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PACIFIC NORTHWEST
CHAPTER

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APMP Pacific Northwest Chapter News

May 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

No Fluff and Tell Them Why

When responding to RFPs, keep in mind that evaluators are looking for direct responses to their requirements, so don't overload your proposals with "fluff" verbiage or unnecessary information about how great your company is. Tell them exactly how your company is going to solve their problem with your solution without "parroting" (i.e. just repeating) what the performance work statement states. Keep voice active not passive; quantify your information; and don't forget the "why" factor. Why your company is the best choice.

Upcoming Events

Lunch & Learn Webinars

- May 14, 2019
- July 9, 2019

Coffee Talks

- June 11, 2019
- August 13, 2019



40 UNDER 40 WINNER *Shirlyn Betts*

The PNW Board is proud to announce that our very own Shirlyn Betts is a Class of 2019 40 UNDER 40 awardee!

Shirlyn has been in the proposal management industry since 2015, working her way from Proposal Coordinator to Proposal Manager due to her hard work, passion and drive for excellence. She earned her APMP Foundation Certification at last year's Bid & Proposal Conference and immediately set a goal for achieving her Practitioners, for which she also received a Charlie Divine Scholarship this year.



Congratulations to PNW's Charlie Divine Scholarship Recipients!

The PNW Board of Directors is very excited and pleased to announce that two of our members were one of the 27 individuals to receive a 2018 Charlie Divine Certification Scholarship: Shirlyn Betts (Practitioner) and Amber McGlothlin (Practitioner). They are both attending the Bid & Proposal Conference in Orlando and will receive their scholarship in person from Mr. Divine himself.



Congratulations, Shirlyn!



Congratulations, Amber!

PNW's Portland Networking Event



Six people attended the PNW APMP's networking event on April 24th at Hale Pele in Portland, Oregon. The weather was excellent as was the conversation while the group enjoyed some drinks and appetizers together.

A big thank you goes out to Lauren Deluca for organizing and hosting the event.

Be watching for future events announced in our newsletters, on our Facebook page, and on LinkedIn. If you would like to start receiving our newsletter, please email us at apmp.pnw@gmail.com or text (details at bottom of newsletter).



Bid and Proposal Con 2019

Join many of your Pacific Northwest (PNW) Board of Director members at APMP's 2019 Bid & Proposal Con in Orlando!

We have a lot of exciting things planned for the conference, including a PNW Chapter dinner on Wednesday, 5/22, 6pm at [Sofrito Latin Café](#) (8607 Palm Pkwy, Orlando).

Please let us know if you plan on attending (apmp.pnw@gmail.com), so we can



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



May 14, 2019

Competitive Intelligence

Bethany Burton is a Proposal Manager and Competitive Intelligence Analyst with 10 years' experience in commercial and Government Procurements up to \$250M in value. Six 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. Bethany is currently a board member for APMP's Sunshine Chapter.

[Click here to Register Now!](#)



July 9, 2019

The Science of Presentation Design

Bruce Farrell is a Proposal Director with Plante Moran and has been



Coffee Talks

June 11, 2019

Opportunity Monitoring and Search Vehicles

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!](#)

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



August 13, 2019

Legal/Compliance Reviews

Proposal teams can spend hundreds of hours developing

working in business communications and development for over 20 years. He has designed documents for a variety of organizations and frequently speaks to groups about print, presentation, and web design. Bruce has been a member of APMP's Greater Midwest Chapter for five years.

[Click here to Register Now!](#)

responses to solicitations, but if something is missed in the compliance check, all of that effort can be for naught. At the same time, proposals can get tied up in legal which slows down the whole response process. Is there a perfect balance? Join us to discuss. 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!



Job Postings



Do you have a proposal or business development position to fill? Let our members know. Send an email with job information to apmp.pnw@gmail.com, and we will post it to our [website](#).



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!



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Message and data rates may apply.