

2012 Meetings

Houston Chapter

Wed, February 1, 11 am -1 pm RSVP by Monday, January 30, 10 am to [Jeannette Waldie](#)

2012 General Meetings
First Wednesdays, 11 am -1 pm, February 1, April 4, June 6, August 1, October 3 and December 5
Location: HESS Club
5430 Westheimer Rd
Houston, Texas 77056

2012 Board Meetings: First Wednesdays, 11:30 am -1 pm March 7, May 2, July 4, September 5, and November 7.
Location: HESS Club

Lone Star Chapter

Date, location and topic TBA
For more information to www.apmplonestar.org

Central Texas Chapter

Date, location and topic TBA
RSVP to apmpcentraltexas.com

Bid & Proposal Con

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

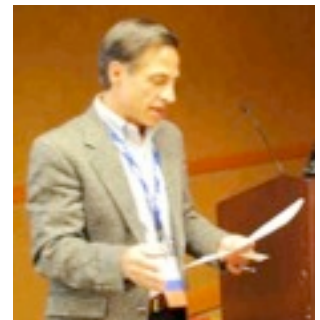
Capture - What is it and What it isn't

What is "Capture"?

For many of us in the industry it rolls off our tongue like a code word, but how many of us really know what it is and, more importantly, what it isn't? Come to the next Greater Houston APMP Chapter meeting where we will answer these questions as well as explore how "Capture" fits in the business development process, its key elements and how it relates to sales, account managers and the proposal team.

About the Speaker – Tim Budzik is an experienced business development and technology executive with a strong background in energy, defense, information technology, cyber security and aerospace industries with

over 25 years of experience in strategic business development, market capture, proposal development and program management. Tim is a longtime member of APMP and has presented at four International Conferences and at the Texas All-Star APMP conference.



A member of the Greater Houston Chapter, Tim Budzik is a regular speaker at APMP's international conferences.

Online Registration is Now Available!

Electronic payments for meeting fees is now available through the APMP Greater Houston website. To register online:

- Select "General Meeting" for February 1st
- Select "Register" button. Complete forms.
- Select "Proceed with Payment."

You may also register by contacting Jeannette Waldie at jeannette.waldie@att.net or 281-782-7620.

When registering by e-mail or phone, please provide your name, your company affiliation and APMP member or nonmember status. If paying by check, please make payable to "APMP."

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President's Corner

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

I'm staring at a blank page and find myself writing one sentence followed by another unrelated one. I'm searching for something to break this writer's block when I hop online to thesaurus.com to look for a less common word than the one I'd come up with. There I noticed a blog link to an article titled "How do you learn to speak more than 12 languages?" Such a skill is called hyperpolyglotism, and apparently it's acquired through training.

I think anyone who's in the communications business—specifically writing or editing—can claim a type of hyperpolyglotism. This must be true for persons of our ilk to be either a communications consultant or to move from industry to industry even within the somewhat narrow scope of proposal writing.



As I considered the "languages" that I have learned to "speak" during the course of my communications career, I came up with:

- Food brokerage
- Advertising
- Law
- Pension planning and actuarial
- Antiques
- Journalism (a microcosm of hyperpolyglotistic opportunity)
- Commercial real estate
- Medical including endocrinology, cardiology, transplant medicine, various cancers and their treatments, and neonatology
- Gas compressor stations and pipelines
- Oil and gas engineering risk and safety assessment

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Members: Vote on Revised Chapter Bylaws

We've done our job—the Houston Chapter Board has revised the chapter bylaws. Now it's up to you, the general membership, to ratify the document.

Review the bylaws

The bylaws on the chapter website at http://apmphouston.org/Resources/Documents/APMP%20Houston%20Bylaws%20Rev%203_01-16-12.pdf

Vote

Come to the February 1 meeting prepared to vote whether to accept the revised bylaws. If you can't attend the meeting, vote online at <http://www.surveymonkey.com/s/ZPMFM2G>. **Voting closes at 5 p.m. Wednesday, February 1, 2012.**

The chapter currently has 53 members, and a majority vote is required to ratify the bylaws. Membership status will be verified by the board for each vote cast.

Summary of Changes

Besides tidying up the language for consistency and correcting minor glitches, major changes to the bylaws include:

- Article IV, Section 1. Reduced the number of required board members from 7 to 3 with the option of appointing additional members to the board
- Article IV, Section 2. Added term limitations (two-years)
- Article V, Section 2. Special meetings of the board may now be called with 5 days notice instead of 2 days notice and a reason for the meeting is required
- Article VI, Sections 1 and 2. Changed the title of President to Chapter Chair to align with International APMP language. Changed the title of Vice President to Vice Chair.
- Article VIII, Section 7. Expanded upon to clarify conditions for dissolving the chapter.

In addition, the board position of Webmaster was removed. All board position descriptions were reviewed and revised as appropriate and the Webmaster responsibilities were distributed among the remaining board members.



Welcome New Board Members

At the December 2011 General Meeting, board elections were held. The following individuals have generously volunteered their time to support the Chapter.

Daniel Maddux, Vice-president – President of Elite Documentation, Daniel is an experienced professional and technical writer. A graduate of University of the Houston-Downtown Professional Writing Program, he writes technical, marketing, and proposal material and specializes in writing clearly and persuasively for his clients. Daniel is Vice President of the Greater Houston Chapter.

Michael R. Crook, Secretary – Mike received his MBA with graduate honors from Regis University (Denver, CO) and holds a B.S. Degree in Business Management from LeTourneau University (Longview, TX). He is vice president for business development for SAIC, a company that provides scientific, technical, and engineering expertise to federal, state, and local government entities. A veteran of the U.S. Navy Nuclear Submarine Service, Mike's career has taken a broad path since leaving the Navy after nine years of service. He worked for the Department of Energy in Idaho conducting civilian/commercial-related nuclear power test

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Accreditation Aspirations



By Jeannette K. Waldie, PPM.APMP

Many exciting things are happening with APMP's Accreditation Program!

- **Accreditation Headquarter (A:HQ):** Look for the new logo in APMP publications, business cards and other material for information on the Program. It's your hotline to information and resources to help you add those valuable initials after your name.
- **New Version of APMP Proposal Guide:** Are you preparing to take the Foundation level exam? There is now a new tool to help you. The APMP branded Proposal Guide is available online. This is an APMP version of the 3rd Edition of the Shipley Proposal Guide. This is the reference text for the Foundation exam. The link to access the online, digital edition is shown below. It is password protected. There is no charge for accessing or printing this accreditation study guide.
<http://viewer.zmags.com/publication/cd7b897d>
Password (case sensitive): apmpguide2011
The print icon (on top of viewer) allows you-to print the entire guide or specific pages/topics. To make the most of this too, review the APMP Accreditation Syllabus to identify sections of the Guide you plan study and print what you need.
- **New Training Options for Foundation Level:** APMP has seven [Approved Training Organizations](#) (ATOs), who offer training for the Foundation Accreditation. One ATO, [CSK Management](#), now offers their Accreditation Preparation Workshop over the web (using WebEx).

The course consists of four 45-60 minute webinars. It includes interaction with a real trainer to help you resolve issues in real time and comprehension and retention is increased. The webinars are recorded so you have access to the same content, if you have to miss a session. Cost: \$325.00 (does not include exam fee)

- **Other Upcoming Training Opportunities:** If you prefer a classroom setting and an opportunity to take the Foundation level exam or would like one-on-one assistance preparing your Proposal Practitioner Assessment Questionnaire (PPAQ™), or present your Proposal Professional Impact Paper (PPIP), check out announcements for APMP's Bid & Proposal Con for information on available training sessions before or during the conference.
- **Keep your Accreditation Records Current:** Due to international data protection laws, members need to post their own accreditation status and related information on their profile on the APMP Website. You can do so by updating your APMP Website profile with a few simple steps:
 1. Go to www.APMP.org, log in, go to Manage Profile, Edit Bio, and update your profile.
 2. Add your designation as a suffix to your name. (It's on the My Bio tab – Name Section, Suffix)
 3. Add your Accreditation Type (It's on the My Bio tab – Professional Information Section)
 4. Add your Accreditation Number (It's on the My Bio tab – Additional Information Section)

This is also where you can register your CEUs.

About the Author:

Jeannette K. Waldie is an accredited Proposal Professional with APMP. She is a APMP Accreditation Mentor to help candidates earn Practitioner and Professional Level accreditation and the Greater Houston Chapter Accreditation Liaison. For information on the accreditation process and mentoring, contact her at jeannette.waldie@att.net.



May 22-25, 2012
 Sheraton Dallas Hotel
 400 North Olive Street,
 Dallas Texas 75201

The [Sheraton Dallas Hotel](#), a superb downtown Dallas hotel located in the heart of the city's arts and financial district, is connected to Plaza of the Americas, an extensive shopping complex complete with an indoor ice-skating rink. From our hotel, a short walk will take you to the Dallas Museum of Art, the Myerson Symphony Center and many of Dallas's most popular attractions. See you at the Sheraton!

To Register your Room

General Membership Block:

<http://www.starwoodmeeting.com/Book/APMP12>

US Government Block:

<http://www.starwoodmeeting.com/Book/APMPGOV>

The cutoff date for accepting reservations for the APMP guest room block is **5:00 PM (CDT) Saturday, April 21, 2012**.

Reservation requests received after 5:00 p.m. (CDT) on the cutoff date will be accepted at the prevailing rate, based on room type availability.

Conference Registration

Registration Fees for the conference have been announced. They will be:

Phase 1 – Register by April 30, 2012

- Single registration -- \$775.00
- Multiple registrations -- \$745.00 (for two or more)
- One day registration -- \$580.00

Phase 2 – Register through May 11, 2012

- Single registration -- \$995.00
- Multiple registrations -- \$935.00 (for two or more)

Stay tuned for further announcements!

The conference is a great way to meet other proposal professionals from around the world, learn new techniques, and take away fresh ideas. Plan to attend today!

2012 Spring Membership Competition

Thanks to the generous sponsorship of Xait, Inc., the Greater Houston Chapter will be announcing our new 2012 Spring Membership Competition at the February meeting. The prize is a \$1000 gift card of the winner's choice. The winner will be drawn among chapter members that have recruited new members. Here's how to qualify:

- For each new member you recruit from your company, you will receive one entry.
- For each member you recruit from a different company than your own, you'll receive two entries.

To participate, send the name and company of the new member you have recruited to our Membership Chair, Gunnar Nordahl at gunnar.nordahl@xaitusa.com, who will verify your pledges against the membership roster at the APMP website to include your drawing entries.

The winner will be announced at the April meeting. Do not delay in helping our Chapter to grow - and your own chances for a \$1000 shopping spree!

Thanks to everyone who participated in our 2011 Membership and Attendance Drive. The Winner of the \$100 Gift Certificate will be announced at the meeting on February 1st.



Daniel Maddux, Lisa Tinsley, Tim Budzik and Mark Wigginton served as our Panel of Proposal Elves at the Chapter's December General Meeting. The panel answered a range of questions from members. The session was a great example of the level of proposal expertise right here in Texas!



The Write Word

By Rhonda Cavender
Shea Writing and Training Solutions, Inc.

How many times should I space after a period?

You should space one time after a period, colon, semicolon, exclamation point, or question mark.

But I was taught to space twice after a period!

I know. So was I. Of course I started out typing on a manual typewriter, and that's what we were taught back then.

Even after I moved into the computer era, I continued to type two spaces at the end of a sentence. Why? Because that's what I had always done, and no one told me anything different.

Then when I taught high school kids who had cut their teeth on computers and knew nothing about manual (or even electric) typewriters, I taught them to space two times after end punctuation. Why? Because that's what I had always done, and no one told me anything different!

Why has the spacing changed?

Actually, when typographers began adopting best practices for typesetting, they began to consistently use a single space after end punctuation. Typesetters in Europe and America were agreed on this practice by the early part of the 20th century.

When the typewriter became popular, one space just didn't seem to do. The early typewriters used monospaced type—every

character took up an equal amount of space. It was difficult to easily spot where one sentence began and the other ended, so the two-space rule was born.

However, those monospaced fonts went out in the 70s, and they were replaced by proportional fonts. Remember the IBM Selectric typewriter? My Smith Corona typewriter from the 70s has the 'new' proportional fonts, too.

Why should I change now?

You should change from two spaces to one because it looks better, and it enhances readability. Okay, so that's my opinion—but I'm not alone. Other than that, it's industry standard. So just do it!

It's too late for me to change now!

Nope. It isn't too late. I was over 40 when I changed, so you can do it too.

Here's how you can 'fix' the spacing if you feel that you can't change or you want to verify that your typing is consistent:

1. Choose the Find and Replace feature in Word (Ctrl + H).
 2. In 'Find what': type a period and two spaces.
 3. In 'Replace with': type a period and one space.
- Choose 'Replace all.' Voila!

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 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.

New Board Members

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programs; he managed engineers, scientists, and technicians that consulted with commercial nuclear utilities around the world; he led marketing and sales teams in the aerospace industry, and now manages a team of company executives involved in business development at SAIC. He serves on the Dean of the College of Fine Arts & Mass Communications Advisory Board at Sam Houston State University and as a member of the Montgomery County's Bentwater Community United Way Leadership Committee.

Gunnar Nordahl PMP, Membership Chair – Director of US Operations for Xait Inc., a software company specializing in collaboration software. Previously he was President of Dovre Group Inc., providing technical and commercial consulting to oil and gas industry and Program Manager and Global IT Process Manager for Schlumberger. He is a Certified Project Management Professional (PMP). He has served as a consultant on establishment of project office structures, contracts administration, contract verification, preparation of bid packages, bid evaluation and claims negotiations. He has served as board member of several Norwegian and US companies within oil and and gas consulting, staffing, risk management and advertising.

Four Free and Easy Online Tools for Team Collaboration

By Sarah M. Worthy
Schipul - The Web Marketing Company

This past winter, I led the committee that reviewed and updated our Houston APMP chapter bylaws. When we began the process, we found ourselves asking “what should we use to manage our team’s notes and documents for this review?” I hear this type of question come up a lot with proposal managers as one of the common problems in the industry. Our particular situation made a typical challenge for proposal managers even more so as our committee members were all from different companies with different schedules and all sides of town.

Because we wanted to finish the updated bylaws to present to our members combined with the approaching holiday break, I made the decision to go with Google Docs. [Google Docs \(https://docs.google.com\)](https://docs.google.com) is a free tool for managing documents, spreadsheets, custom forms and more that has some limited collaboration capabilities for sharing with other people. It worked, but was clunky for some and it wasn’t consistent across everyone’s web browsers and computers.

So, I decided to do some research to find some free online tools for collaboration and project management that you all may want to try.

[AceProject \(http://www.aceproject.com\)](http://www.aceproject.com) is a fully loaded project management software tool. AceProject lets PMs create user workflow and tasks, track project budgets, share and collaborate project documents, create timelines, and a ton more. If you have just one project to manage, it is also completely free.

[Redliner \(http://redliner.com\)](http://redliner.com) is currently in beta and so is completely free during the testing. Redliner offers collaborative document editing features that most online word processors don’t have. Redliner’s features include simultaneous editing, automatic notifications of changes, clearly identifies edits and who made them, private comments, and even the ability to create workflows for other team members.

[Comindwork \(http://comindwork.com\)](http://comindwork.com) provides project management tools with the intent of sharing your project and collaborating outside your organization as well as internally. This allows your team to communicate and work with your clients, vendors, and any outside contractors easily and maintain a centralized storage for your project’s files. Comindwork is free for up to 200 records (about 1 project’s worth).

[Astrid \(http://astrid.com\)](http://astrid.com) began as a personal to-do list manager and has added a ton of robust features, including the ability to share your lists with others and allow them to add and edit your tasks, send emails to your to-do list and create tasks, integrate your social networks with your task list, and it is available on the iPhone, iPad, and Droid platforms. Astrid is a perfect way to manage your team’s productivity and it is completely free. This is the simplest and most useful productivity tool I’ve found since Microsoft OneNote.

There are tons of online project management tools to help you work better with others and narrowing down my list wasn’t an easy task. I selected these because they had the features I thought would best help me at work and for my committee responsibilities and would be free and simple to use. I’d love to hear your favorite collaboration tools and encourage you to share them on [APMP Greater Houston’s LinkedIn Group](#).

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 the Marketing Coordinator for SpaceUp Houston.

Are you LinkedIn?

LinkedIn has become one of the best places to connect with proposal professionals. Here is a small sample of the discussion groups available besides the APMP Greater Houston’s LinkedInGroup:

- Association of Proposal Management Professionals
- [APMP Accreditation Program](#)
- [Small Proposal Center Network](#)
- [Bid and Proposal Management Professionals](#)
- [CapturePlanning.com Business Development & Proposal Management](#)
- [Proposal Management Professionals](#)
- [Proposal Writers, Federal and State Government Projects](#)
- [MS Word Helpers](#)



2012 Board of Directors

President - Marlane J. Kayfes
Vice President - Daniel Maddux
Secretary - Michael R. Crook
Treasurer - Fritz Rumscheidt
Program Chair - Jeannette Waldie, PPM.APMP
Membership Chair - Gunnar Nordahl PMP
Communication Chair - Sarah M. Worthy

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.

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

President's Corner

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Besides the specific industries, the positions have their own languages, too: website development, print production, document and graphic design, etc. Then there are the "languages" of the programs we use to do our work: word processing, spreadsheets, project management, graphic design.

Yes, it's all English, so in that sense I am, and perhaps you are, monolingual to the extreme for this day and age. I guess we communication professionals aren't alone in this type of hyperpolyglotism. Consider the accountants, business managers, lawyers, etc., who apply their training across industries. They, too, must have the skill of learning "languages" to approach even a modicum of success.

But I think that communications professionals are different from the rest. In talking with colleagues, I've concluded that all too often our challenge comes from learning the language, making our impact, then looking toward the next conquest.

Maybe, for that reason, many of us are best suited to consultancy and the broad range of opportunities that presents.

Ah, and maybe I'm looking toward the next conquest and, in the meantime, am waxing philosophical. Or maybe I just discovered a new word to roll around on my tongue.

Wishing everyone a great 2012 and a world of great, new possibilities.

Cheers!

Helpful Web Pages

www.bd-knowledgebase.org
www.theproposalguys.com/
www.captureplanning.com/
<http://proposalcafe.com>
www.acronymfinder.com
www.dummies.com
www.thesaurus.com
www.aviary.com
<http://www.xara.com/us/>
<http://www.xaraxone.com/>
<http://www.bizgraphicsondemand.com/>
<http://new.myfonts.com/WhatTheFont/>