

The Association for Proposal Management Professionals - Houston



Final Draft

2011 Meetings

Houston Chapter

Wed, February 2, 11 AM–1 PM
RSVP by Mon, January 31st
to Janet Dodd:

janet.dodd@kbr.com

2011 General Meetings

First Wednesdays, 11 AM– 1 PM
April 6, June 1, August 3, Octo-
ber 5, and December 7

Location:

[HESS Club](#)

[5430 Westheimer Rd](#)

Houston, Texas 77056

2011 Board Meetings

First Wednesdays, 11 AM–1 PM
March 2, May 4, July 6, Sep-
tember 7, and November 2.
Teleconference

Lone Star Chapter

2011 General Meetings, 6 PM,
Dates TBD

Location:

[CHIC from Barcelona Res-](#)

[taurant](#), 11909 Preston Road,

#1426. Preston Forest

Square, Dallas. RSVP to

www.apmplonestar.org

Central Texas Chapter

Thursday, February 3

Location and topic TBA.

RSVP to

apmpcentraltexas.com

22nd Annual APMP®

International Confer-

ence & Exhibits

Sheraton Downtown,

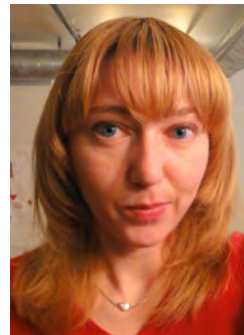
Denver, Colorado

May 31 - June 3, 2011

Researching Competitive Intelligence Online

Join us for our first General Meeting on February 2nd and learn how to conduct competitive intelligence for your proposals quickly and easily using the Internet.

The Internet is arguably the best source for information today and the majority of the content is available for free if you know how to find it. This includes information about your com-



Sarah Worthy

petitors and clients that can be used during the research and preparation of your proposals to gain a competitive advantage. Learn key tips and tools for navigating the vast quantities of data online to find the information your competitors don't want you to know. In addition, you may learn a few ways to protect your data from your competitors.

(Continued on page 7)

Chapter Elects New Board Members

By Jeannette Waldie, PPM.APMP

At the December 1, 2010, meeting, elections were conducted for the Greater Houston Chapter Board for the positions of President, Vice President, Treasurer, Program Chair and Communications Chair. As President and Vice President were still vacant, the Board appointed Members to complete the Board at their January 12, 2011 meeting. Congratulations to the following officers:

President — Marlane J. Kayfes

Vice President & Interim Membership Chair — Daniel Maddox (1-year term)

Treasurer — Fritz Rumscheidt

Program Chair — John N. Owen

Communication Chair — Sarah M. Worthy

In This Issue ...

President's Corner	2
APMP Conference Registration Now Open	2
Conducting a Successful Job Search	3
Come Join Us: 2011 Membership and Attendance Drive	3
5 Tips for Better Google Search Results	4
Review: The Shipley Proposal Guide App	5
Capturing Graphics from PDF Files	5
Final Notes	7

President's Corner

**By Marlane J. Kayfes,
M.S., President, APMP
Greater Houston Chapter**

Greetings, all. I hope your 2011 is off to a terrific start.

My 2011 has been fun, interesting, and exciting so far, thanks to the APMP Houston Chapter Board. First off, during the January Board teleconference, I stepped up to fill the chapter president position. Call me the Reluctant President. I had some ideas for the chapter, the position was open, and the best way to make a difference is to be involved—put my time where my mouth is, so to speak.

An exciting dynamic was formed with the infusion of new energy and ideas from new Board members melding with the historical knowledge and consistency of renewing Board members. We have welcomed three new Board members: Sarah Worthy as Communications Chair, John Owen as Program Chair, and Daniel



Maddux moved, in January, from the membership committee to Vice President. We are happy that Janet Dodd, Fritz Rumscheidt, and Lisa Tinsley continue as Secretary, Treasurer, and Webmaster, respectively.

Daniel and I will do what we can on the membership committee responsibilities until someone fills that spot for 2011. Will that be YOU? Will you join us for this exciting ride? The Membership Chair is only a one-year commitment and, as I write this, one month of that is close to finished already.

All members will soon be asked to participate by giving their opinions and ideas to the Board. Watch for a member survey coming to your e-mail inbox. Your chapter board wants to serve you as best we can, and you can help us do that with your survey responses.

The survey is one idea that came out of a marketing meeting in early January. We brainstormed ways to increase the value of Houston Chapter activities for our members and guests, to increase chapter participation, and to increase membership. The way I see it, this ties in to the theme of the 22nd APMP International Conference and Exhibits: *The Art of Winning*. The conference website says, "Battle victories were not based on hope but were fully prepared for. Significant time, money, lives and resources were spent to make these efforts successful."

Your Houston Board is putting forth the effort. Watch for changes. We hope you'll consider helping to bring about the change. Give us your feedback. Volunteer on an as-needed basis; it doesn't have to be a long-term commitment. Just talk with any Board member about the opportunities.

Here's to the future of our chapter!



APMP Conference Registration Now Open

Want to learn from the top experts in proposal management? Then plan to attend 22nd Annual APMP® International Conference & Exhibits at the Sheraton Denver Downtown Hotel. Register before March 31st to receive special Phase 1 rates:

Single Registration Phase 1	\$775.00
Single Registration + Member Dues Phase 1	\$900.00
Multiple Registration Phase 1	\$745.00
Multiple Registration + Member Dues Phase 1	\$870.00

Dr. Tom Sant and Steve Myers will be keynote speakers. Dr. Sant is the premier expert in sales proposals. Steve Meyers is a highly successful serial entrepreneur and global thought leader on business competitiveness. Hotel reservations are available at <http://www.starwoodmeeting.com/Book/apmp2011>

Conducting a Successful Job Search

By Susan Ingraham Ashley
SIA Consulting

At the December meeting, I talked about “Creating Job Security in an Insecure World.” This article follows that up with more information on how to conduct a successful job search in the event that you need to do so. These are things I share with my career transition clients.

First, keep in mind that nobody *owes* you a job – you have to convince potential employers that you are the best candidate for their position. This means you have to *sell* yourself, not just present yourself. Employers are more interested in what you can do for them than in what you have done in the past, so you need to translate your experience, skills and strengths into what you are capable of doing for them.

Only 25 to 30% of positions are advertised in any media form – the vast major-

ity are filled by referral from employees or other resources trusted by the organization. If you look for a job exclusively by responding to advertised positions you will extend your job search time considerably. This doesn't mean you shouldn't reply to ads (you should) but don't do it exclusively. Getting in front of people and becoming known by people in target companies is the best method of both finding and being selected for a position. Your job-hunting success will be directly proportional to your job-hunting effort - “job search is a full-time job.”

The word “networking” has many negative connotations, so think of it differ-



Susan Ashley

ently – go on an information gathering mission. Start with people you know and ask them for advice and information on where they think you should be looking and people you can talk to in order to collect more information. People *like* to be asked for advice and to talk about themselves, as long as they don't feel pressured for something.

Reassure people that you don't expect them to know of specific jobs for you, you are just gathering information and advice.

From people you already know you are trying to get referrals to people you don't currently know, thus expanding your

(Continued on page 6)

Come Join Us: 2011 Membership and Attendance Drive

The Greater Houston Chapter of APMP announces its 2011 membership and attendance drive. You could win one of two Amazon \$100 gift certificates. Here's how.

1. Bring your colleagues to the Chapter general meetings throughout 2011. Members only are eligible. Make sure to tell the person at the registration desk (usually Janet Dodd) who is your



guest so you get proper credit. For ease in recordkeeping, guests and hosts must be noted the day of the meeting. Repeat guests will not be counted in this tally, only first-time guests.

2. Join APMP and claim the Greater Houston Chapter as your chapter affiliation. All new memberships during 2011 will be eligible to be entered in the drawing.

Winners will be announced at the February 2012 meeting. This will allow time to make the calculations (for the guest-host portion) and to receive the final (December) 2011 membership report from APMP International.

How to Find Almost Anything on the Internet: 5 Tips for Better Google Search Results

By Sarah M. Worthy

The amount of information available online is continuing to expand and finding the exact piece of data we need is like finding a needle in a haystack, as the saying goes. This is the first article in a series that will teach basic and advanced search engine techniques that I teach my clients to reduce your time spent searching for information online and alleviate your frustration by returning the information you need. I will also introduce you to some tools and search sites that will allow you to find very specific, targeted results and help you manage your time spent around researching and locating the information you need to prepare better proposals.

Let's start with some simple tips and search tricks you can start using today for better search results on Google, Yahoo, Bing and most other search engines. Everyone has heard the phrase "Google It", and as proposal managers, Internet searches are a key part of the research and preparation process. Clearly, it is vital to have accurate and up-to-date information in a proposal, and so I have put together a short list of 5 tips to help you perform better searches online that return the information you want without all the information you don't.

Follow these tips when you are typing your search terms in the menu bar on most major search engines:

1. Leave out prepositions in your search.
As an example: instead of typing

“
... as proposal managers, Internet searches are a key part of the research and preparation.
”

manufacturers of copper screws type
manufacturers copper screws.

2. Use singular words instead of plural ones unless you know you need multiples. Using our example above: instead of *manufacturers copper screws*, type *manufacturer copper screws*
3. Use Boolean search terms to return more specific results:
 - Use quotation marks around phrases to get exact match for the phrase: "*copper screws*" instead of *copper screws*
 - Use + and - to include or exclude words: *copper + screws* will return results that mention both copper and screws, although not necessarily copper screws, whereas typing in *copper - screws* will return all results that mention copper but exclude mentioning screws.
 - Use OR (capitalized) to return results that include either of the words or both: *copper OR screws* will return results with any reference to copper and/or screws.

- Capitalization doesn't matter except when using OR and other advanced search operators. Searching for *CopPer ScreWs* is the same as searching for *Copper Screws* which is the same as searching for *copper screws*.

4. Use location and/or dates in your search to narrow down results. Searching for *copper screws houston texas* will return specific results that mention copper screws and reference Houston, Texas while the search *copper screws texas* will return a larger scope including Texas, compared to the very broad result returned by simply searching for *copper screws*. Likewise, searching for *copper screws 2011* will produce more recent results than *copper screws*, and you can narrow down the date range even further with a search like *copper screws January 2011*.
5. Be mindful when using abbreviations and industry-specific acronyms in your search phrases. Since some acronyms are only utilized within your specific industry or specialty, using the abbreviations and acronyms will return more targeted search results while typing them out will return broader results. For example, *AQ* is commonly used to mean *Air Quality* in the oil and gas industry. If you are using *AQ* and the search results are too limited, try using the unabbreviated *Air Quality* or "*Air Quality*" to return broader search results.

This list is a great basic "cheat sheet" that you can pull up when you are having

(Continued on page 6)

Review: The Shipley Proposal Guide App

By Jeannette Waldie, PPM.APMP

I have had editions of the Shipley Proposal Guide as a desk reference for years. So, as an avid iPhone user, I was excited when Shipley announced their App for the iPhone and iPad. Shipley offers two versions for download:

Essential Shipley Proposal Guidelines—This free App provides basic information and concepts in an E-Book format.

Shipley Proposal Guide—

This is an electronic book version of Shipley's famous book reference and sells for \$19.99.

Most Apps I download come with integrated features so I was surprised and a little disappointed that this App is a basic E-Book of the famous reference. Navigation is limited and you always have to go to the



There's an App for that! The Shipley Proposal Guide

directory to go to the next section. The screen views are actual pages from the book sized to fit on the screen. For the iPhone, I have to turn the screen sideways and enlarge to be able to read the screen.

But it does bring the Shipley Guide to your fingertips and, at

\$19.95, it is an economical alternative to the actual book, which retails for \$89.95.

Capturing Graphics from PDF Files

By David Wallis

It's often useful to 'steal' graphics from PDF files for reuse in Word or Power-Point. But, there's one key trick to doing this successfully.

First, view the PDF where the entire image is viewable on the screen. Next, locate the "Snapshot Tool" (usually under Tools/Select and Zoom). Use the tool to draw a box around the item you want to capture. Once you let go, the image is copied to the clipboard.

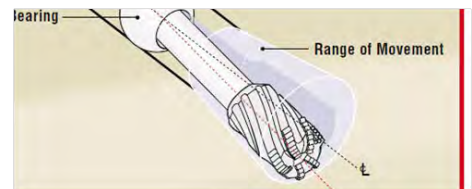
If you switch to another application and paste it, often the results are poor resolution. The reason for this is that the Snap-



Example of a captured image with poor resolution

shot Tool only captures the resolution shown on the screen. So here's the trick: Once you have drawn the box, zoom in on the PDF until you see enough detail, then hit "Control+C" to recopy the image at higher resolution. It's okay if the image goes partly out of view so long as the box is still around it when you recopy. After you paste it in another application, the difference in quality is shown below.

Zoom in on the PDF to see higher quality and then recopy the image before pasting into Word.



Be careful not to zoom in more than you need to as this will increase the file size of the destination document. **Extra Tip:** You can permanently fix this by going to Edit/Preferences/General and setting "Used fixed resolution for snapshot to images" to around 250.

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.



Use the "Snapshot Tool" to select the image but don't paste it yet as the resolution may be poor.

5 Tips for Better Google Search Results

(Continued from page 4)

trouble finding something online. In the next part of the series, I will share some advanced search operators and show you some ways to really start to drill down into the data on the Internet and retrieve very specific information without spend-

ing more than a couple of minutes total on the search process.

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 <http://www.linkedin.com/in/sarahworthy>.

About Sarah M. Worthy

Sarah Worthy, is a digital business development professional who helps individuals and businesses identify, understand, and implement marketing and sales strategies using technology and the Internet. Sarah currently works for Tech Therapy in Houston, Texas as their Technology Evangelist. She spends her time split between exploring the Internet and running around Houston. Sarah was also recently elected to the Greater Houston Chapter Board as Communication Chair.

Conducting a Successful Job Search

(Continued from page 3)

circle of contacts. You are also gathering information about potential employers so you can narrow your list of potential target companies. The question to ask over and over again is “if you were me, where would you be looking and who would you be talking to?”

When you *do* get referrals to people you don’t already know, don’t cold call them. Either ask the referring person for an introduction (which can be done by email or LinkedIn) and/or send an email to the person yourself introducing yourself and asking for a few minutes of their time. Whenever possible, get in front of these

people *in person* – you have a much greater chance of making an impression, building a relationship and being memorable if you are seen in person as opposed to via phone or email.

Eventually you will get a referral to somebody who is a hiring authority and/or actually has an open position. Now you must have a resume that is very tailored to the specific position and is accomplishments based (not simply a listing of past responsibilities or activities). Learn as much as you can about the company in advance of any interviews. Prepare responses to frequently asked interview questions and also prepare questions to ask the company.

Did You Know?

Did you know APMP has an Accreditation Mentoring Program to help those seeking Practitioner Level and Professional Level Accreditation? Mentors are APMP Practitioners and Professionals who have been trained by the APMP Chief Examiner to help you understand, plan, and successfully complete your accreditation.

Did you know that the Houston Chapter has a member who is an approved Mentor? Jeannette Waldie, PPM.APMP has successfully mentored Practitioner and Professional candidates. For more information on the Accreditation Program, contact Jeannette at jeannette.waldie@att.net. For more information on the Accreditation Program, go to www.apmp.org.

Helpful Web Pages

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

<http://proposalcafe.com>

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

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



2011 Board of Directors
President - Marlane J. Kayfes
Vice President - Daniel Maddux
Secretary - Janet Dodd
Treasurer - Fritz Rumscheidt
Program Chair - John N. Owen
Communication Chair - Sarah M. Worthy
Webmaster - Lisa Edwards Tinsley

Final Draft is the official newsletter of the Greater Houston Chapter of APMP. All content is copyrighted and authors retain rights. Unless otherwise stated, the views expressed in this newsletter are those of only the authors and do not necessarily represent the views of the Greater Houston Chapter of APMP or the APMP National Organization.

Final Notes

Welcome to our New Members!

Sarah Worthy, Tech Therapy
Daniel Maddux, Elite Documentation Incorporated
Ajay Khater, LinearCube

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

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.

Research Competitive Intelligence Online

(Continued from page 1)

February's speaker, Sarah Worthy, is a digital business development professional who helps individuals and businesses identify, understand, and implement marketing and sales strategies using technology and the Internet. Sarah currently works for [Tech Therapy](#) in Houston, Texas as their Technology Evangelist. She spends her time split between exploring the Internet and running around Houston. Sarah was also recently elected to the Greater Houston Chapter Board as Communication Chair.

The February 2, 2011, 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, January 31st, to Janet Dodd: janet.dodd@kbr.com providing your name, company name, and membership status (APMP member, non-member). Or call Janet at 713-753-2261.

Admission includes lunch and is \$25 for members, \$30 for nonmembers, and \$20 for students (student ID required).