposia, conferences, and publications - the **Perspective and the Journal of the Association of Proposal Management Professionals.***

*Join our organization online at [https://www.apmp.org/siteSpecific/customer/register\\_accountData.aspx](https://www.apmp.org/siteSpecific/customer/register_accountData.aspx). You can pay with a credit card or check (follow the online instructions). For a chapter affiliation, simply select the Greater Houston Chapter from the corresponding drop-down list.*

*Join us and discover how we can help you pursue new horizons in proposal excellence.*

## '4-Box' Writing Approach Topic of Dec. 3 Meeting

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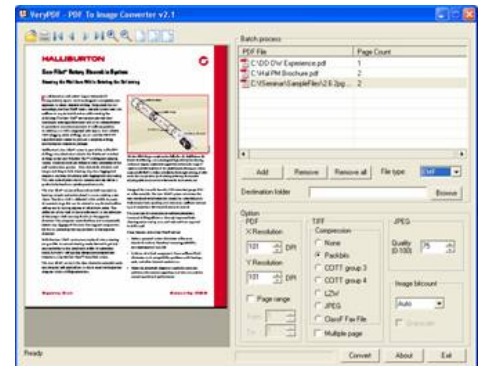
training courses. He also has completed [APMP-Foundation™ Level](#) of accreditation.

According to its [corporate Web site](#), Shipley Associates has provided organizations and individuals with consulting and training services since 1972. Training focuses on winning business in highly competitive environments. With more than 320 consultants worldwide, Shipley supports more than 180 major proposal efforts per year with a client win rate of about 82 percent.

## New 3rd-Party Software Makes PDF Files Easier to Insert into Microsoft Word

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The screenshot at right shows how multiple files can be added and then converted. "EMF," or Enhanced Metafile, is the best option for this purpose. The program will quickly convert as many PDF files as you like to individual EMF files for each page of content. These EMF files are then inserted into Word using "Insert, Picture, From File."



Note: For best results, make sure that the fonts used in the PDFs are installed on your computer (otherwise, they may be substituted when converted to EMF).

David Wallis is a senior proposal manager for [Halliburton's](#) Global Business and Technical Solutions team. He has created and regularly delivers proposal training throughout Halliburton. He has more than 10 years of experience with large oilfield services tenders and is a member of APMP's Houston Chapter.