

2011 Meetings

Houston Chapter

Wed, August 3, 11 am – 1 pm
RSVP by Monday, August 1,
10 am to Janet Dodd:
janet.dodd@kbr.com

2011 General Meetings
First Wednesdays, 11 am –
1 pm, August 3, October 5,
and December 7
Location: HESS Club
5430 Westheimer Rd
Houston, Texas 77056

2011 Board Meetings: First
Wednesdays, 11 am – 1 pm
September 7, and November 2.

Lone Star Chapter

August 17, October 19,
November 16
Location:
Spaghetti Warehouse
1517 North Central
Expressway
Plano, Texas 75075
(972) 516-8903.
RSVP to
www.apmplonestar.org

Central Texas Chapter

Quarterly Meetings: August 4,
November 3
Networking Happy Hours:
September 22, December 15
Location and topic TBA.
RSVP to
apmpcentraltexas.com

**SPAC 2011: Southern
Proposal Accent Conference**
October 27, Atlanta, GA
[SPAC Home Page](#)
[Registration:](#)
[Call for Presenters](#)

Challenges & Winning Strategies of Multilingual Proposal Management

Understanding the language of your target is critical to delivering a winning proposal. 77% of the world's GDP is produced in non-English speaking countries; 6 of 7 persons in the world do not speak English; and in-country regulatory requirements and corporate policies increasingly require translation/localization of proposals. Even English-to-English can present localization challenges; whether it is British to U.S.; U.S. to Canada, or even New York to Texas. The presentation discusses four strategic items that can set your



Camino Munoz and Jeannette Waldie at the 2011 APMP International Conference in Denver, CO

proposal development approach apart from the competition: (1) achieving a differentiated end product; (2) adapting the message to the culture; (3) dealing with the fluidity of language (e.g. social and geographical interaction) and (4) mastering the process and tools required for successful localization. The session also features 8 key takeaways that will provide attendees a competitive advantage by learning how to manage a global management proposal with confidence.

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The Right Word

**By Rhonda Cavender
Shea Writing Solutions**

When do I identify acronyms? When do I use an apostrophe with an acronym?

Acronyms pose some tricky issues from time to time, but it's not a problem if you know the rules.

The first time that you mention an acronym in your writing, you must identify it by spelling it out, followed by the acronym in parentheses. After that, you may use the acronym alone. Example: The company updated its Management of Change (MOC) process. Previous MOCs . . .

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President's Corner

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

I have lots of items to mention in this issue. It's an exciting time.

Conference

Boy, oh, boy! The International Conference in Denver sure was a mixed bag of wonderful experiences! It was like a mega-marbled ice cream – like Neapolitan ice cream on steroids!

I've never met a group of people who were so open and so willing to talk and share experiences. The sessions were fantastic and I often found it difficult to choose which to attend. But I came home and immediately started using techniques learned and am grateful that the presentations are on the International website to refresh my memory. And, of course, it was wonderful to see some friendly faces in the crowd and get to know some of my peers better (namely Jeannette and Camillo).

If you haven't been to an APMP International Conference yet, I very strongly urge you to do so even if your company won't cover the costs. Remember the Christmas club savings programs? (Maybe not, they were most popular during the Great Depression of the 1930s – not 2009.) Well, start yourself a new-timey conference savings account and plan to be there next year in Dallas. The 2012 conference also will be an opportunity to help our north-Texas neighbors to create a real Texas welcome for our proposal comrades visiting from across the globe. They're looking for fellow Texan volunteers.

New Web Interfaces

Did you notice that the websites for APMP International and the Houston chapter both have had a facelift?

Houston chapter members can log in with their e-mail addresses and setup a password with a click on the "Forgot Password" link. Then you can change your password and your settings for what personal information you want visible to – or hidden from – others.

Your Chapter Board of Directors plans to send future notices through the website instead of maintaining a separate mailing list on someone's personal computer. Of course, we can do that



The new Chapter website includes several Forums. Check them out!

through the International website as well. Also, once we start adding members-only information to the website, members will be able to log in and view that content.

While you're on the Houston chapter website, join the forums and participate there. A few topics are set up, including a Jobs forum. I've done some online job searches and posted them there as well as to the APMP Greater Houston chapter's LinkedIn page.

Online registration for meetings remains an add-in for the future. It seems that we're all so very busy right now that we just don't have time to set it up and test it. But I keep hearing that being busy is better than the alternative.

LinkedIn Site

As mentioned above, I've occasionally conducted online job searches and posted them to our chapter's LinkedIn site as well as to the forums on our new website. The job postings I've made show up under my member profile: once on the site, click the Members tab then click "See activity" after my name and intro paragraph.

Our LinkedIn site has only 11 members so far. I'm hoping that will grow and more people will begin contributing.

Helpful Web Pages

<http://proposalcafe.com>
www.acronymfinder.com/
[www.chicagomanualonline](http://www.chicagomanualonline.com)
www.bd-knowledgebase.org
<http://new.myfonts.com/WhatTheFont/>
www.dummies.com

Welcome New Members!

Kelsie Ennis, Xait, Inc.

David Helstrom, Booz Allen Hamilton

Matthew Reeder, SNC-Lavalin Engineers & Constructors

7 Free (or Nearly Free) Online Tools to Help Proposal Managers

By Sarah M. Worthy

This month, I want to share a list of 7 awesome online applications that are free (or nearly free). These tools are immensely useful to proposal managers. Below you will find the link to each tool so you can start using it and why you'll love using it!

1. <http://www.techsmith.com/jing/> - Jing is an amazing free screen capture app that you download and it sits on your computer's desktop. When you come across something online or in a document you want to share, you simply use Jing to select the information and can copy and share it via email and web. One of the best features is that after you've captured the screenshot, a toolbox pops up that lets you do things like add notes, draw an arrow, and highlight text before you share.
2. <http://www.cosketch.com/> - CoSketch is an online whiteboard that enables multiple users to visualize their ideas and share them. Anything you paint will show up for all other users in the room in real time. CoSketch is free and has the added feature of being able to use Google Maps as backgrounds for your sketches.
3. <http://www.gliffy.com/> - Gliffy is a free, online diagram software that allows you to easily create professional-quality flowcharts, diagrams, floor plans, technical drawings, and more. Use the drawings to add more visual examples to your proposals easily.
4. <https://www.tomsplanner.com> - Tom's Planner helps you create, collaborate, and share Gantt charts online with drag and drop simplicity. Tom's Planner is free for the single user/project and then extremely affordable for multiple with the unlimited account priced at \$19 per month.
5. <http://sourceforge.net/> - Sourceforge provides free tools to develop and publish open source software and a searchable directory of open source software applications available to download.
6. <https://join.me/> - Join Me is a free, instant screen-sharing application where you invite others to view your screen live online. The free version allows you to invite up to 250 people to view your screen and review documents, chat online, and send files.

7. <https://www.fillanypdf.com/> - This free, online application allows you to complete, sign, and send any PDF form online. Any PDF document can be used, and you can invite individuals or large groups to fill out your forms and track the results all online.

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Want Fun?

The Membership Chair board position is currently empty. Daniel Maddux is currently handling both the Vice President and Membership Chair duties. Let's get poor Daniel some help!

What does the Membership Chair do?

The Membership Chair is an important position on the APMP Houston board. You'll help with the new outreach campaign that APMP Houston has embarked on. This will include:

- Brainstorming new outreach ideas
- Reaching out to lapsed and unaffiliated members
- Assisting with membership outreach at chapter meetings
- Reporting to the board about the status of your efforts
- Jumping into anything else you can think of that will grow our chapter in numbers and in value

What if I want to help, but can't commit to being on the board?

You're welcome to serve on the Membership board without becoming Membership Chair. Any assistance will be much appreciated.

How do I get involved?

Get in touch with Daniel Maddux (madduxd@gmail.com). He'll fill you in on any details that you need.

Mile High City Hosts APMP Conference

Houston chapter members, including Marlane Kayfes, Ajay Khater, Camilo Munoz, Michael Crook, and Jeannette Waldie, attended the 2011 International APMP Conference and Exhibition in Denver, Colorado. They enjoyed three days full of informative sessions, inspiring key note presentations and conversation.

Several sessions were scheduled before the conference kicked off with an evening reception. Jeannette Waldie participated as a mentor for APMP's first Practitioner Accreditation Workshop. Marlane Kayfes attended the Chapter Chair Workshop and got to meet Chapter Chairs from around the world.

Then it was off to registration, reception and Key Note Presentation with Dr. Tom Sant. Attendees enjoyed a great musical treat courtesy of the Colorado Chapter with the stirring sound of pipes and drums. Michael Collins Pipes & Drums has been Denver's premier traditional Irish pipe band since 1986. Named after the father of the Irish Republic and the Michael Collins Division of the Ancient Order of Hibernians, the band keeps close ties with both Colorado's Irish community as well as the tradition of playing Irish pipe music.

Over the next three days, chapter members attended sessions that ranged from dealing with a changing federal marketplace to developing presentation graphics to the best proposal applications for PCs, iPhones and iPads. There was something for everyone to take away. Marlane and Jeannette were also able to catch up with former Houston Board Member Tim Budzik, who presented at the conference. Another Texas highlight was congratulating Amy McGeady, former Chair of the Central Texas Chapter in becoming an APMP Fellow!



The first night of the conference got off to a rousing start with Irish pipe music provided by the Michael Collins Pipes & Drums.

Marlane and Jeannette also had opportunity to meet APMP's new Executive Director, Rick Harris. He is bringing some great ideas to the organization. Rick is also looking at working with Texas APMP members to plan the 2012 Conference in Dallas, Texas.

Marlane summed up the conference this way:

"Jeannette said at the April meeting that the APMP International Conference is 'like Disneyland for proposal writer' and she spoke the truth. This was my first APMP conference; I had a great time from beginning to end and have never met such a wonderful, open, supportive, encouraging group of people. I could hardly decide which presentations to attend and a couple of times made the mistake of trying to attend half of two.

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Members and Accreditation Mentors participated in APMP's first Practitioner Accreditation Workshop



Texas attendees cheered as Amy McGeady became an APMP Fellow. She becomes APMP's CEO in 2012.



Mile High City Hosts APMP Conference

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I came away with tools and perspectives that I started using right away like a proposal compliance matrix and actual proposal teams (not doing it all myself), ideas for increasing win rates, and the importance of being involved in the qualification process, bid-no bid decision making, and maintaining metrics. I can't wait for the next conference (in Dallas and am starting my Christmas, oops conference savings account now, just in case I don't have employer support."



Former Houston Chapter Board Member, Tim Budzik, participating in one of the many presentations at the 2011 APMP Conference.



Please remember to save the date for next year's 23 Annual APMP International Conference & Exhibits at the Sheraton Hotel in Dallas, TX from May 22 through May 25, 2012.

Being my first APMP conference, I was impressed at the sheer size and brainpower felt in Denver. The sessions were very good, but the real value for me was in the networking.

Camilo Munoz
Translation Source

"I rejoined APMP in 2011 after a more than 10-year hiatus and decided to attend the 2011 conference to see and hear what changes have occurred over the past years. The most impressive changes were the quality of the topical sessions and their relevance to today's proposal environment, e.g., *App Maven's Secret Arsenal: Tools & Apps to Achieve Victory Art of Proposal: Enduring Planning Essentials, Building a Global Proposal Management Strategy with the Right Resources, Tactics and Tools, and Master Virtual Proposal Management and Become Your Organization's Extraordinary Force.* It is worth the time and effort to attend these conferences."

Mike Crook

7 Free (or Nearly Free) Online Tools

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

About Sarah M. Worthy, Go Get 'Em! at Schipul - The Web Marketing Company

Sarah has extensive experience in digital marketing, sales, and customer relationship management. Sarah's daily activities range from customer communications and training, identifying new tools online to improve workflow both internally at Schipul and for clients, event management and marketing, RFP hunting and creating marketing collateral for Schipul's Business Development Team. She spends her time split between exploring the internet and running around Houston. Sarah also serves as the Communication Chair for APMP - Greater Houston Chapter, Houston Curator for the StartupDigest, and organizer for Houston Startup Weekend.

The Right Word

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If you need to form a plural with the acronym, add a lowercase 's,' but NO apostrophe. Example: Seven of the Inline Inspections (ILIs) showed failures in the line.

Remember that apostrophes are used for two things: (1) to show possession or (2) to show that letters have been omitted.

So DO use an apostrophe to show possession with an acronym. Example: The site's documentation did not align with OSHA's requirements for hot work.

The other issue with acronyms that seems to confuse writers is using 'a' or 'an' before an acronym. We all know that the rule is to use 'a' before consonants and 'an' before vowels. Actually, there's more to it—the rule is to use 'a' before consonant SOUNDS and 'an' before vowel SOUNDS.

So we write 'an FBI investigation' and 'an MOC procedure,' even though the two acronyms begin with consonant sounds. Why? Because these acronyms SOUND as if they begin with vowels—think of them as 'an EF BEE EYE' and 'an EM OH SEE.'

Finally, if you are writing a long report, say, ten or more pages, you may wish to include a list of the acronyms used in your

Accreditation Aspirations

By Jeannette K. Waldie, PPM.APMP

Check out the new Accreditation section of APMP's website. Information has been redesigned to clearly establish the value of Accreditation to individuals and industry.

Also on APMP's new site is an area called "Communities." It has a community for each Accreditation Level that is open to all. Please go online and join these communities. It is a great resource to learn more about the Accreditation process and to have your questions answered by APMP's new Accreditation Director, Charlie Devine and Accreditation Mentors.

document. Remember to always consider your readers, and don't burden them by having to scan through pages and pages of text to find the words that the acronym represents.

Here's a tip. Are you afraid that you may have neglected to identify the acronyms in your report? You can find all the acronyms in your document by doing this:

1. Open the 'Find' window in Word (Ctrl + F).
2. Check the box labeled 'Use Wildcards.'
3. In the 'Find what:' box, type `<[A-Z]{2,}>` (no spaces).
4. Click 'Highlight all items found in:' and choose 'Main Document' from the dropdown.
5. Click 'Find All.'
6. Voila! All the acronyms in your document will be highlighted. Now you can check to see that you have identified each acronym on its first use.

If you have a question or comment, please contact rhonda.cavender@sheaws.com, and we may use your suggestion for our next column.

About Rhonda Cavender

Rhonda Cavender is Senior Editor at Shea Writing & Training Solutions and the editor of Shea's Timely Tips. Rhonda earned her B.A. in English with a minor in German at Sam Houston State University in Huntsville, Texas. She has extensive experience with detailed editing as a result of having spent 19 years in the high school English classroom.



2011 Board of Directors

- President - Marlane J. Kayfes
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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://apmp.site-ym.com/general/register_member_type.asp?

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

Challenges & Winning Strategies of Multilingual Proposal Management

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Camilo Muñoz is the founder and CEO of Translation Source, a leading provider of multilingual solutions that focuses on international business proposals. He co-founded Abiertamente.com, a company that adapted American college-level coursework to be distributed in Latin America. He holds an MBA from the Wharton School, an MA in International Studies from the Lauder Institute (University of Pennsylvania) and a BS in Industrial Engineering from the University of Florida. Mr. Muñoz is a member of the Board of Directors of the Association of Language Companies and speaks Spanish and Portuguese.

Jeannette Waldie, PPM.APMP, learned the importance of understanding language and cultural differences, when she moved from Toronto, Canada, to Boston 30 years ago and then to Texas 15 years ago. She is author of "The Proposal Lone Ranger" column in the APMP Perspective, and has been an APMP

member since 2001. She has almost 20 years' experience in developing and managing commercial and government proposals. Jeannette has a BA in Marketing and works as Proposal Development Manager for RECON in Houston.

