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PACIFIC NORTHWEST
CHAPTER

apmp-pacificnw.org

APMP Pacific Northwest Chapter News

February 2019

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

Information Gathering

In information research and management, best practices encourage using a variety of sources. Internet and websites are a great starting point, but don't forget about some of these other sources such as:

- Freedom of Information Act (FOIA)
- Past performance records
- Duns & Bradstreet Records
- Paid subscription services
- Published information
- Annual reports
- Conferences
- Industry Day debriefings
- CRM Systems
- Former customer staff
- Proposal de-briefings
- Internal capability documents
- Third party research services
- Customer and competitor websites

Once you have all of your data, document your intelligence and research into a knowledge base. If you don't have an existing CRM or SharePoint, for example, even a simple working Excel document will do to get you started. Also remember to share your information with your team and invite them to contribute to it.

Upcoming Events

Lunch & Learn Webinars

- March 12, 2019
- May 14, 2019

Coffee Talks

- February 12, 2019
- April 9, 2019



Save The Date!



Get ready to meet up in March with your local APMP Pacific Northwest Board and other chapter members in Portland at Hale Pele (date TBD). An email will be going out with an official invite for you to RSVP. Looking forward to seeing you there!



Gentle Giant Scholarship Awardee - WINNER!

We are so pleased to announce the winner of the APMP Pacific Northwest annual Lee Hendrickson - Gentle Giant Scholarship for 2019 as:

Amber McGlothlin!

Amber has a background in the construction industry and worked her way through the ranks from an Administrative Assistant for home builders to an office manager and marketing manager for a national General Contractor. She has been involved in the proposal industry since 2000 and has been in her current Business Development position with a Life Safety and Security company serving the Federal Government since July of 2014. Amber is known for her “eagle eye” when copy editing text, dedication and determination to any task given her, and a never-give-up attitude. Congratulations, Amber!



--PNW APMP Board



Win or Lose, Don't Forget the Debrief

When you finally get notice of a win or lose on the proposal that you have worked so hard on, don't forget to ask for a debrief. A debriefing (under the Federal Acquisition Regulations 'FAR' 15), is an offeror to better understand the basis of an agency's selection process. If it is a significant enough procurement (whether commercial or government), it is always good practice to ask for a debrief. Remember, for government procurements, debriefing requests must be received by the agency within three (3) calendar days after receipt of notification. (FAR 15.505, 15.506).

If you were not the selected contractor, you can find out how the customer evaluated your proposal, identify weaknesses, and improve moving forward. If you were the awardee, you can also gain invaluable insight on your strengths and continue to build on those and use them to your advantage. Six key items to note regarding debriefings, especially if you are working on a Government procurement:

1. Always request a debrief in writing.
2. Not all procurements require debriefings. For example, a debriefing is required for task orders over \$5.5M in accordance with (IAW) FAR 16.505(b)(6), and also FAR 15.505, 15.506. The Government is not required to conduct a debriefing if the offeror does not timely request it IAW FAR 15.506(a)(1), but they may still grant one anyway [FAR 15.506(a)(4)(I)]. For another example, the Government is also not required to provide a debriefing under FAR part 13 Simplified Acquisition Procurements or FAR 8; but, if the award is based on factors than price

alone, the awarding agency must provide a "brief explanation of the basis for the award decision." [FAR 13.106-3(d) and FAR 8.405-2(d)]. However, a brief explanation is still exactly that - a brief explanation. *Not* a debriefing.

3. Be prepared. Read and review the relevant FAR clauses ahead of time and know what is expected of you (the offeror) and the agency (the customer) before you engage in the debrief process. Also, review your proposal and the RFP/evaluation criteria beforehand.
4. If possible, have more than one person attend the briefing so you don't miss anything, and have someone there just to take notes.
5. Remember, do not argue no matter how valid you think your point may be. You are there to gather information and understand. You can always take action afterwards if you feel it is warranted.
6. Prepare a list of questions ahead of time. Examples of relevant questions are:
 - Please identify the evaluation process for this procurement.
 - Please identify the strengths, weaknesses, and deficiencies in our proposal.
 - Please identify any information not in our proposal that was used in the evaluation.
 - Is there anything we can do to improve in our next proposal?



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



March 12, 2019

Turning Your Capture Strategy Into Results

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!](#)



May 14, 2019

Competitive Intelligence

Bethany Burton is a Proposal Manager and Competitive Intelligence Analyst with 10 years' experience in



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!](#)

As always, these will be informal chat sessions and all participants are welcome!



April 9, 2019

Opportunity Monitoring and Search Vehicles

As we all know, we have to be smart in targeting business

commercial and Government Procurements up to \$250M in value. Five years ago she began to identify the need for (and has been developing since), methods for Competitive Intelligence that encompass gathering, analyzing, and distributing a wide range of actionable information to capture, proposal, pricing, and management teams.

[Click here to Register Now!](#)

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!](#)

As always, these will be informal chat sessions and all participants are welcome!

Missed a Lunch & Learn? Go to APMP PNW's [website](#) to access the recording.

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
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to **22828** to get started.



Message and data rates may apply.