



APMP[®]
PACIFIC NORTHWEST
CHAPTER

apmp-pacificnw.org

APMP Pacific Northwest Chapter News

October 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

Page Limits Are Real Not Suggestions!

Some Proposal Managers and their teams approach page limits more as suggestions. Early drafts from these teams can far exceed the available space, leading to "cutting to fit." This approach is both wasteful and dangerous. Wasteful because unneeded text and graphics end up on the cutting room floor. Dangerous because last minute cutting may lead to removing something needed for compliance. Proposal Managers that hold page margins and emphasize staying under limits, can avoid these pitfalls. If there is an early focus on page count, the team sees these as real limits, not suggestions.

Upcoming Events

Lunch & Learn Webinars

- November 13, 2018
- January 8, 2019

Coffee Talks

- October 9, 2018
- December 11, 2018



Charlie Devine Scholarship is Now Available!

On October 3, 2018, APMP announced the application period for the first Charlie Divine Scholarship to support a member in receiving the next level of certification is now open. You can access the scholarship form at this link: [Scholarship Form](#).

Important dates to remember:

- The deadline to receive applications is October 19, 2018
- APMP will name scholarship recipients by March 7, 2019

Note: Anyone from our chapter is eligible to apply for the scholarship, and scholarships are available for all three levels of APMP certification - Foundation, Practitioner, and Professional.

So apply today - the opportunity to pay for your next level of certification is just a click away!



Ask Orca



Dear Orca:

My company recently started using a lot more graphics in our proposals and someone mentioned “action captions.” I wasn’t familiar with this term so started digging around. I think I understand that they are the descriptions found under a picture or graphic in our narrative but I’m just not sure how they should be used or what they should look like. Can you help a gal out?

Signed,

Looking for “Action” Captions in Arizona

Dear Looking for “Action”:

This is a great question and a very important topic because while not widely understood outside the proposal world, it’s one of the most important. We all know that after our headers and introductory paragraph, the captions under our pictures are the most frequently read parts of any narrative. Because of this, you should take extra care when crafting the message in your action captions.

Following the advice of the [Association of Proposal Management Professionals](#) (APMP®), here are a few things you should remember when writing your action captions:

- Draft each action caption with three parts
 - the figure number
 - the informative “action” title
 - the caption
 - For example: “**Figure 3-2. Informative Action Title** Descriptive caption text.”
- Use informative titles rather than “horse titles” that are ambiguous or obvious
- Use full sentence(s) in your action caption title and description
- Place action captions below the graphic whenever possible, but always on same page
- Reference all graphics by figure number in preceding text (“figure” only capitalized at beginning of sentence in body of text)
- Use a different typeface or style for the figure title and caption from the body text of the proposal or report

Below is an example of an action caption for you to use as a reference next time you are writing your own. We hope you found this information helpful. If you or others have additional questions you would like to ask, please send them to apmp.pnw@gmail.com with the subject line: “Ask Orca.” We look forward to hearing from you!

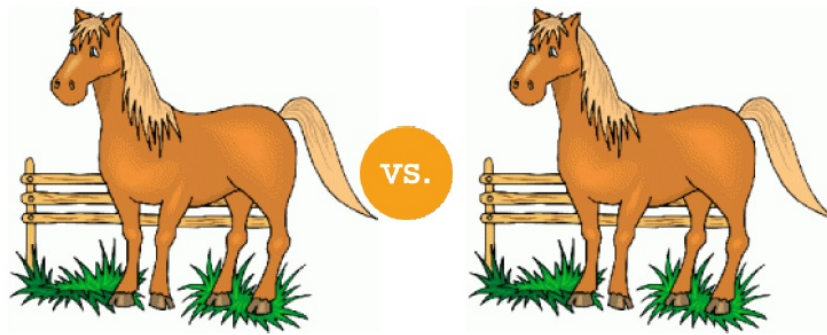


Figure 1-1. Horse. This is what we refer to as a "horse" title, because it states the obvious. It is one of the most common mistakes and should be avoided.

Figure 1-1. Horses Are Happiest in Grass. Having a field full of good quality, green grass is the best way to keep your horse healthy and happy.



Pacific Northwest - Open Board Position

WE NEED YOU!
TO MAKE IT HAPPEN

Do you want to become more involved in APMP and help shape the future of APMP's Pacific Northwest Chapter? If so, please consider joining our Board of Directors!

Currently, there is one open position on the PNW's Board of Directors:

- **Marketing Manager**

Being a member of the board allows us to serve the PNW proposal management and business development community because we are made up of members of this very community.

By becoming a member of the Board of Directors, you will help provide members with the great programs and benefits that the Chapter has to offer. Please visit apmp-pacificnw.org for responsibilities and minimum commitments for each of our board positions.

We are very excited about the opportunities ahead for our Chapter. Please contact us at apmp.pnw@gmail.com, if you are interested in learning more about this position.



Busy Bid Season is Over - Now What?

You've just finished a hectic bid season. You've stressed over compliance issues; you've lost sleep meeting deadlines; you've somehow managed to keep multiple teams on track with deadlines; and basically fretted over every single proposal deliverable. The dust has settled, so now what? What you do after the bid season can be just as important as what you do beforehand. Here are five key things you and your team can do to make the post bid

season more productive and meaningful:

1. **Have an internal debrief with your team.** No matter what size it is, find some time to get together and review the basics. What went well? What didn't? Offer a safe environment to discuss your successes, things that weren't so successful, and ideas for future bid seasons. This doesn't need to be a full blown retreat – even an hour or two meeting can provide an opportunity for dialogue and open up the door for feedback.
2. **Update your library.** For every new bid or proposal, we often find ourselves creating new text and other new content for documents such as resumes, past performances, and items like charts or other statistical data. When things come to a standstill, remember to upload this new content to your shared drive or wherever you store proposal libraries for future use. It is also helpful to put a date on the content so you know what the most recent version of a document is.
3. **Do Metrics follow-up.** Update your reports with data from the existing bid season. If you are set up as most companies are, upper management will be waiting to see these results. Where do your numbers fall? Where are you this season as compared to last season? If you are not currently using any metrics for tracking, consider utilizing some. Work with your team and discuss with upper management which reports would be the most beneficial in meeting company goals and mission.
4. **Say "Thank You."** Remember to say thank you to your team who has worked so hard for you – not only throughout the whole year but especially during the crazy bid season. Depending on the size of your team and the location, the type of thank you can vary – e.g. a lunch out, a gift card, a day or two off... use your imagination, you know your team best. And don't forget to thank your subcontractors as well, if they have played a major role. Not that every contract or proposal deserves a gift basket, but you get my meaning. Most importantly, though, the best thing to go along with your thank you is the actual message from you. Let people know that their time and effort is appreciated.
5. **Take a break.** Many of us have periods of time when we are working on proposals non-stop for two to three and even four months. When you are in overdrive for that long, working long days, nights (and even pulling "all-nighters"), you need to let yourself rest. Let yourself take the time to recharge. It may seem impossible to take a day off right away, but even the simple act of heading out from work earlier than normal can help your brain get some rest.



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

November 13, 2018

Coffee Talks

October 9, 2018



A Session with Mike Parkinson "Make Winning Proposal Graphics in PowerPoint."

Your November Lunch & Learn will include an hour with Mike Parkinson with a focus on making winning proposal graphics in PowerPoint.

Register now to save the date on your calendar.

Click here to
[Register Now!](#)

What Color Hat Do You Wear in Proposal Reviews?

Proposal offices across the country often refer to color team reviews as a best practice for proposal professionals. Come to this session prepared to share how your company uses the color team review concept (or if you don't use it, what alternative review processes are in place).

Click here to
[Register Now!](#)



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!](#)

December 11, 2018

Wrangling Your SME's

Having Subject Matter Experts (SME's) provide content on your proposals is an important way to provide winning content. Join us today to talk with your colleagues about how you can make the most of your SME's time and expertise on your next big proposal effort. Looking forward to talking soon!

Click her 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.