

The Association for Proposal Management Professionals - Houston



Final Draft

2010 Meetings

Houston Chapter

Wed., Dec 1, 11 AM–1 PM
RSVP by Fri, Nov 26 to
Janet Dodd by email
janet.dodd@kbr.com

General Meetings

First Wednesdays,
Feb, Apr, June, Aug, Oct, Dec
11 AM–1 PM
[HESS Club, 5430 Westheimer](#)
Houston, Texas

Board Meetings

First Wednesdays,
Jan, Mar, May, July, Sept, Nov
11 AM–1 PM
Open meeting; location varies,
contact a current Board mem-
ber for information

Lone Star Chapter

Wed Dec 15, 6 PM
Dr Brenda R. Sims, Executive
Secretary for Association of
Teachers in Technical Writing
“Make Technical Writing Work
for You and Your Team”
CHIC from Barcelona Restau-
rant, 11909 Preston Rd, Suite
1426, Preston Forest Square
Dallas, Texas 75230

Central Texas Chapter

No updates

Greater Midwest Chapter

No updates

APMP International

22nd Annual APMP® Interna-
tional Conference & Exhibits
Sheraton Downtown
Denver, Colorado
31 May - 3 June 2011

Creating job security in an insecure world

Join the Greater Houston Chapter’s
December 1 meeting where Susan
Ingraham Ashley will speak.

The current economy has brought
new realities to employment and
unemployment. Learn why we
should regard ourselves as “self-
employed” at all times and how to
get our needs met on the job. The
presentation will also examine how
your career fits in with the other
major factors in your life, defining
what your short and long-term career
goals are, and how to look for jobs in the current
age of social networking.



Susan Ingraham Ashley

Ms. Ashley is the owner of
[SIA Consulting](#), an indepen-
dent consulting practice
specializing in executive
coaching, leadership develop-
ment, team effectiveness,
career coaching, and
succession planning. Susan
has coached executives and
leadership teams in a variety
of industries including tele-
communications, energy,
health care, education,

insurance, manufacturing and non-profit.

As a coach, Susan brings executive strategic

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5 ways to use LinkedIn to research & write winning proposals

By Sarah M. Worthy

LinkedIn has rapidly developed into an amazing resource for the
business world and is a terrific tool to help you gather
information, improve your credibility with prospective clients,
make connections with key decision makers and partners, and
keep an eye on what your competitors might be up to so that you
can research and write successful proposals.

I have been using the internet and social media sites for years to
research information and expand my network and increase my

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From the Prez

It is with bittersweet feelings that I write this column. I have been writing this column for the past three and a half years and have been honored to serve as the Greater Houston Chapter's President for the past six years.

In those six years, the Chapter has evolved. Besides starting the newsletter, the Houston Chapter:

- Mentored the successful establishment of the Central Texas Chapter
- Helped to re-establish the Lone

Star Chapter

- Celebrated our 10th anniversary
- Saw our programs' success acknowledged with the Chapter Program Award in 2008
- Established a relationship with the University of Houston-Downtown, and
- Proudly sponsored the 2010 APMP Texas Symposium.



All of these milestones would not have been accomplished without the amazing

Board members I have served with over the past six years. They made my job easy.

At our December meeting, we will hold elections for our Board, and I hope you will consider standing for a position. I know from my own experience, it will enrich your life. You will work with a wonderful group of proposal professionals and be able to help lead the Chapter in a new direction.

Thank you to all the members and guests of the Greater Houston Chapter for your support over the last six years. It has been a great pleasure to serve you.

Jeannette Waldie, APM APMP
President, Greater Houston APMP Chapter

Chapter elections at December 1 meeting

Attend the December 1 meeting to cast your vote for new Chapter Board positions. AND, consider running for a Board position yourself. It's a rewarding opportunity and your chapter needs you. Open Board positions are for two-year terms (unless otherwise stated) and those open for 2011 are:

- President
- Treasurer
- Program Chair
- Communications Chair
- Membership Chair (a one-year position)



You can read about the responsibilities of each of these positions on the Greater Houston Chapter's Website, About Us page: http://www.apmphouston.org/about_us.html

Chapter Treasurer, Fritz Rumscheidt, is running unopposed. Fritz was born in Germany and gained a B.Chem.Eng. and a Ph.D from

McGill University in Montreal, Canada. His professional career spanned a German refinery to Research Chemist and Plant Development Engineer with Imperial Oil in Canada to Proposal Management responsibilities with major engineering and construction (E&C) companies in the USA, Europe, and the Middle East. Fritz retired from Enron but is a Proposal Consultant for a local offshore construction company. He is one of the earliest members of the Houston Chapter of APMP.

Communications Chair nominee is John Owen, Business Intelligence Lead at STP Nuclear Operating Company. He served in the U.S. Navy (1980-1990) with tours on board the USS Birmingham, USS Baton Rouge, and as a nuclear instructor at the A1W prototype. Since joining STP in 1990, he has worked in various organizations including Maintenance, Plant Operations, Nuclear Training, Information Technology and is now a member of the Business Process Management organization. The last 10 years, he has developed requests for proposals for physical assets, software, and services. John is a member of APMP-Houston, and he holds a BS in Business Administration from Thomas Edison and a Masters in Management Information Systems from U of H – Clear Lake.

The Graphics Guru: Color crazy? How to choose the right colors

By Mike Parkinson

From BDG Blog, November 16, 2010. Reprinted with permission. <http://billiondollargraphics.blogspot.com>

"At my company we have endless debates about color. What are the best colors to use and why?" a colleague recently asked me. This is a reoccurring problem that plagues almost all organizations. The good news is that the answer is simple if you follow my steps below.

Step 1: Determine your goal.

If your goal is to ramp up sales, use your customer's colors (even if they are downright ugly). Your customer trusts that which is familiar and wants to see themselves in your graphics.

If your goal is to increase mindshare (think branding) and market your company, use your company's colors. Consistent exposure to your company's colors will, in time, breed trust. (Think branding.)

If you want to play it safe, use blues and greens. Most Western cultures vote blue and green as the most appealing colors. With that in mind, you want to know your customer and their culture. For example, the color green is associated with luck in the Middle East but is connected with death in South America. Know what each color means to your customer when you choose alternate color schemes.

Still need help? Here are some free online palette tools that aid in color selection:

<http://colorshemedesigner.com>

<http://kuler.adobe.com>

<http://www.degraeve.com/color-palette>

Step 2: Know basic color theory.

Ignoring the best practices associated with color results in ugly, illegible, or confusing documents and presentations—guaranteed. Color is the first thing people see when they look at your materials and

helps or hinders your success rate. Below are the color theory basics you want to know.

Color consists of three variables:

Hue – where the color appears on the color wheel (blue vs. yellow)

Saturation – the intensity or vibrancy of the color (neon vs. pastel)

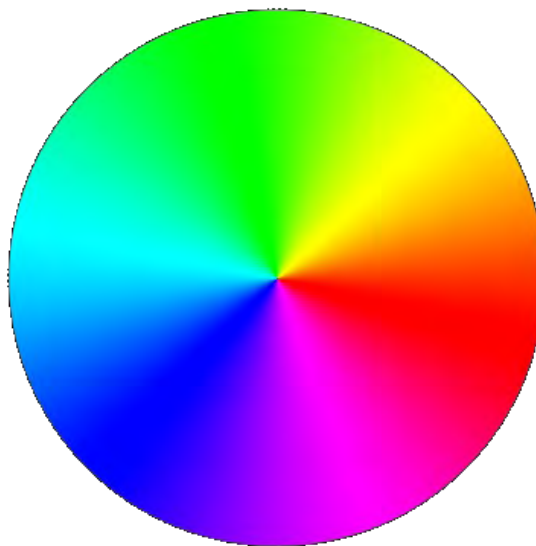
Value – the lightness or darkness of the color (adding black to darken your color or white to lighten your color)

To simplify things, there are two color “families” of which to be aware:

Analogous – colors that appear next to one another on the color wheel like blue, green, and yellow

Complementary – colors across from one another on the color wheel like red and green

Avoid using complementary colors. Complementary colors—for example, red and green or blue and orange—vibrate when next to one another or placed over one another, such as orange text on a blue box.



Sample color wheel. Source: <http://commons.wikimedia.org/wiki/File:HLSColorSpace.png>. Released under the GNU Free Documentation License.



Mike Parkinson

You'll give your readers a headache! Analogous colors are a better choice when developing your color palette. It is safer to use two or three analogous colors with multiple shades (or tints) of each. The colors you choose do not have to be analogous, but when choosing your colors make sure they work well together (are harmonious when side-by-side). Add additional colors to your palette, but save these colors for special circumstances. For example, you might choose blue as your primary color and green as your secondary color with various shades of each. You could then use their complementary color of yellow or orange to highlight special boxes or features.

When it is time to set up your template avoid:

- Strong gradients. It is difficult to read overlapping content.
- “Cheesy” effects (strong bevels, bright highlights, dark shadows, and other “fancy” effects). It looks amateurish and undermines your company's professionalism.
- Large color jumps in your palette (dark blue to light blue with no options in between). Large color jumps limit your options.

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Heroes and mentors: Followup to August presentation

By David B. Cook

Director for Mentoring Programs
Cyvia and Melvyn Wolff Center
for Entrepreneurship
University of Houston

Several years ago, I was consulting with a Fortune 500 Company and had dinner with the Vice President of Personnel. He gave me a great piece of advice that has fundamentally changed the way I make decisions with my career and my personal life. His advice? “Get a Personal Board of Directors.”

Looking at the successful people I’ve known, it seemed to me that most of these men and women had surrounded themselves with quality people not only in the tactical everyday world of achieving results—but perhaps more importantly they had created a group of mentors, advisors, and supporters to help them fulfill their life goals. In thinking about the qualities of these people it struck me with how varied they were. In most cases these Personal Boards had great collective experience and extensive knowledge, and without exception they have other qualities that made them invaluable.

- They are trusted to have the best interest of the person in mind.
- They are able to listen and then give good counsel
- They are insightful into the life of the person.
- They set limits—the person has a responsibility to provide a vision and strategies for their lives—the mentor’s role is to help them achieve it.



- They are responsible for a long-range perspective.
- They view their primary contribution as helping the person understand options so they can make the best choices.

The composition of this “Personal Board of Directors”, varies with the person’s visions, goals, and personality. For instance, if you were starting a business, it might be good to have on your Board an accountant, a lawyer, a sales and marketing mentor, and perhaps a banker. In the end, choosing a “Personal Board of Directors” is a very specific and personal process.

Before you line up mentors to become your Board, it’s essential that you have a clear vision of where you’re going and the kind of support you’re seeking. This is where the concept of heroes is helpful. All of us start out in our careers with some sort of expectation that we’re going to make a difference. Along the way, it is easy to lose sight of where we are going.

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Graphics guru

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Above, example of strong gradients, cheesy effects compromising legibility; corrected below.

Step 3: Be flexible.

Printers, monitors, projectors, and different paper styles rarely show a single color consistently. Your audience will not have a point of comparison, so the color is correct as far as they are concerned. As long as you follow steps one and two, the eccentricities associated with color display are negligible. Your graphics will be clean, attractive, and consistent, and your readers will want to read your documents more closely.

For more ideas check out *Do-It-Yourself Billion Dollar Business Graphics* or gather ideas at our *Graphics Library*. To find thousands of graphics that better communicate your story peruse BizGraphicsOnDemand.com.

Mike Parkinson is an internationally recognized visual communications expert, APMP Fellow, and 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.

Using LinkedIn

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career success and I want to share some of the tips and tricks I've learned to help you better utilize LinkedIn specifically for proposal research and writing:

1. Complete your personal profile and make sure your company's profile is complete. Also, align your company's LinkedIn profile with the overall "Brand" image of your company so that it sends out the unified marketing message as all the other public profiles are sending out: website, Twitter, advertising, etc.

Why? This helps you build and establish credibility for you and your company.

When you submit your proposal, the prospective decision maker(s) are going to research the people behind the proposal.



2. Search and follow prospective companies and the key contacts within that are involved in the decision making process for the proposal. Then, look at who you know in your existing network who is connected to key contacts and ask for an introduction.

Why? Studies show that people do business with people they know and trust so ask your contacts for referrals into prospective organizations and build a relationship with your prospects. You can also see what groups your prospects

belong to, where they went to school and what companies they've worked for in the past, learn their interests and then write more targeted persuasive proposals that will better catch their attention and motivate them toward using you.

3. Search for your competitor companies and contacts within and follow them.

Why? You can see who your competitors are connected to, what groups they belong to, what events they are RSVP'd to, where they used to work and learn what they are doing now. We all remember the phrase: "keep your friends close and your enemies closer." LinkedIn enables you to research your competitors as in depth as your prospects.

4. Join LinkedIn Groups related to your prospect's industry and consider starting your own group

and invite your partners, network, and colleagues to participate.

Why? By listening to and participating in groups you can gain a better understanding of your client's key issues and concerns, which are not always transparent or clear in requests for proposal. The groups are also a great way to meet and connect with new prospects and potential partners as well as develop strong relationships and build your credibility.

5. Answer questions and search for solutions with LinkedIn Answers.

Why? Answering questions posed by other LinkedIn users gives you more visibility and credibility and LinkedIn



even rewards those who answer the most questions with featured, premium exposure on the site. You can also search for and pose questions of your own if you become stumped while working on your proposal and utilize the expertise of thousands of other experts from around the world.

This list is really only a broad overview of some of the tools LinkedIn provides and how to use them to write better proposals. My advice is to start here and explore the site, join groups, and keep finding real-world contacts on LinkedIn to connect with. As your network and experience grows on LinkedIn, so will your success in winning new business proposals!

If you have any questions, comments, or suggestions, I welcome emails at sarahmworthy@gmail.com, tweets to [@sarahmworthy](https://twitter.com/sarahmworthy), and you can connect with me on LinkedIn at www.linkedin.com/in/sarahworthy.

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2010 Board of Directors

- President - Jeannette Waldie
- Vice President - Monica Williamson
- Secretary - Janet Dodd
- Treasurer - Fritz Rumscheidt
- Program Chair - Tim Budzik
- Co-Program Chair - Pam Silverthorn
- Membership Chair - (open)
- Communication Chair - Marlane Kayfes
- Webmaster - Lisa Edwards Tinsley

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Job security

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perspective and experience from her last corporate position as Vice President - Human Resources for Houston Cellular. In that position, she was a full member of the executive leadership team participating in all strategic, tactical and budgeting decisions regarding the management of the company. With her executive experience, she is able to show other executives how their personal performance ties to organization performance.

Susan has a B.S. degree in Psychology from Saint Lawrence University and a Masters Degree in Industrial & Labor Relations from Cornell University. Her accreditations include Certified

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.

Management Consultant through the Institute of Management Consultants, Senior Birkman Consultant, and certified Myers Briggs practitioner.

Attend the December 1, meeting of the Greater Houston Chapter of the Association for Proposal Management Professionals (APMP) at the Houston Engineering and Scientific Society (HESS) Club, [5430Westheimer](#).

RSVP by Friday, November 26, to Janet Dodd: janet.dodd@kbr.com providing your name, your company's name, and your membership status (APMP member, non-member). Admission includes lunch and is \$20 for members, \$25 for non-members, and \$15 for students (student ID required).

Receive Email Meeting Announcements

Receive email announcements of each Greater Houston Chapter's upcoming meeting; send an email request to:

janet.dodd@kbr.com

Provide your name and email address.

Heroes

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Think of heroes as helping us to identify the star that we're following. Heroes help us remember those principles and values that at one time touched our core beliefs, that inspired us to be better than we thought possible. Many people reconnect with this higher purpose through reading, through religious and spiritual experiences, and through recognizing those around them every day that live their lives in a heroic manner.

The combination of having both mentors and heroes working and active in your life helps to complete and balance your personal and professional life.

Finally, recognize that you have the potential to be both a mentor and a hero to those around you. Make the most of these opportunities—they will change your life.