



APMP[®]
PACIFIC NORTHWEST
CHAPTER

apmp-pacificnw.org

APMP Pacific Northwest Chapter News

July 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

Add Some Padding

Even if you are on target with your proposal timeline, make sure to leave room at the end for the unforeseen, such as production equipment failures and re-prints, last minute edits and changes in technical or cost volumes. Adding a little padding in your schedule now will benefit you later when time is critical.

Upcoming Events

Lunch & Learn Webinars

- September 10, 2019
- November 12, 2019

Coffee Talks

- August 13, 2019
- October 8, 2019



Save the Date - Richland, WA Face to Face Event August - Date TBA

Meet up in August with your local APMP Pacific Northwest Board and other chapter members in Richland, WA (location and date TBD). To register, please email us at apmp.pnw@gmail.com, or sign up through our [website](#). And please check out APMP PNW's [LinkedIn](#) and [Facebook](#) pages. Looking forward to seeing you there!



Business Development, Proposals, and Re-competes - Making Sure You Keep the Contract Once You Have It

The sweet victory of a contract award soon loses its flavor if you lose it on a re-compete. Many who work in the business development and proposal industry do

not see the operations side once an award is made unless they are a “one-person shop” or in a small business and wear multiple hats. Aside from ensuring that the customer receives quality product/services, there are six key things business development and proposal professionals can do to help ensure a win on the next re-compete:

1. Ensure a clean “hand-off” on the first award – make sure whomever will be handling the job has all of the pertinent information from pre-award (e.g. bid/information, RFP scope of work, customer points of contact, relevant communications, etc.)
2. Note the period of performance and any option years on the contract – add them on the calendar with internal reminders. Check with the appropriate individuals in your company a year or more ahead of time regarding strategies for the contract’s re-compete.
3. Track project performance if you can. [For Federal contracts, the Government utilizes the Contractor Performance Assessment Reporting System (CPARS), so if a past performance is going to be a factor for the re-compete proposal, then CPARS ratings are critical.]
4. Keep in communication with appropriate individuals (e.g. project managers, capture team, etc.) to continually assess customer satisfaction. If the customer is not happy, why not? What are their concerns and issues, and how can they be addressed in the next proposal?
5. Do your research. If you did not do a competitive assessment (aka Black Hat review) last time, now would be a good time to do one. Are there any new competitors? If so, what are their strengths and weaknesses? It is also important to do an RFP comparison as soon as possible to identify any changes in scope of work or other requirements. You don’t want to hand in a polished proposal only to lose for compliance.
6. Don’t be a lazy incumbent. While being an incumbent has the benefit of history and past performance on a contract, do not let that be the *only* benefit. Interview individuals who have worked on the contract and those involved with strategy to find out *how* the customer has benefited and what advantages they will have by choosing the same company again. Back statements up with metrics; this is also a great place to utilize graphics and compare an incumbent’s value over competitors’.



How Are We Doing?

To ensure we are meeting the needs of our PNW Chapter, we invite you to take part in a brief survey regarding our communications and outreach efforts. Survey participants will be entered to win a \$50 Amazon gift card!

[CLICK HERE TO TAKE THE SURVEY!](#)

Survey deadline: August 15, 2019



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! Congratulations to Amy Klingele who is this month's winner.

Lunch & Learn Webinars



September 10, 2019

Basics of Proposal Editing

Samantha Enslin returns as a guest speaker to talk about proposal editing. Samantha is president of Dragonfly Editorial, and leads an award-winning team that has created content for some of the world's leading strategy and consulting firms. She is also a frequent guest writer for Grammar Girl podcast and blog.

Click here to Register Now!



November 12, 2019

"Proposal Professional as Journalist" or "Moving Forward with or without Business Development Insights"

It is with pleasure that we welcome back Dr. Robert Frey as a guest speaker. Dr. Frey is the co-owner/Principal of the longtime successful Proposal Strategies, LLC which supports both Federal and commercial customers. Dr. Frey has over 31 years of industry experience and is an APMP Fellow.

Click here to Register Now!



Coffee Talks

August 13, 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!



October 8, 2019

What To Do In Down Times

You've lost sleep meeting deadlines; you've somehow managed to keep multiple teams on track; and basically fretted over every single proposal deliverable. The dust has settled, so now what? What you in down times can be just as important as what you do beforehand. 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!



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.