



Final Draft

2010 Meetings

Houston Chapter

Wed, August 4, 11 AM–1 PM
 RSVP by Mon, Aug 2nd,
 to Janet Dodd:
janet.dodd@kbr.com

2010 General Meetings

First Wednesdays, 11 AM–1 PM
 August 4, October 6, and De-
 cember 1

Location:

[HESS Club](#)

[5430 Westheimer Rd](#)

Houston, Texas 77056

2010 Board Meetings

First Wednesdays, 11 AM–1 PM
 September 1, November 3

Location:

[AECOM, 5757 Woodway
 #101](#)

Lone Star Chapter

2010 General Meetings, 6 PM,
 August 11, October 13,
 December 15

Location:

[CHIC from Barcelona Restau-
 rant, 11909 Preston Road,
 #1426. Preston Forest Square,
 Dallas](#)

Central Texas Chapter

2010 General Meetings, 6 PM
 August 5, November 4
 Contact chapter officer(s) for
 time and location; RSVP to
apmpcentraltexas.com

Greater Midwest Chapter

2010 General Meetings,
 3rd Wed, 12–1 PM
 Contact chapter officer(s) for
 meeting time and location

SPAC 2010

Atlanta, Georgia
 October 29, 2010

Marketing Yourself to the Top!

Career advancement for proposal professionals can be a challenge. So can getting management to view proposal staff as professionals!

Join us at our August 4, 2010, meeting to learn how to market yourself in a more progressive and inviting manner in today’s competitive fast environment of “higher product expectations.” Learn how to market and promote “Product Me” for greater success.

Abel R. Garcia is an entrepreneur in several fields, starting nine Houston businesses over the past two decades. He became the first

Hispanic owner/franchisee of eight Dairy Queen restaurants in Texas, plus three restaurants and an electronics business. In 1997, he launched Abel Fuller & Zedler & Execufirm, Inc., a corporate employment solutions company providing executive searches, corporate training, out-placement services, marketing and fund-raising, and career coaching. Mr. Garcia has chaired and served on numerous nonprofit boards in Houston, and has given hundreds of speeches on



Abel R. Garcia

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New Location for Houston Chapter Meetings: The HESS Club



The Board of Directors is pleased to announce that starting Wednesday, August 4, our general meetings will be held at the historic Houston Engineering and Scientific Society Club (HESS) Club in the Galleria Area.

The facility, located at 5430 Westheimer Road, has two floors of nine rooms with a total of 22,000 square feet of meeting space. The Club’s interior offers beautiful private settings and offers full audiovisual capabilities

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From the Prez:

It's a hot time in Houston, not only in terms of weather but with our proposal schedules. I know when I get really busy with a lot of hectic deadlines, I have to work just as hard to make time for myself. That is why I love being on the Board for the Greater Houston Chapter. It gives me the opportunity (and actually sometimes forces me) to step outside my work schedule, meet and talk with colleagues, and learn. I always come back to my desk refreshed and ready to rock. Also, through serving on the Board, I have



found some great friends and colleagues. That is why, when I step down as President at the end of the year, I plan to stay involved in the Chapter and continue serving on the board in a different role.

Won't you join me?
Consider joining the

Chapter Board. None of the Board positions require that much time – at the most 10 hours a month. We will be holding elections at our December meeting for the positions of President, Treasurer, Program Chair, and

Communication Chair. Each term is for two years. We will also have a special election for the position of Membership Chair to replace Kim Muckelroy, who had to resign. That position will be for one year.

If you are interested, I invite you to attend one of our Board Meetings. They are held bi-monthly. For more information, contact any Board Member.

Stay cool!

Jeannette Waldie, PPM.APMP
President, Greater Houston APMP Chapter

The HESS Club

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and wireless internet. The HESS Club has space to accommodate our meetings, no matter the size. The buffet lunch contains a wonderful variety for all tastes. Vegetarian meals are also available with advance notice. Meetings fees will stay the same.

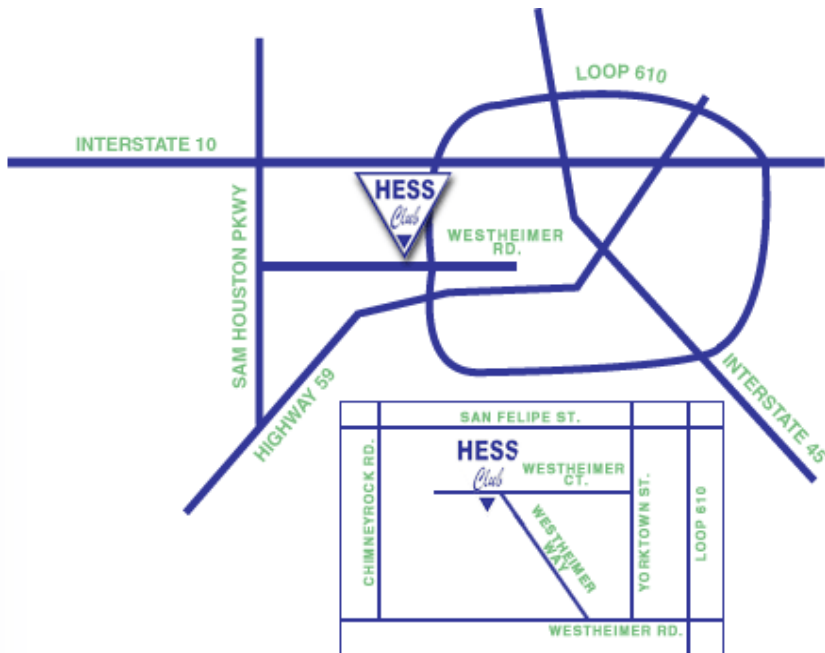
Parking is free and is available on the street level or in the underground parking garage. In addition to the main entrance, there is also an entrance to the Club on the first level of the parking garage.

About the HESS Club

In 1915, three pioneering Houston engineers, all employed by the City Engineering Department, envisioned a club of “good fellowship where engineers might meet to discuss new ideas.” This innovative idea grew, and on June 14, 1918, 50 engineers formed the Houston Engi-

neer's Club. In May 1957, the name of the club was changed to the Houston Engineering & Scientific Society (H.E.S.S.) to more appropriately repre-

sent the organization's goals. In 1997, The HESS Club moved to the Carlyle building in the prestigious Galleria area.



Located just west of the Galleria, The HESS Club is easily accessible.

The Magic of Mindmapping: A Useful Tool for Planning and Organizing Information

**By Gary Garner and
Barbara Bowden Garner**

As proposal managers and writers we've all had the experience of coping with an abundance of information and data, often juggling numerous "sticky" notes or pages and pages of materials, with the challenge of finding the missing piece of information or perhaps missing an important point that is buried among all the words. Or maybe you struggle with coming up with creative solutions to problems or with keeping everything on your "to do" list useful and organized. Or worse yet, do you ever have so many things going on at the same time that it's hard to focus your mind on one task, let alone try to be creative? Mindmapping is a tool that quickly allows you to focus your mind and at the same time triggers your creative processes to help you conquer these issues and more!

So what is mindmapping and how does it work? A mindmap is a "big picture" drawing of key points for any given topic. It is defined as a visual, nonlinear way to organize information with the added benefit of stimulating creative thinking and aiding memory retention.

Mindmapping is based on brain research and builds on the natural branching architecture of the brain. It enables multidimensional, or whole brain, thinking by stimulating and connecting both sides of the brain. By using the brain's own unique structure, mindmapping uses spatial relationships, our natural quest for order and hierarchy, as well as logic and words. Creating a mindmap facilitates

bridging the gap between thinking and writing so that we can write more clearly about theoretical topics or complex ideas. With a mindmap, we can see how ideas relate to each other.

So how do we create a mindmap? Start with the central topic. Quickly capture, in one or two words, every thought that comes to mind and link key ideas to the central topic. Next link related ideas as branches and sub-branches to the key thoughts.

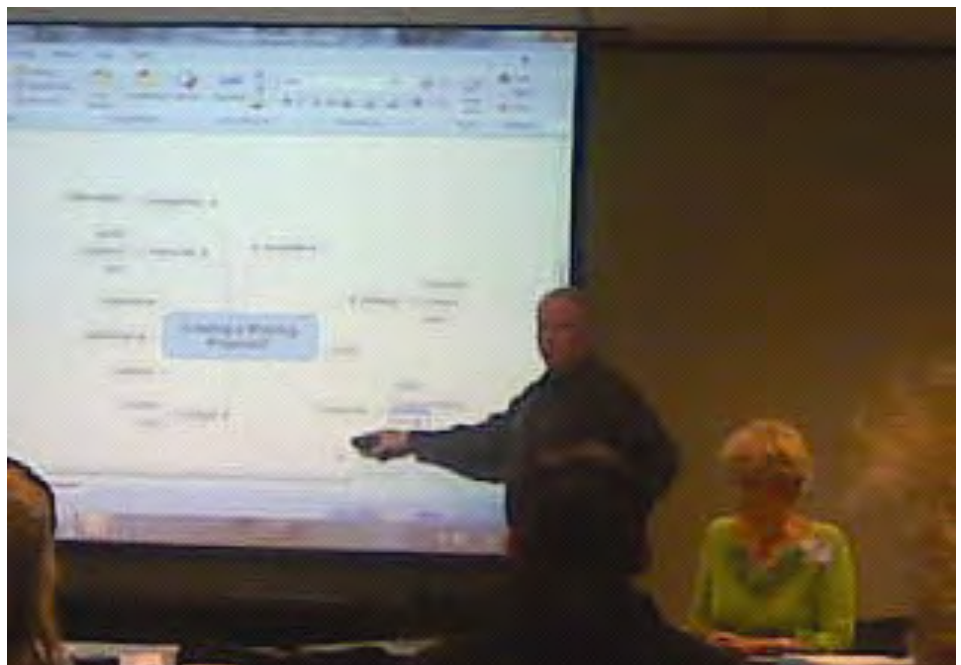
There are unlimited ways to use mindmaps, in personal as well as your business life, including: brainstorming and creative thinking; root cause analysis and decision making; note taking and as a study aid; planning and coordinating; leading discussions and presentations;

project documentation and status reports; and interviews – to name a few.

For additional information about mindmapping or for help using mindmapping in your organization, contact Garner Consulting. We'd love to help you get started on this road to greater productivity, enhanced creativity, and improved organization.

About Gary Garner and Barbara Bowden Garner

Gary Garner and Barbara Bowden Garner are Certified Project Managers (PMP) and facilitators with more than 60 years' combined experience in administering public sector programs, developing policy and procedures, analyzing business requirements, training, writing proposals and managing statewide projects. As Garner Consulting, they provide business management consultation and subjectmatter expertise to private sector companies and state and federal government agencies. Contact Information: Garner Consulting (Gary and Barbara Garner) – 512.689.4778, gary@garygarner.com



The Garners addressed attendees at the June 2010 general meeting of APMP Greater Houston Chapter

Lessons Lost

By Tom Sant

Adapted with permission from Sant's Messages That Matter <http://messagesthatmatter.blogspot.com/>

You often hear people saying that they want to capture the “lessons learned” from an important project, such as a major proposal. My question is what do they do with those lessons after they capture them? Because they sure seem to disappear pretty quickly, given the number of proposals that repeat the same mistakes again and again.

Case In Point

Last fall I worked with a company that was in a pretty desperate situation. They hadn't won a single bid for over a year. They had survived on some large projects that generated cash, but those were winding down. If they didn't win a major opportunity—and soon—they would be forced to lay off hundreds of employees.

They had an opportunity to respond to an RFP for a huge engineering project, something that was perfect for them.

They asked me to help, because they saw it as a must-win situation and somebody in their management group thought my methods might work.

I began by asking for certain kinds of content and insights into the engineering project and the government agency that was funding it that they hadn't gathered. When I arrived on site, I led a series of workshops to create client-centered and persuasive responses to each of the 20 major “questions” or topical areas in the RFP. And when we got to the section on personnel, I asked them to throw out their traditional resumes, which were long and boring, and write them in a completely different way.

For some contributors, the process was invigorating. They enjoyed doing things

in a new way. For others, the process was more painful. But at the end of the process, they had a response to the RFP that was persuasive, value oriented, and client centered. And a few months later, they learned that they had won.

That was good news, obviously, and I took a large measure of pride in having helped them. But since then, I have learned that they have not incorporated a single thing we did into their standard processes. We found that doing things differently, following a different process, putting the emphasis on different areas of content, resulted in a win. You might even call those “lessons learned.” But none of them were preserved. Instead, they have gone back to doing things the same old way—the way that had failed to win a single deal for over a year.

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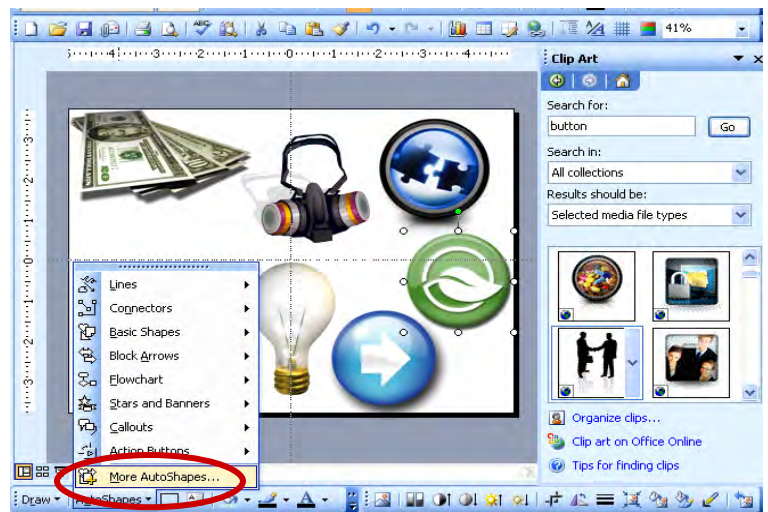
PowerPoint's Secret Graphics

By David Wallis

Need some great graphics you can legally use in PowerPoint (or Word)? On the drawing toolbar, just go to “More AutoShapes”. This will bring up a clip art search window that searches any term you put in on Microsoft's online graphics database. You can search any keyword but terms such as “icon” and “button” return some useful items such as those below. Best of all, unlike graphics found on the Web, these images come with PowerPoint so you can use them without any copyright issues.

About David Wallis

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.



Is PowerPoint the Enemy?

By Mike Parkinson

Reproduced with permission. Billion Dollar Graphics, BDG Blog, <http://billiondollargraphics.blogspot.com/>

Recently, The New York Times ran an article entitled, “We Have Met the Enemy and He Is PowerPoint” by Elisabeth Bumiller. The article focused on how PowerPoint is now the military standard in briefings much to the chagrin of many who see creating PowerPoint presentations as a time waster—and the enemy to actual “discussion, critical thinking, and thoughtful decision-making.” Some junior officers spend the majority of their time creating PowerPoint slides for briefings that storyboard “just about anything that

happens,” according to Lt. Sam Nuxull, an Army platoon leader in Iraq.

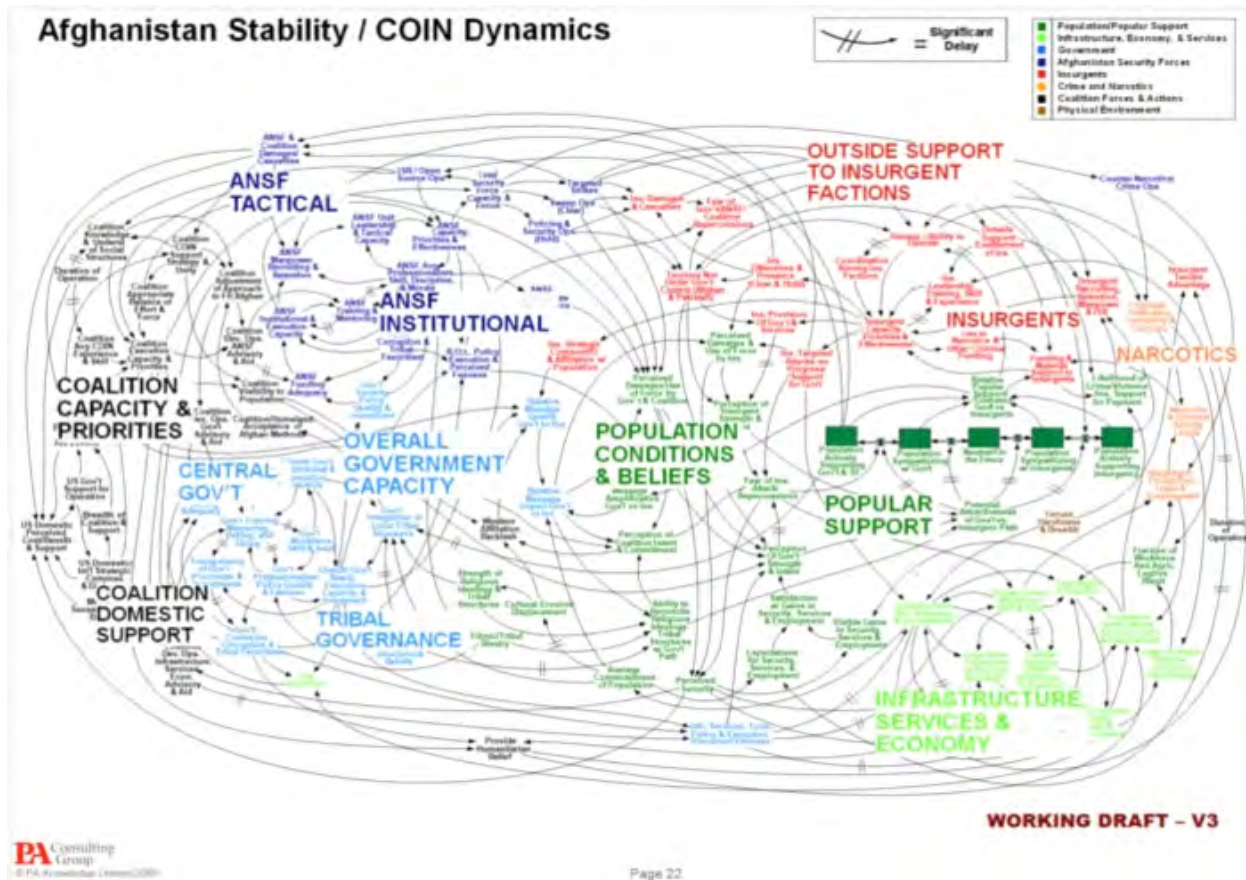
Of course, this contentious article might never have been written if not for the slide below that received much attention.

Part of a presentation to Gen. Stanley A. McChrystal and other officials, this graphic depicts the complexity of the American military strategy in Afghanistan. However, if the author of the slide intended to show how the strategy is convoluted and confusing, he succeeded, because no one in the room could follow it. After viewing this PowerPoint slide, the general commented, “When we understand that slide, we’ll have won the war.”

Graphics like this one and many other convoluted presentations give PowerPoint a bad rep. But PowerPoint is not the enemy. People not being properly trained in how to create graphics and good presentations are the enemy to ... well ... PowerPoint and audiences everywhere that are held captive by these confusing and boring briefings. People assume that merely knowing how to use graphic software will automatically make their ideas and concepts understandable. They forget that PowerPoint is just one of many tools that they need to master to properly communicate their message and successfully reach their goals and reach their audiences limited attention spans.

The presenter spent a lot of time preparing the Afghanistan Stability/

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Lessons Lost

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Check the Processes

This is an extreme example, but one that's nevertheless common. In proposal operations, in spite of lip service to the contrary, lessons learned are quite often lessons lost. If you are a habitual reader of Dilbert, as I am, you may be cynical enough to simply accept the notion that senior managers would completely disregard lessons learned that produced hundreds of millions of dollars of success after months and months of failure. But I think the real cause of lessons learned becoming lessons lost has more to do with processes than with personalities.

Most proposal organizations, and indeed most sales operations as a whole, have no institutionalized process for capturing lessons learned. The argument might be that each proposal, like each sales opportunity, is unique. Each poses its own challenges.

What works on one proposal may have little relevance to the next.

As you probably know, if you have read my comments over the years, I think that is nonsense. Although the specifics of each proposal vary, they vary within predictable ranges. We increase our

ability to produce successful work in the future by documenting:

- what works
- what contributes to greater success
- what saves time or eliminates quality problems

Yes, the proposal itself will be different—perhaps very different—but the processes and tools we use will be very similar from one opportunity to the next, and focusing on improving those processes and tools is absolutely vital if we are to show steady improvement in both effectiveness and efficiency.

Rationale for Lessons Lost

So why do so many proposal operations skip the process of gathering, documenting, and institutionalizing

lessons learned? One reason is that they are immediately neck deep in the next bid effort. They believe they have no time to pause for reflection. As soon as today's proposal has been delivered, we must rush off to work on tomorrow's.

Another reason is that there is no budget set aside for this kind of effort. As a support

organization, the proposal operation must be very careful to show that every minute of time and every dollar of budget is being directed toward winning business. Something that's one step removed, like capturing lessons learned, could be criticized as frivolous, so proposal managers avoid doing it.



Dr. Tom Sant

A third reason is that in many organizations the proposal effort is decentralized. In a decentralized organization, it's extremely difficult to gather any kind of information on what's working, and it's even more difficult to learn what doesn't work. After all, who wants to volunteer to be the example of how not to do it?

Finally, lessons learned are often lost because the proposal operation and the sales organization as a whole may not have any system in place for implementing change. In an engineering or project management environment, change management is a well-defined part of the process. There are documented steps for institutionalizing a better process when you discover one. That is seldom true in sales or proposal operations.

Capturing the Lessons

What's to be done? The first step, I think, is to acknowledge that doing things the same way, over and over, without being open to changes that may improve results, is a recipe for stagnation and

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“
We found that doing things differently, following a different process, putting the emphasis on different areas of content, resulted in a win.
”

The APMP International Conference: Magic!

By Jeannette Waldie, PPM.APMP

Several Houston Chapter members attended the 21st Annual APMP International Conference in June at the Disney World Dolphin in Orlando, Florida. The first day included pre-conference sessions, a Chapter Chair Workshop, a First Time Attendee orientation, Registration and a wonderful reception. The following three days were packed full of presentations and workshops covering seven tracks — every aspect of proposal management from capture planning to processes to graphics to presentations and beyond.

After attending the this year's exhilarating conference, Dennis Fitzgerald, President of The 24 Hour Company, sent along a special APMP Conference edition of *Bid-Winning Proposals*, featuring takeaways from nine popular conference sessions. Dennis kindly suggested that I pass this along and encourages you to subscribe to <http://www.24hrco.com/freeezine>.

Peer Reviews

By Ruth Belanger, Proposal Manager
Northrop Grumman Aerospace Systems

Whether part of a formal new business process or a personal effort—reviews are integral to the development of any document or idea. More >>> at http://www.24hrco.com/images/articles/html/Belanger_June10.html.

Reduce Your Omissions by Recycling your Content

By Robin Davis, President
Robin Davis Consulting

You get asked to provide the same information over and over again in the RFPs that you receive. Regardless of the buyer,



Tim Budzik, the Houston Chapter's Program Chair comments during a conference session.

the basic information about your programs, services and company remain the same. For that reason, it only makes sense to create a system to capture, organize, store, and manage this information. More >>> at http://www.24hrco.com/images/articles/html/Davis_June10.html.

Top 10 Desktop Publishing Tips and Tricks!

By Colleen Jolly, PPF.APMP, Principal (US),
Managing Director (UK), and Senior Designer
24 Hour Company

Desktop publishing is a tricky skill set, done mostly in Microsoft Word and completed often in the middle of the night. Here are 10 tips to use on your next proposal to make your production-life (and your team's!) a little easier. More >>> at http://www.24hrco.com/images/articles/html/Colleen_June10.html.

How to Tailor BIG Processes for Short Turn Reponses

By Nancy Kessler, VP, Regional Sales Director
Shipleigh Associates

No matter what process you begin with, it is never right for all the opportunities you pursue. This discussion will help you address adapting your own process without damage to the good that it does for

your organization. More >>> at http://www.24hrco.com/images/articles/html/Kessler_June10.html.

The Greening of Procurement: How eProcurement Changes the Proposal Process

By Joyce Loegel, Proposal Manager
Propel Consulting, Inc.

When we think about the 30 copies of 1,500 page proposals that we have all submitted, it is clear that the procurement process has not traditionally been a green activity. We might consider purchasing recycled paper, electricity from sources that use renewable resources or low-emission vehicles as green, but those are the results of procurement and not the process. More >>> at http://www.24hrco.com/images/articles/html/Loegel_June10.html.

Proposal World: The Theme Park

By BJ Lownie and Jon Williams, Directors
Strategic Proposals LLC

What if a theme park were to be based on proposals? That's the question Jon and I posed to the participants at this year's annual APMP conference. More >>> at http://www.24hrco.com/images/articles/html/BJ_June10.html.

Reusing Advertising Tactics in Proposals

By Christine Menna, Manager, Proposal Development and Knowledge Management
Concurrent Technologies Corporation

Proposal evaluators are not aliens from another planet or mechanical robots sent to scrutinize our work. They're human beings. They have wants and needs and limited attention spans just like you and me. They're also part of the same mass

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Is PowerPoint the Enemy?

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COIN Dynamics slide. Unfortunately, they didn't use the proper techniques to disseminate their information and clearly conceptualize the final product. What is the primary objective? Is it a process flow? If so, where is the beginning or the end? How does each element relate to the other? Is there a hierarchy? If the author "chunked" the information—pulled out and arranged information in sections—then maybe the audience could have followed the slide. (Check out our latest E-Zine for ways to



Mike Parkinson

"chunk" information, so your graphics doesn't become the next example of "what not to do.")

However, there is one situation in which a graphic like this one could work. If it is shown as the current situation/process/tool with a slide depicting a clean, easy-to-follow version of the new solution — one that your company or team is proposing — that setup would be a brilliant way to win your audience's

attention and their gratitude for offering a better solution. Now if only we can figure out the above slide and help the general win the war ...

About Mike Parkinson

Mike Parkinson is an internationally recognized visual communications expert and APMP Fellow. He is a partner at 24 Hour Company (www.24hrco.com) specializing in bid-winning proposal graphics. His Billion Dollar Graphics website (www.BillionDollarGraphics.com) and *Billion Dollar Business Graphics* book share best practices and helpful tools with proposal professionals. Contact Mike at mike@24hrco.com or call 703.533.7209.

Helpful Web Pages

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

<http://www.apmphouston.org/employment.html>

<http://proposalcafe.com>

<http://www.acquisition.gov/>

Marketing Yourself to the Top!

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customer service and career advancement. In 2009 he authored and self-published the book *Downsized ... Market Yourself Back to the Top! The 2010 way of getting the job or promotion you want*. He has also patented the Execufirm Marketing Portfolio® and Execufirm Marketing Systems® that you will hear about on August 4.

The August 4, 2010, meeting of the Greater Houston Chapter of the Association for Proposal Management

Professionals (APMP) will be at the [Houston Engineering and Scientific Society \(HESS\) Club, 5430 Westheimer Road, Houston, Texas 77056](#).

RSVP by 10:00 AM Monday, August 2nd, to Janet Dodd: janet.dodd@kbr.com providing your name, company name, and membership status (APMP member, non-member). Or call Janet at call 713-753-2261

Admission includes lunch and is \$20 for members, \$25 for nonmembers, and \$15 for students (student ID required).

Final Notes

Congratulations!

Jeannette Waldie received the senior level of accreditation as an APMP-Professional™ at the 21st APMP Annual Conference. She is also now a designated mentor for the Accreditation Program.

In Appreciation

Thank you to all who help make the Greater Houston Chapter and its meetings a success. In particular, thank you to our in-kind sponsors:

- [B&E Reprographics](#) prints duplicate receipts for general meetings
- [IRC Risk and Safety](#) prints copies of newsletters for distribution at general meetings

Lessons Lost

(Continued from page 6)

eventual failure. If you can get your organization to make that cultural shift, then here are some suggestions for capturing lessons learned and incorporating them into your standard procedures:

- Conduct regular lessons learned meetings with the sales and proposal development team. At a minimum, this should happen right after a major bid has been completed. Ask: What worked? Where were the obstacles? What workarounds or solutions did we come up with?
- For problems that come up repeatedly, create a task group to analyze the root causes. Ask: What preventative measures can be implemented? What gaps in capabilities should be closed?
- What did you do differently? Did it work? Was there anything you did that was so effective you think it should become part of your standard approach in the future? If so, document it and figure out how to make sure everybody embraces it. Training? Checklists? Tools? What's going to make this new way of working the standard way in the future?
- At least once a year, stand back from your standard processes—you're unquestioned "best practices"—and question them. What's being done simply because it's

always been done? What's no longer adding value to the final deliverable? Can these steps be eliminated? Can they be changed and made more effective?

- Establish a formal process for institutionalizing change. Document the changes. Incorporate them into internal training. Modify your ProposalMaster® and RFPMaster® databases or the user interfaces to reinforce the changes. Begin including the use of these new methods into performance appraisals. Figure out what's going to work to convert lessons learned into accepted standard practices as quickly as possible, and then follow through.

If you would like some help in figuring out what lessons you have learned and what lessons other people learned that you can borrow, give us a call. From working with hundreds of companies in dozens of markets, we can help you jump start the process.

ProposalMaster and RFPMaster are registered trademarks of The Sant Corporation.

About The Sant Corporation

The Sant Corporation enables sales professionals to deliver high quality content throughout the entire sales cycle. Our sales enablement solutions reduce the time it takes to locate the best sales materials and expertise within the organization. Our proposal automation solutions improve win rates by accelerating the production of persuasive proposals, RFP responses, presentations, and related documents. Businesses choose Sant to improve sales productivity and win rates, increase marketing effectiveness, and deliver accurate, personalized documents to their customers.

Register Now

SPAC 2010: Proposal Jukebox: Don't Just Spin It... Rock It !!!



The Georgia Chattahoochee, Carolina, and Florida Sunshine APMP chapters will co-host the 14th SPAC at the Cobb Galleria Centre in northwest Atlanta on Friday, October 29, 2010. For details and to register, visit:

<http://www.apmp-spac.com/index.php>

Email Meeting Announcements

To receive email announcements of each APMP Greater Houston Chapter's upcoming meeting, send an email request to:

janet.dodd@kbr.com

Please provide your name and email address.



2009 Board of Directors

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Co-Program Chair - Tim Budzik

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APMP International Conference

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market that advertisers spent more than \$142 billion trying to reach on an annual basis. More >>> at http://www.24hrco.com/images/articles/html/Menna_June10.html.

Reforming the Proposal Writer-Oral Presenter Relationship

By Larry Tracy, Tracy Presentation Skills

The proposal and the oral presentation are not ends in themselves but instead

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. 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.

interdependent means to achieve the end of winning the contract, especially as the oral presentation can often be the deciding factor when the competing proposals are virtually identical. You can protect your investment of time and intellectual creativity best by working closely with the orals team, not treating them as distant cousins. More >>> at http://www.24hrco.com/images/articles/html/LarryTracy_June10.html.

The Proposal Lone Ranger: Getting to Greener Pastures

By Jeannette K. Waldie, PPM.APMP, Proposal Specialist, AECOM

Small proposal centers have unique challenges. These centers are staffed by one or two proposal professionals who manage all aspects of a bid. As a result, it becomes part of the company culture that proposals are always a last minute rush and that staff have to work late nights and weekends to meet client deadlines. It is possible to shift this culture to one where proposals are submitted on time and the staff is able to have dinner at home the night before. More >>> at

http://www.24hrco.com/images/articles/html/Waldie_June10.html.

About 24 Hour Company

24 Hour Company specializes in the highest quality proposal graphics and desktop publishing. Our clients tell us that our quality and service is unmatched, and that we are surprisingly not more expensive than using freelance designers. Check out our "Total Cost of Ownership" matrix and hear what our clients have to say about cost savings and value at http://www.24hrco.com/24HC_TCO.pdf. Then contact us at <http://www.24hrco.com/contactus.shtml>

Did You Know?

APMP members can now access the presentations from the 21st Annual APMP International Conference.

Log in first to www.apmp.org, go to Conference > APMP Conference Archives > APMP Conferences 2010, and then click the 2010 Presentations link at the bottom of the page.