



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

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

# APMP Pacific Northwest Chapter News

June 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

### Tools are not useful if no one uses them...

Do you find that you're using proposal tools simply out of habit or just because that's "always how it's been done"? If you're finding that no one on your team is benefiting from them or not using them at all (such as a compliance matrix that SMEs never look at), it's time to reassess and make adjustments.

## Upcoming Events

### Lunch & Learn Webinars

- July 9, 2019
- September 10, 2019

### Coffee Talks

- August 13, 2019
- October 8, 2019



## Successful Bid & Proposal Conference 2019

BPC 2019 took place this year in Orlando, FL and was a huge success. With over 1,000 attendees, we had a great representation from the PNW Chapter with 11 attendees plus Ollie the Orca! The conference was full of very informative and instructive sessions related to the whole business development lifecycle. The keynote speakers taught us how to be more organized and productive and eat well. Our board members Edgardo Berrios and Amber McGlothlin attended the Chapter Leader's workshop where they learned best practices such as assigning region ambassadors, which the board will start implementing in late 2019 to increase member participation.

Two of our members were big winners at BPC 2019. Amber



McGlothlin was a recipient of the Charlie Divine certification scholarship which she will use to get her Practitioners certification and she was also the winner of our Gentle Giant Scholarship. With this scholarship Amber received a fully paid registration for the conference.



Shirlyn Betts was the big winner from our chapter winning three awards plus booth giveaways. Shirlyn was also a recipient of the Charlie Divine certification scholarship which she will use to obtain her practitioner certification plus she also was an APMP 40 Under 40 winner and she also won one of the \$1,000 cash giveaways at BCP's closing ceremonies. Way to go Shirlyn!

## 2019 Charlie Divine Scholarship Recipients



Besides socializing during breaks and lunches, the PNW Chapter members gathered for a social happy hour on Tuesday at the hotel and a dinner on Wednesday at the Sofrito Latin Café. We enjoyed great drinks, sangria, and Latin food while networking and getting to know each other better.



It's never too early to save the date for B&PC 2020 (May 17-20) in Nashville, TN. The APMP Board promised it will be bigger, better, and full of surprises. We will roll out the Lee Hendrickson's Gentle Giant Scholarship again later in the year so be on the lookout for instructions. You may be the next winner of a fully paid B&PC 2020 registration fee! Thanks to all our members that attending for being a part of this event and we look forward to seeing you next year.



## ***PNW's Seattle Networking Event June 28th, 6-8pm***

Meet up in March with your local APMP Pacific Northwest Board and other chapter members in Seattle at [Stoup Brewing](#) (1108 NW 52nd St, Seattle, WA 98107-5129) on **Friday, June 28th from 6-8pm**. Stoup Brewing is a great place to kick back and relax, plus *Off the Rez*, winner of the 2019 Taco Truck Challenge, will be there, so there will be awesome food! (Drinks and appetizers are on us!)

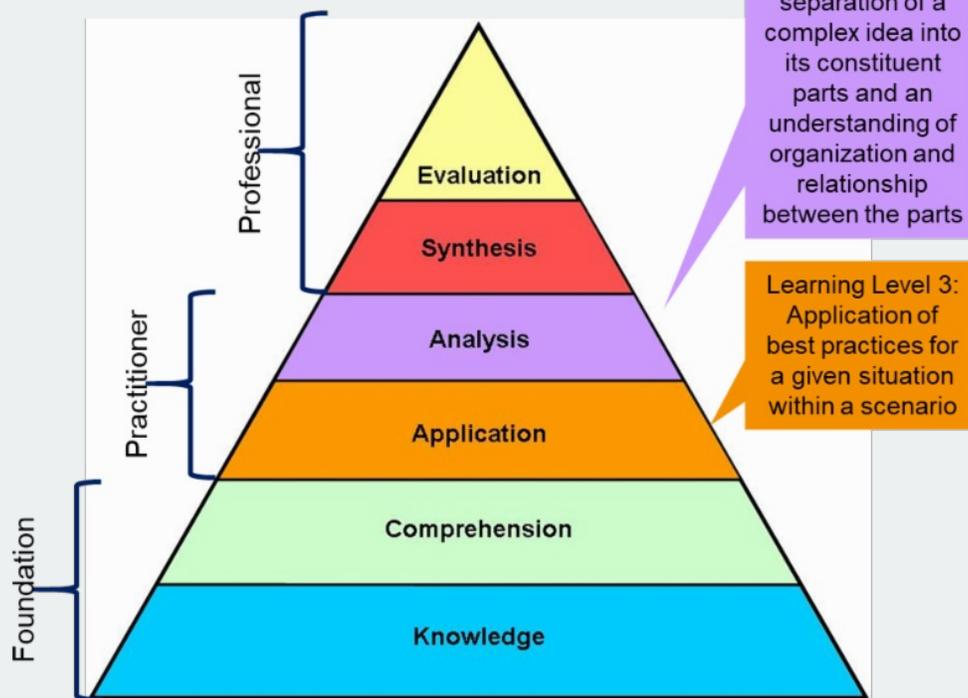
If you would like to attend, please email us at [apmp.pnw@gmail.com](mailto:apmp.pnw@gmail.com), or sign up through our [website](#). And please check out APMP PNW's [LinkedIn](#) and [Facebook](#) pages. Looking forward to seeing you there!



## ***Practitioner OTE Session from B&PC 2019 -by Shirlyn Betts and Amber McGlothlin***

As you may know, APMP is changing the Practitioner Certification from the legacy PPAQ format to the Objective Test Examination (OTE) format. This change takes effect July 22, 2019, and after that date everyone must take the OTE if they want to obtain Practitioner level.

During the Pre-Conference on Monday, May 19, 2019, Tony Birch gave a session, provided an overview of the OTE, and how best to prepare yourself. The new exam tests your knowledge and understanding at two levels; 1) application of best practices in a given situation within a scenario and 2) separating complex ideas into constituent parts and understanding of organization relationship between parts.



Here are the basics you need to know. There are a total of 80 questions and you must get 40 correct. You have 150 minutes to complete the test, which is completely online, and you are allowed a 10 minute break (can be two 5 minute breaks or one 10 minute break). You must have a webcam and be able to turn your computer over to the test Proctor. If testing in your office, you must have a designated APMP approved Invigilator. The test is closed book with the exception on the specific scenario provided during the test. You are only able to take notes on a whiteboard; no notepads or scratch paper is allowed. No one is permitted to be in the testing room or able to disturb you (except for the Proctor via webcam). There are four types of questions: Classic, Matching, Multiple Responses, and Assertion/Reason (get your thinking caps on for those!).

## Classic

- Choose one possible answer

6	CSS states it can manage an increase of more than 500% in SOLACE conference attendance numbers.	Which statement would help convince SOLACE of this value?
A	CSS has agreed to partner with WT to be able to offer a complete conference and travel management service.	
<b>B</b>	CSS has managed events for the Association of Welders, increasing from 1,500 to over 10,000 attendees in the last five years.	
C	CSS services include venue sourcing and all aspects of venue preparation and management for an event.	
D	CSS is a full-service management company, specializing in the complete management of conferences for 30 years.	

## Matching

- Link one list to a second list

Answer the following questions about the CSS business development life cycle.

Column 1 contains information about the SOLACE Event Management opportunity. For each entry in Column 1, select from Column 2 the phase in the Business Development Lifecycle when this information should FIRST be documented. Each selection from Column 2 can be used once, more than once or not at all.

Column 1	Column 2
<b>1</b> Competitive information on the likely ACS event management solution for the SOLACE opportunity.	A Market Identification B Account Planning <b>C</b> Opportunity Assessment D Opportunity/Capture Planning E Proposal Planning F Proposal Development
2 Professional organizations that hold events.	
3 Opportunity/capture strategy to 'ghost' the possibility that WT may put in an independent competitive bid.	
4 Price to Win analysis	

## Multiple Response

- Choose the correct answers from the list, 5 options 2 correct

5	As members of the CSS Proposal Team will be located around the world, which 2 approaches are MOST suitable for conducting meetings and reviews?
A	A kickoff meeting is NOT required, as the different time zones will make it difficult to get everyone together.
B	All document reviews will be carried out internally by CSS and WT using peer-to-peer reviewing.
C	Daily stand-up reviews will NOT be required.
<b>D</b>	The kickoff meeting will be conducted using the same structure as a formal in-person meeting.
<b>E</b>	Schedule the same reviews as those usually used in the CSS proposal development process.

## Assertion / Reason

- Evaluate two statements
- Determine if either, both, or neither is true
- If both true, whether the reason explains why the assertion is true

Using the Scenario, answer the following question about the application of the opportunity management process for the SOLACE Event Management Services opportunity.

Lines 1 to 5 in the table below consist of an assertion statement and a reason statement. For each line identify the appropriate option, from options A to E, that applies. Each option can be used once, more than once or not at all.

Option	Assertion	Reason
A	True	True AND the reason explains the assertion
B	True	True BUT the reason does not explain the assertion
<b>D</b>	False	True
C	False	False

Assertion	Reason
<b>1</b> The CSS Bid Manager should be tasked with comparing the company's strengths and weaknesses with that of ACS.	<b>BECAUSE</b> An Opportunity/Capture Plan should include an insight into the price each competitor is likely to bid.
2 CSS should interpret the high price reputation of ACS as an opportunity.	<b>BECAUSE</b> Competitor weaknesses should be viewed as opportunities.
3 CSS should ask WT to share its opinion of ACS service delivery capabilities.	<b>BECAUSE</b> Teammates should be involved in competitor reviews.
4 WT should decide to partner with CSS without a bid/no-bid decision.	<b>BECAUSE</b> The number of decision gates will depend upon the complexity of the opportunity.
5 The CSS Opportunity/Capture Manager should instruct the Bid Manager to develop the win strategy.	<b>BECAUSE</b> Proposal strategies inform win strategies.

The testing is based on the Body of Knowledge for the following competencies and there are six question formats:

- Question 1 – Information Research and Management, and Sales Orientation (12 points)
- Questions 2 and 3 – Planning and Development (28 points)
- Questions 4 and 5 – Development (28 points)
- Question 6 – Behavior and Attitude (12 points)

We must say, these questions really test your knowledge and make you think! Have no fear, though, we can share a few takeaways we can pass along: #1 – there is a sample exam. #2 – you can take the sample exam as many times as you want and it actually gives you correct/incorrect answers and why. #3 – Assertion/Reason questions: if you are able to determine a true answer, disregard the false answer and vice versa (big help!). #4 – always keep the scenario in mind and don't overthink or infer information into the scenario.

The draft prep manual can be found [here](#). The sample exam can be found [here](#).

The link to the Practitioner Primer is found on the APMP app and provides sample Q&A from the Pre-Conference Session.



## 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 Roni Britton who was last month's winner.

## Lunch & Learn Webinars



July 9, 2019

### The Science of Presentation Design

Bruce Farrell is a Proposal Director with Plante Moran and has been 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!](#)

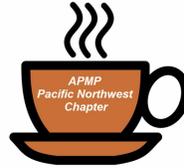


September 10, 2019

### 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!](#)



## 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](mailto: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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