



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

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

## APMP Pacific Northwest Chapter News

August 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.*

## 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: September 1, 2019**



### Hot Tip of the Month

#### Choosing Relevant Past Performance

Some RFPs require you to choose "recent and relevant" programs to show past performance. You may be tempted to copy a previous proposal, but consider the benefit of choosing the programs more deliberately.

List all recent programs in a matrix and rate them on relevancy (e.g., size, same customer) factors. Sort the matrix based on the programs that have the highest relevancy scores. Then you can cite the programs that have the highest scores. Your past performance section can start with this matrix and a description of why you chose the described programs. Your customer is not left wondering why you chose the programs that you did and omitted others.

### 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 September- Date TBA

Meet up in September 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](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!



### *The Pacific Northwest Board welcomes new members and bids a fond farewell to others.*



The Pacific Northwest Chapter bids a fond farewell to two of its board members, Chair Michael Hurst (top left) with over a year of service and Membership Chair Lauren DeLuca (bottom left) with five years of service. We are pleased to announce, though, that Sheri Waldbauer will step up as Chair and Amber McGlothlin will take over as Membership Chair. We are also happy to announce two new board members, Dawn Joao and Shirlyn Betts officially join this month, taking on the roles of Treasurer and Secretary, respectively.



#### **DAWN JOAO**

##### **How long have you been doing proposals and how did you get into the industry?**

I have been managing proposals for Cobham Aerospace Connectivity for four years. I took on the development of the proposal department after working in sales and marketing at Cobham the prior seven years. Currently I am the sole proposal manager at the site and work with department SME to produce and deliver commercial proposals.

##### **How long have you been an APMP member, and how has APMP benefitted you?**

I joined APMP just after my appointment as Bid & Proposal Manager and have attended the last four Bid and Proposal Con events. The conventions, access to the Book of Knowledge and additional development readings help her create tools and processes that have improved the proposals for her company. I achieved Foundation Certification this year and am looking to progress to Professional Certification.

##### **What has been the most unique or oddest RFP you have seen?**

My most unusual bid was a federal government bid that required three copies on CD in addition to printed copy; 95% of my proposals are PDFs emailed or posted to a portal. While not necessarily unusual in the industry, it is not the norm for the type of proposals I work on.

##### **What inspires you?**

I am inspired by other proposal managers. She has met managers from a variety of business sizes and industries and likes learning how others process proposals in their companies.

### **What do people not know about you and would never guess?**

I enjoy riding ATVs and have my own. I got into ATVs because my family rides dirt bikes. We ride together in recreation areas.

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### **SHIRLYN BETTS**

#### **How long have you been doing proposals and how did you get into the industry?**

I have been doing proposals since 2015. I was interviewing for an assistant position with the Manager of the proposal department. The interviewing team saw my potential and my experience and hired me as a Proposal Manager instead of just an assistant. A Proposal Manager was born and I have not looked back.

#### **How long have you been an APMP member, and how has APMP benefitted you?**

I have been an APMP member since 2017. I received my Foundation and Practitioner certifications through APMP. These both have help propel me as a Proposal Manager in my career. All the webinars, training, and best practice information available as a member have been crucial to my learning.

#### **What has been the most unique or oddest RFP you have seen?**

Delivered to us on a Thursday before close of business and due Monday Afternoon. With only a four-day turn, the team worked over the weekend to deliver a winning proposal. It was worth the weekend effort.

#### **What inspires you?**

My three children inspire me. Seeing the world through their eyes and their perspective has changed my views on many areas of life.

#### **What do people not know about you and would never guess?**

I am a painter. In my spare time not chasing my children around, I love to pull out a paintbrush and see the colors transform the canvas into a beautiful image.

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### **AMBER MCGLOTHLIN**

#### **How long have you been doing proposals and how did you get into the industry?**

I started writing responses to RFPs back in 1998 when I worked for a national General Contractor. The company I worked for built office buildings, hospitals, schools, and hotels throughout the US. I re-entered the industry in 2014 and now work for a company who responds to Government RFPs.

#### **How long have you been an APMP member, and how has APMP benefitted you?**

I have been a member since May of 2015. APMP has benefited me by providing continuous learning opportunities. I enjoy the webinars and the emails always provide insightful information. It is great to know there are other people who face the same pitfalls, dilemmas, and successes. Everyone is eager to answer any questions and provide help.

### What has been the most unique or oddest RFP you have seen?

The oddest RFP I've seen was one about Flying Squirrels. It was quite a few years ago, and I don't remember the exact requirements, but it had to do with monitoring flying squirrels in their environment.

### What inspires you?

I love to learn! It doesn't matter what the subject is. As long as you continue to learn, you continue to grow.

### What do people not know about you and would never guess?

I am a huge Stephen King fan! I love his stories and how he pulls you into them.



## 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 9, 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.



### 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

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!](#)

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!



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.