



APMP[®]
PACIFIC NORTHWEST
CHAPTER

apmp-pacificnw.org

APMP Pacific Northwest Chapter News

August 2018

Mission Statement

Provide our chapter members opportunities for professional development, networking, and intellectual growth to enhance their skill sets and provide a foundation for professional success in their careers.



Hot Tip of the Month

Strong Win Themes - Strong Proposals!

Struggling with developing strong win themes? Make sure you: (1) brainstorm every known customer hot button based on the capture effort and put them in priority order of the customer; (2) restate the hot buttons in a positive light and flesh out “benefits”, generate quantified “features”, and add “proofs”; (3) repeatedly ask the question “so what?” and either weed out weak win themes or make them sub-bullets of stronger ones; (4) map your win themes to the proposal outline and/or work packages.

Upcoming Events

Lunch & Learn Webinars

- September 11, 2018
- November 13, 2018

Coffee Talks

- August 14, 2018
- October 9, 2018



Ask Orca



Dear Orca:

Lately it seems like my proposal writing has become stagnant and in serious need of some get up and go. And I'm constantly worried I'm going to mess up whatever I'm working on. I used to be confident and generate original content and now every assignment is an exercise in frustration and seeing what everyone else has drafted. Can you please help?

Signed,

Dear Seriously Stressed:

Thank you for writing in and asking this question. Many of us in the proposal management field have come across times when we question our abilities and feel less than enthusiastic about our work. So I can definitely sympathize with your feelings on this issue.

It sounds like to spice up your proposal writing and give it some “get up and go,” you may need to find out what caused it to go stale in the first place. Try to start by identifying why your mindset regarding your personal proposal writing skills has changed. If you “used to be confident and generate original content” without stress, can you pinpoint what about your situation is now different and bringing about these feelings of worry and doubt? If it is feedback from coworkers and/or supervisory staff that has brought on these concerns, then you may want to have a conversation with the source to identify a solution.

In addition, when we find our confidence lagging in a particular skill area, that confidence can often be regained by doing a combination of these things:

- Identify the skill you want to improve;
- Ask for additional resources such as training in the skill;
- Work with a trusted mentor who possesses the skill level you desire;
- Communicate your feelings about prior feedback to your coworkers; and
- Ask for updated feedback, once you receive the supports you requested.

As you understand the source of your concerns, I’m confident your pizzazz and desire to do the work will return!

As always, we hope you all found this information helpful. If anyone has a question you would like to ask, please send it to apmp.pnw@gmail.com with the subject line: “Ask Orca.” We look forward to hearing from you!



Pacific Northwest Certification Scholarship

And the winner is...

The PNW Board of Directors is very excited and pleased to announce the winner of the first Pacific Northwest Certification Scholarship is Chalene Macon!

Chalene submitted a very competitive application that clearly communicated her goals as she prepares for her Foundation Level Certification test. As this scholarship was established to support a member of the Pacific-Northwest APMP Chapter to complete a level of APMP certification, Chalene presented herself as a prime example of a worthy recipient. The chapter will pay the fee for her to complete the test to gain her certification.





APMP Rolling Out Certification Opportunity *Charlie Devine Scholarship*

At San Diego's Bid and Proposal Con in May 2018, the national APMP leadership announced a new certification scholarship honoring Charlie Divine who has been inspirational to so many throughout his APMP tenure. APMP will formally announce scholarship details and selection criteria in the fall of 2018. The intent is that one member in good standing from each chapter will be eligible to receive an award. APMP will also be heavily promoting the scholarship.



So, if you are interested in gaining your next level of certification, stay tuned for more updates!



Networking and Learning

In an effort to provide our members with multiple opportunities to connect, network and learn from each other, we will continue to offer our bi-monthly **Lunch & Learn Webinars** alternating with a monthly **Coffee Talk**. While the Lunch & Learns will feature presentations by industry recognized experts, the Coffee Talks are meant to be more informal and provide an avenue for us to get to know each other better.

You don't want to miss out, so, mark the following dates on your calendar. We look forward to meeting with you soon!



As an added bonus, after each **Lunch & Learn**, we will be randomly selecting one attendee to receive a prize for their attendance. The prize this month is a Starbucks gift card.

Congratulations to our July winner - Amy Klingele!

Lunch & Learn Webinars



September 11, 2018

How to Succeed Managing Proposals and People

We are excited to have Krystn Gull, CP APMP Fellow who is a Marketing/Pursuit Strategy Manager at Burns McDonnell present our September Lunch and Learn session. As the date approaches, more details will be shared about this session.

Click here to
[Register Now!](#)

Coffee Talks

August 14, 2018

To Template or Not to Template Your Writing

There are different schools of thought around whether it is a best practice to use pre-written narrative content as a starting point in proposal development. What has been your experiences with the creation, use and storage/updating of proposal narrative templates? We would love to hear your thoughts and learn from each other some best practices that work for you.

Click here to
[Register Now!](#)



November 13, 2018

A Session with Mike Parkinson

Your November Lunch & Learn will include an hour with Mike Parkinson - more details to come as they are available. Register now to save the date on your calendar.

Click here to [Register Now!](#)

October 9, 2018

Topic to be Announced

Have a topic you'd like to see us discuss? Send your suggestion to your board at apmp.pnw@gmail.com and yours might get chosen as the next Coffee Talk subject!

Click here to [Register Now!](#)

Interested in sharing your own expertise with the chapter? We would love to hear from you.

[CONTACT US](#) today and let us know what is most important to you!



Benefits of Membership



Certification Opportunities

APMP offers the world's first, best and only industry-recognized certification program for professionals working in a bid and proposal environment. APMP certification is the global standard for developing and demonstrating proposal management competency.

Achieving APMP Certification:

- Demonstrates a personal commitment to a career and profession.
- Improves business development capabilities.
- Creates a focus on best team practices.
- Gains the respect and credibility of peers, clients and organizational leaders.
- May result in additional compensation.
- Reinforces bid/proposal management as an important role within an organization and not as an ad hoc function that anyone can perform.

Visit the [APMP Website](#) to Learn More!



PNW Chapter - Join our mailing list today!

Just send us your email address by text message:

Text
JOINPNWAPMP
to **22828** to get started.



Message and data rates may apply.