



**APMP**<sup>®</sup>  
PACIFIC NORTHWEST  
CHAPTER

[apmp-pacificnw.org](http://apmp-pacificnw.org)

# APMP Pacific Northwest Chapter News

## January 2019

### Vision Statement

*Be our members' preeminent professional development resource by providing meaningful industry engagement, increasing national recognition, and promoting the highest caliber of business development.*



### Hot Tip of the Month

#### Experience and Past Performance

When drafting their proposal, offerors sometimes confuse experience with past performance. If you are working on a Government Request for Proposal (RFP), past performance is merely an evaluation factor – did you meet obligations? Was the work compliant? For experience, ask yourself the following: Have you ever performed work of similar size and scope? How current was it?

The agency is looking for experience because they want to assess risk. If you can demonstrate similar experience and better yet that you performed well, the lower the risk. Develop a good working past performance AND relevant experience library with points of contact that you can rely on to provide a good reference so you can be confident in your proposal response.



### Upcoming Events

#### Lunch & Learn Webinars

- January 8, 2019
- March 12, 2019

#### Coffee Talks

- February 12, 2019
- April 9, 2019



### Save The Date!

**Face to Face Event in Seattle, January 25, 2019**

Save January 25th on your calendar to meet up with your local APMP Pacific Northwest Board and other chapter members in Seattle. We will be meeting at Noble Barton, 9635 16th Ave SW, Seattle. An email will be going out with an official invite for you to RSVP. Looking forward to seeing you there!





## Gentle Giant Scholarship Apply Today!

The 3rd Annual Lee Hendrickson "Gentle Giant" Scholarship application period ends this month, so don't delay and apply today for this wonderful opportunity. Give yourself the chance to advance your skills through the hands-on education and networking opportunities presented at next year's APMP Bid & Proposal Con with an application. The selected winner will get his or her three-day registration fee to the 2019 conference paid for by this scholarship.

In order to be eligible for award, you must be a member of the PNW chapter and submit an application for consideration. The application includes a 500 word essay outlining:

1. How you exhibit in your daily proposal profession efforts, the characteristics that personify Lee's traits of passion for business excellence;
2. How attending the APMP Bid & Proposal Con will benefit you both personally and professionally.

**Deadline for submittals will be 5:00 P.M. Wednesday, January 31, 2019, by email to [apmp.pnw@gmail.com](mailto:apmp.pnw@gmail.com).** Submissions will be reviewed by the PNW Chapter board members and the winner will be announced in February 2019. So, "Be like Lee" and plan to submit an application for 2019! (Note: If you have already registered for the conference, don't let that stop you from applying - an awardee or their company may be reimbursed the B&P Con registration fee.)

The PNW APMP Board



## APMP Foundation Level, Are You Ready? A Personal Reflection

- Amber McGlothlin, CF APMP

My journey into the Federal proposal world began back in July 2014 in Tacoma, WA. While I had many years' experience in the commercial general construction realm and answering RFPs, the Federal sector was completely new to me. It took about 6 months for me to tip toe in the RFP waters and even then I treaded lightly – completing Sources Sought responses and small scale RFPs – clinging to my preserver for dear life.

A few months later, my coworkers were clamoring with excitement with the news that the 2015 APMP Bid and Proposal Con was coming to Seattle! That meant they would be able to take the long awaited Foundation Level 1-day course and test without the big expense of traveling too far. They immediately began strategizing on dedicated study times on the weekends and quizzing each other during lunch. As luck (or misfortune?) would have it, one of the three who were scheduled to attend was unable to go and the opportunity was presented to me. I had very little time to study the APMP BOK; I was stressed out and tried everything I could to get out of going. "I don't have the experience that my coworkers do."; "If we all attend, no one will be in the department."; "I don't want to fail and disappoint my company."; "I need to find a sitter for my dogs."; "I don't want to fail at this!" I came up with any excuse I could to no avail.

The fateful day arrived and I was a ball of nerves! The proctor was wonderful and enlightening, class was very informative and quite useful. But I still felt overwhelmed. I wasn't prepared enough and my

confidence was nonexistent. How could I justify being with my two seasoned coworkers taking advantage of the opportunity, let alone being in a room full of other experienced proposal professionals in the industry!? My anxiety was through the roof. Then came the test....it was all I could do to finish within the allotted time. Waiting for the test results was excruciating to say the least! The minutes dragged on at a snail's pace. Finally it was time for the one-on-one pass/fail answer. I had no doubt my coworkers had passed and I didn't want to walk out and tell them I failed. I was already prepared for that walk of shame. Lo and behold, I passed! I was successfully able to join the elite community of APMP as a certified member.

Fast forward through the years – I continue to grow and learn every day. The experience I gain is invaluable. I greatly enjoy the continued education I receive from being an APMP member. I find the webinars and the Community as a whole beneficial to my personal and professional growth. I am so grateful for the opportunity that was provided to me back in 2015! I hope to attend my first Bid and Proposal Con in 2019 and I am taking the leap to attain my Practitioner certification!

Long story short, if you ever question whether you have what it takes to become APMP certified, DON'T! Do not go down the road of self-doubt and excuses. Use the knowledge you've gained throughout the years; study, ask for mentorship from seniors within your company, the APMP community, and never stop learning and growing. "The expert in anything was once a beginner."



## 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 next month is a Starbucks gift card. So plan to attend and enter to win a prize!

### Lunch & Learn Webinars



January 8, 2019

#### Agile Proposal Development Methods

Using Agile methods can mean faster, more focused, and higher-quality deliveries, especially in fast-changing environments. Learn from Neal Levene how to use Agile proposal development and get a demonstration of a free tool.

[Click here to Register Now!](#)

March 12, 2019

Turning Your Capture Strategy Into Results



### Coffee Talks

February 12, 2019

#### Proposal Pitfalls

Join us to discuss proposal pitfalls. We look forward to hearing about your experiences, lessons learned, and other ideas.

[Click here to Register Now!](#)

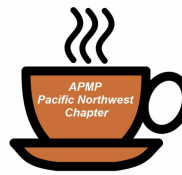
April 9, 2019

Opportunity Monitoring and Search Vehicles



Roger Campbell is the Senior Director of Capture and Proposals for Blue Origin. He's an experienced Capture Manager who understands that it isn't enough to have a beautiful strategy. A focus on execution is necessary to convert that strategy into a win.

[Click here to Register Now!](#)



As we all know, we have to be smart in targeting business but these days we have to be just as smart in the search vehicles we use and how we use them. Please join us and your colleagues in discussing this critical aspect of the proposal industry. We look forward to hearing from you!

[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.