

2011 Meetings

Houston Chapter

Wed, October 5, 11 am –1 pm RSVP by Monday, October 3, 10 am to Janet Dodd: janet.dodd@kbr.com

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

2011 Board Meetings: First Wednesdays, 11 am –1 pm November 2.
Location: HESS Club

Lone Star Chapter

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:
November 3
Networking Happy Hours:
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](#)

Bid & Proposal Con

May 22-25, 2012, Dallas, TX
www.apmp.org

Bridge the Client Belief Gap . . .

Picture the Golden Gate Bridge

fogged-in. You can only see the imposing towers on each side of the bridge. Much like those towers, your client’s specs and desired outcomes are clear. Your prospect’s dilemma is which solution and team gets them across the foggy, treacherous bridge of probable as well as unforeseen obstacles. Now it’s time for the interview team to prepare. You want to ensure their preparation results in conversations with the prospect that continue to sell your solution when you’re not around.

Your client has clear outcomes and wins in mind, but the perceived differences about various solutions may be foggy at best, much less how the benefits apply to their situation and create value “they must have.”

Janice Scanlan is our October speaker on helping interview teams. Learn some of the most important buying conversations that will take place within your client’s organization hinge on your interview team—and your people helping their client peers “communicate benefits of your solution” to decision makers when you’re not around. Keeping value in terms of the client needs is only a first step. The client also has to trust you know what you’re doing for their benefit.

One of the hardest parts is combining your value proposition and trust into belief. To demonstrate you’ll get them across the bridge and achieve the desired outcomes while equipping them to communicate the benefits



Janice Scanlan

throughout the process that bring real value to decision makers.

This session will demonstrate some of the ways to think about and prepare your interview team to create belief “this is the team to do this project.” And for their client peers to then effectively communicate that belief back to their decision makers.

What’s different about this session is it will share techniques and guidelines to make sales more comfortable for subject

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President's Corner

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

More exciting news for our chapter! And it proves that you can't keep a good woman (or man) down. Jeannette Waldie, our former chapter president (for 6 years), our current program chair and an Accreditation Mentor (a one-on-one coach, upon request) has now accepted the position of Accreditation Liaison. As such she will be our chapter's direct contact with Charlie Devine, International's new [Accreditation Program](#) Director and will promote and help us celebrate new accreditations within our chapter. Thank you, again, Jeannette.

Speaking of volunteering, you, too, have several opportunities to make a difference among your colleagues and in your life.

- **Membership Chair** - The Greater Houston Chapter of APMP still needs a Membership Chair. The responsibilities can be what you make it, but at least they are to check the membership roster on the International APMP website at least six times a year (every other month), update our roster, and let the rest of the board know who's new, renewed, or not renewed. You can take it wherever you want from there, such as leading membership drives or personal contacts with members.
- **2012 Conference** - The 2012 International APMP Conference and Exhibits will be in Dallas next May, and the planning committees welcome assistance from throughout Texas. Committees are listed at <http://www.apmp.org/default.asp?page=CallForVolunteers>. To join a committee, complete the call for volunteers form on the website and you'll receive information to participate in future teleconference calls of the entire planning committee.
- **Call for Presentations** - Do you want to be on stage? In the spotlight? Then submit a paper to present at the 2012 Conference! The tracks planned for 2012 are listed on the website, as well as criteria for acceptance. You can even access presentations-past to get ideas. And don't let inexperience hold you back. One of the most inspirational presentations I attended this year was made by two young women who were new to APMP and had an interesting tale to tell, Getting The Win by Breaking The Rules. Deadline for submissions is November 14, 2011.
- **Build APMP's Body of Knowledge** - APMP has issued a call for templates, graphics, and checklists: "Based on feedback and suggestions received by our members, APMP is looking to expand the utility of the APMP Body of Knowledge by including templates, checklists, graphics, etc., which members

might use in daily proposal-development work. If you have a template, checklist, or graphic (MS PowerPoint, MS Visio, or Adobe Illustrator format) that you would like to share with the rest of the APMP community, please email it to Beth Wingate (Beth.Wingate@apmp.org), APMP Director of Education."

Website Navigation Issues?

The International Board wants to know if members are having any problems finding information on the new website (www.apmp.org). I'm sure questions will always be welcome, but this first request comes with the goal to create quick-start guides. If you have any issues to report, send them to me (mkayfes@gmail.com) with the Subject: APMP.org Website Issues, and I'll compile and forward them.

I hope you'll take one or more of these opportunities to give your time, your knowledge to your fellow proposal professionals and the organization that is here to support you and your career.

See you at the October meeting. Cheers!





The Right Word

By Rhonda Cavender
Shea Writing and Training Solutions, Inc.

What is a penultimate comma?

The penultimate (meaning next-to-the-last) comma is the comma that goes just before the conjunction (or after the next-to-the-last item) when listing a series of items, phrases, or clauses.

Example 1: Sally likes slugs, thugs, and bugs. (The comma after ‘thugs’ is the penultimate comma.)

Example 2: The children played baseball, the coaches kept score, the grandparents cheered, and the parents went out for drinks. (Note the comma after ‘cheered.’)

What is controversial about this comma?

Not everyone agrees on the use of the penultimate (a.k.a. Oxford, Harvard, or serial) comma. The AP Stylebook, also known as the ‘Journalist’s Bible,’ forbids its use.

Lynne Truss, British author of *Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation*, states that in the UK, standard usage is to leave it out, while we Americans tend to leave it in. Laurie Rozakis, American author of *Comma Sutra*, advises that “The number of commas you use is always one less than the number of items.”

Note that the Chicago Manual of Style (15th edition), the Oxford University Press, the Harvard University Press, Strunk and White’s *The Elements of Style* (2011), Alred’s *Handbook of Technical Writing* (9th edition), and The Modern Language Association (MLA) *Handbook* (7th edition) recommend the use of the penultimate comma.

But I learned it this way . . .

When I was in school, our teachers said that whether we used the comma before the conjunction didn’t really matter, as long as we were consistent throughout our writing. Wasn’t that nice of them to give us a choice?

Then, years later when I was teaching high school, I discovered that the rule had changed. The grammar books now said that “in a series of three or more items, use a comma after every item except the last one” (McDougal Littell’s *Language Network*, Grade 9 Texas Teacher’s Edition (2001)).

That made things easier. Now I could tell my students to ‘just do it.’

What should you do?

Even sources that do not recommend using the penultimate comma always specify that if you need the comma for clarity, you should use it. Then why not just use it all the time?

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Want Fun?

The Membership Chair board position is currently open. 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 Committee and assist with initiatives. 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.

Step by Step Guide to Creating a Google Alert

By Sarah M. Worthy
Schipul - The Web Marketing Company

If you aren't using Google Alerts, a free tool that sends you customized searches to your email and RSS reader, then you will be after this article. Why? Google Alerts lets you monitor ANYTHING that is on the Web. That information is sent directly to your email or RSS reader so that you don't have to remember or research frequently.

I use Google Alerts to monitor what is being said about my company and our products and services, find RFPs specific to the work my company does that are delivered automatically to my inbox (and without paying a subscription fee), monitor news stories related to my clients, prospects, and competitors, and more. Creating new Google Alerts is super easy. This article will lead you through the steps so that you can immediately start to benefit from them.

First, you will want a Google login if you don't already have one (also free. You can sign-up for a login at <http://Google.com>. Then login to your Google account and head over to <http://www.google.com/alerts>. You will see a screen that looks much like this:

1. Enter your search phrase in the search box at the top just like you would enter a search phrase in a regular Google Internet search. Click the "Preview Results" button to view search results you would expect to see. You can fine tune your search phrase by previewing search results and adjusting your search terms to get the results you most like.

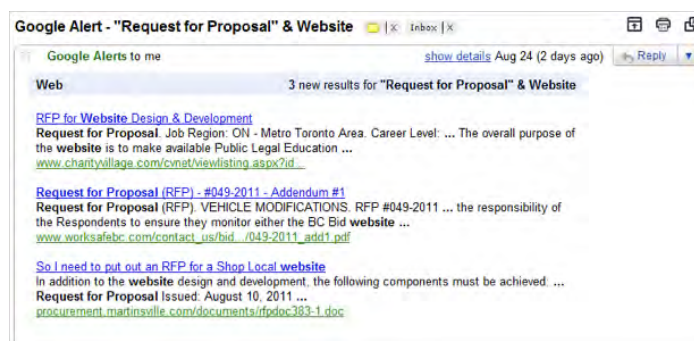
Click on the drop-down menu for Type to select where you want Google to search from the following: Everything online, News stories only, Blogs, Videos, Discussion groups. I usually select Everything for my searches.

2. Next, select How Often you want to receive the alert: As it Happens, Once a Day, or Once a Week.

3. The Volume drop-down menu lets you chose to receive all results or only the best results. The best results option will send the top 20 web results, and the top 10 news results. I recommend selecting only the best results.
4. Finally, select the email address or RSS reader to have the alerts delivered and press Create Alert.

You can create up to 1000 Google Alerts. Once you have created your alerts, you can view, manage, edit, and delete them on the Google Alert dashboard: <http://www.google.com/alerts/manage>.

If you choose to have your alerts emailed like I do, then you will receive regular emails automatically each time your keyword phrase is mentioned online. One of the regular alerts I have setup is to find new RFPs that mention "website," since my company does website design and development. Here is what that alert looks like in my email box:



Google Alerts has saved me a ton of time by submitting the information as it is created as I don't have to spend time searching for it daily. I also can update a Google Alert to send me information about a prospective company or for competitors we are bidding against. This gives me an edge to have "as it happens" notifications with information relevant to my business to keep us ahead of our competitors.

Give it a try and go setup a Google Alert for your company. Then try out other phrases and send me feedback on how useful (or not) Google Alerts is for your proposal management process.

About the Author:

Sarah M Worthy 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](#).



A Conversation with Rick Harris

APMP has a new Executive Director! Rick Harris was selected after an exhaustive search. As Executive Director, he manages the day-to-day operations of the organization and is also Co-Chair for next year's International Conference. We are delighted he agreed to be interviewed for *The Final Draft*.

What made you interested in joining APMP as Executive Director?

It was primarily for the opportunity and the people. When I started doing my research on APMP, I realized there was a strong overlap in my last position as the Executive Director of Tech Council of Maryland's MdTech Division. That's where I created networking events that addressed the needs of the booming IT industry in Washington, DC. I found that proposal professionals made up about 30 percent of our market and that my business relationships with proposal people were among the best I had.

I also liked the idea of being able to grow an international association and helping to provide a sharper focus to its accreditation program. I have had more than 23 years of professional membership, marketing, branding, education and event management and look forward to the opportunity to help APMP grow.

You were able to meet and talk with many APMP members at the Denver conference last June. What did you learn from those conversations that will help APMP?

Yes, I met hundreds of people and learned very quickly that there are multiple parts to the association that we need to expand. APMP has a storied and stellar reputation plan for addressing the networking and educational needs for federal proposal, bid, business development and capture professionals. I clearly heard that we needed the same kind of plan for proposal professionals involved in commercial and educational markets.

Over the next year, you're going to see those parts of the association flourish. These great ideas came from the members I met in Denver.

What do you think people misunderstand the most about APMP?

I think that many people believe that APMP is only federally focused. We clearly are not. Look at the diversity in our



Rich Harris, APMP's new Executive Director

membership and the attendance at our events and you'll understand that we are many things to many people.

The one thing that I want people to know is that APMP is a home for everyone in the bid, proposal, business development and capture communities. We are many things to many people and it centers on best practice approaches to the proposal industry, no matter which direction you are coming from.

Over the last several years, APMP has experienced significant growth. How will the organization build on that growth in a productive way?

The best way to grow the association is to invite more people into APMP and find a home for them. Too often I have seen associations grow without giving their memberships a chance to participate with other people who hold similar professions. Our four APMP task forces do that, but we need more. I would like to see a day when someone who writes proposals for the construction industry can serve on a special interest group with like-minded professionals to share best practices. That day is coming. We need to continue to build these special interest groups/tasks forces so more of our members have a place to go and share their ideas and lessons learned with each other.

A lot of proposal professionals are finding it difficult to get their companies' support for professional development. What can they do to help educate their employers on the value of APMP, including accreditation?

We understand that APMP accreditation is a process of recognizing and assessing personal capabilities against global standards of skills, performance, quality and integrity. An APMP member that commits to accreditation is agreeing to a process of ongoing review to strengthen and improve their effectiveness. That's going to make them a better employee, capable of producing winning work.

When an employer invests in accreditation for its employees, it is demonstrating its commitment to best practice and the employee's future. At the same time, they are developing a highly trained and skilled staff person that is highly likely to

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A Conversation with Rick Harris

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make a difference in the company's bottom line. A better trained staff person is much more likely to help that company win.

APMP accreditation is the very best and most cost effective human resource and job development investment an employer will make in an employee.

What can members look forward to at the 2012 conference in Dallas?

First off, a new name! Bid & Proposal Con is the new name of APMP's International Annual Meeting & Expo. We've also expanded our Annual conference committee to more than 25 bid and proposal professionals who are working on more than a dozen subcommittees to help grow the event. Other changes to Bid & Proposal Con this year include:

- Creating a special one day rate for professionals who can't afford to be at the event all three days.
- Producing a separate awards banquet to honor individuals and chapters that distinguish themselves in the industry
- A stronger local focus! We've formed the Texas sub-committee made up exclusively of APMP Texas members from our three chapters to ensure that this conference is as big as the state we are in.
- Higher quality interaction between the exhibitors and the attendees and it will be about education and fun.
- Attendees are also going to be amazed at the educational benefit they get after the conference. Will share more of that with you after you've registered, but all attendees are going to be pleasantly surprised.
- Finally, you'll see more of a commitment of attracting the commercial side of our industry at Bid & Proposal Con.

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APMP Fall Symposiums

- [5th Annual Nor'easters Fall Symposium](#) by the Nor'easters APMP Chapter; 5 OCT 2011; Lowell, MA; Theme: Standing Out in a Sea of Competition
- [APMP-NCA Mid-Atlantic Proposal Conference & Expo 2011](#) by the NCA APMP Chapter; 11 OCT 2011; Springfield, VA; Theme: Today's Vision, Tomorrow's Reality
- [9th UKAPMP Annual Conference](#) by the UKAPMP Chapter; 19-20 OCT 2011, UK (Oxford Belfry Hotel); Theme: Perfecting the Pitch
- [Training Day 2011](#) by the Southern California Chapter of the APMP; 21 OCT 2011; Location: Disney's Grand Californian Hotel® & Spa; Theme: The Proposal Process, Start to Finish
- [5th Annual Southern Proposal Accents Conference \(SPAC\)](#) by the Georgia Chattahoochee, Carolinas, and Florida Sunshine APMP Chapters; 27 OCT 2011; Atlanta, GA; Theme: Great Proposal Cook-off: Recipes for Winning!



Past Executive Director David Winton and current Executive Director Rick Harris at the 2011 APMP International Conference in Denver.

Welcome New Members!

Anup Sreedharan

Derek Collins

Accreditation Aspirations

By Jeannette K. Waldie, PPM.APMP

APMP's Accreditation applies as long as you are a member in good standing with APMP and earn a specific number of continuing education units (CEU). The requirements are:

Accreditation Level	Number of CEUs Required Every 2 Years
Foundation	20
Practitioner	40
Professional	40

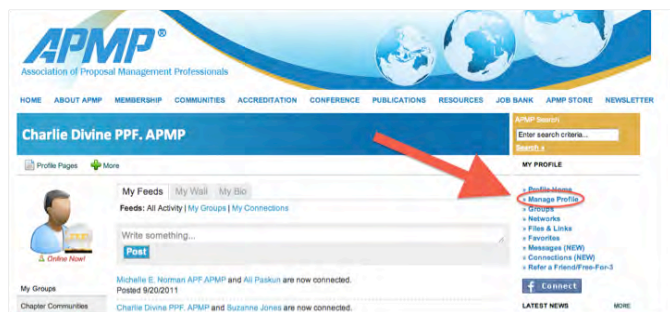
The two-year period begins on the date you pass a given level (accreditation date), and ends on the second anniversary of the accreditation date. The two-year cycle begins again on each two-year anniversary.

APMP makes it easy to keep record of your earned CEUs, through your profile on www.APMP.org. Here's how:

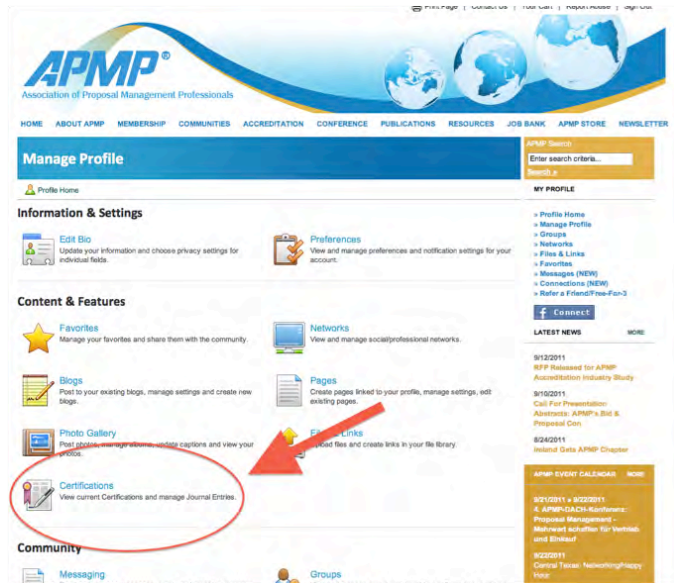
1. First log in with your username and password on the APMP Home Page.



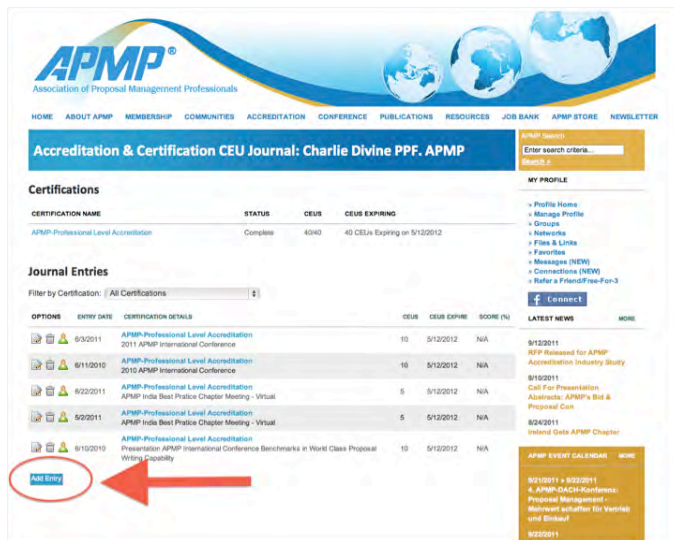
2. Under "My Profile" in right hand margin find "Manage Profile" and click on it.



3. You will find an icon and the word "Certifications"



4. Click on "Add Entry." Enter your CEUs under Journal Entries.



I was amazed at how easy it was to create my CEU journal. I was equally amazed at how quickly the credits added up. Remember you can earn 5 CEUs from attending one Houston Chapter meeting. You can also earn 15 CEUs by serving on the Houston Chapter Board.

Got a question about APMP's accreditation or would like a mentor to help you obtain accreditation, contact Jeannette Waldie, PPM.APMP at jeannette.waldie@att.net.



[Bid & Proposal Con](#)

Sheraton Dallas Hotel, Dallas, Texas
May 22 - 25, 2012

APMP's Annual International Conference has a new name and logo: **Bid & Proposal Con**. We made this change to create a lasting brand for our conference and trade show that will appeal to proposal, business development and capture professionals who may not know about APMP and its mission.

Our Conference Committee invites you to be a part of **Bid & Proposal Con**, May 22-25, 2012 at the Sheraton Dallas Hotel in Dallas, Texas. We are expecting nearly 700 proposal professionals to attend.

CALL FOR PRESENTATION ABSTRACTS

Proposal Deadline: Monday, 14 November 2011

The Conference Planning Committee invites you to submit a proposal for a breakout session at **Bid & Proposal Con**.

We've got a new name, new educational tracks and are looking for new content to inspire, motivate and engage proposals professionals throughout the world. **Bid & Proposal Con** will provide nearly 700 attendees with actionable information, new strategies, best practices and bullet-proof internal and external marketing concepts to help them capture, write, produce, and manage winning proposals.

Potential Tracks:

Our committee wants to see proposals related to potential tracks that include:

- Federal Proposal Management Best Practices
- Commercial Proposal Management Best Practices
- Business Development and Capture
- Graphics and Production
- Team Building and Collaboration
- Software, Apps and Other Proposal Tools

Selection Criteria:

Our presentation selection committee for **Bid & Proposal Con** will choose presentations on the following criteria:

- **Beyond 101**—go beyond the easy-and-obvious and demonstrate how you are a thought leader.
- **New Ideas and Best Practices**—proposal pros are hungry for your new ideas and best industry practices. Tell us how your presentation provides ignites new thinking and creates conversation.

- **Your Focus**—what are you trying to accomplish with your presentation? Tell us the central educational point and how our audience will benefit.
- **Interactivity**—demonstrate how (if at all) you will engage the audience in your presentation.
- **Relevant and Actionable Takeaways**—show us how your information can be used the first day back on the job.
- **New Content**—special consideration will be given to those who have never presented before. We are looking for fresh, new content.
- **Creativity**—if there is something you are going to do that hasn't been done before, we want to know about it.
- **International Audience**—many of our attendees are from abroad. How does your presentation apply internationally?

Session Length:

Bid & Proposal Con sessions will be one hour, one-and-a-half hours and three hours in length. Please indicate the length of your proposed session.

How to Submit:

If you are an active APMP member, please sign in first on the APMP website before submitting your abstract.

[Click here to submit a presentation abstract](#). Proposals must be submitted online by close of business (wherever you are in the world) **Monday, November 14, 2011**. Speakers will be notified of the status of their proposals by Friday, December 16, 2011.

What You Get By Being A Speaker:

If your presentation is selected, we know that we are getting the best proposal, business development and capture speakers in the world. Here's what you get:

- A reputation as an industry expert in your respective specialty areas.
- Exposure to nearly 700 proposal industry professionals.
- An opportunity to win new work.
- A \$100 discount on the **Bid & Proposal Con** registration.
- Potential speaking opportunities with APMP chapters and regional conferences.
- An opportunity to have your book featured in the APMP book store at **Bid & Proposal Con**.
- A chance to be seen by a worldwide audience via a new web-conferencing tool for select session presentations.

Questions?

If you have questions about the education offered at **Bid & Proposal Con** or the submission process, please contact Rick Harris at +1-202-450-2549 or at rick.harris@apmp.org.



2011 Board of Directors

- President - Marlane J. Kayfes
- Vice President - Daniel Maddux
- Secretary - Janet Dodd
- Treasurer - Fritz Rumscheidt
- Program Chair - Jeannette Waldie, PPM.APMP
- Membership Chair - OPEN
- 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 International Organization.

Helpful Web Pages

- <http://proposalcafe.com>
- www.acronymfinder.com/
- www.bd-knowledgebase.org
- <http://new.myfonts.com/>
- WhatTheFont/
- www.dummies.com

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

Bridge the Client Belief Gap . . .

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matter experts personally. These guidelines can be creatively applied to varying individual and group dynamics as well as in fluid situations when the client is in flux or reconsidering approaches.

About the Speaker:

A popular speaker, **Janice Scanlan** has a long, successful track record of helping interview teams work with sales, marketing, and management to win business. She'll share some real world examples she's employed to help her clients create belief to win complex sales as well as implement solutions more effectively. Visit her website at www.performancefoundation.com

The Right Word

(Continued from page 3)

The main thing, which is essential to all kinds of technical writing, is to be consistent. So, you decide. But if you want my opinion, use the penultimate comma. It adds clarity.

generate an indexed, alphabetical list of the acronyms (with page numbers). The macro is proprietary, but let me challenge you to create one of your own!

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

About the previous column . . .

In my last column, I gave you a tip for identifying all the acronyms in a document. An engineer from Environmental Resources Management (ERM), North America Risk Practice, took the tip further and created a macro to

About the Author:

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.