



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

<http://apmp-pacificnw.org>

# APMP Pacific Northwest Chapter News

July 2020

## 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

### Trimming Page Count

Over page count and adjusting margins and font size not allowed? Then you need to look elsewhere. Here are some places where you can trim the proverbial page "fat":

- Update passive text - active voice takes less words
- Look for duplicate phrasing or content and combine as appropriate
- Delete "fluff" verbiage; answer only what the RFP requires
- Double-check instructions for content that can be excluded from page count (e.g. resumes, schedules, etc.)
- If you have done all of the above and are still over page count, you can 1) discuss some sections in less detail or 2) decide which sections you can leave out and still be compliant.

After you have completed your initial cut, have a team member review to ensure you have not removed a critical proposal piece.

## Upcoming Events

### Lunch & Learn Webinars

- September 8, 2020
- November 10, 2020

### Coffee Talks

- August 11, 2020
- October 13, 2020



**Thank You to Chapter Members and all who joined us at WBVE**

The PNW BoD wanted to thank everyone who joined us at the WBVE last week. Our Chapter was honored to be one of the hosts at this very unique event. We had a blast hosting our Bingo Happy Hour and our Trivia Half Hour, and hope those who attended did as well.

If you have not had a chance to listen to all of the sessions on your agenda, you have 25 more days to do so (WBVE Schedule [page](#)).

If you enjoyed PNW's Bingo and Trivia Hours and would like to have more of them in the future, drop us a line via email at [communications@apmp-pacificnw.org](mailto:communications@apmp-pacificnw.org), on [LinkedIn](#), or [Facebook](#).



## Is your proposal team growing? Consider APMP Corporate Membership

There are multiple benefits to Corporate Membership. Cost savings, marketing, resources, and more. Visit APMP's [Corporate Membership page](#) to learn more.



## 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.

### Lunch & Learn Webinars



September 8, 2020

Topic TBA

APMP PNW Chapter is pleased to welcome Kristin Dufrene CPP APMP Fellow. Topic TBA.

Kristin is Executive Director for Strategic Capture at CACI International Inc. She has 26 years' experience in Federal sector proposal development and management, business development and capture. She is skilled in strategy development principles and techniques; and has a comprehensive understanding of the Federal acquisition and evaluation process. Kristin also served on APMP's International Board of Directors.

[Click here to Register Now!](#)



### Coffee Talks

August 11, 2020

Executive Summary Creation and Content

The Executive Summary is one of the most powerful tools a proposal writer has. Often the Executive Summary is the only part the customer will read. Join us for discussion about this critical topic.

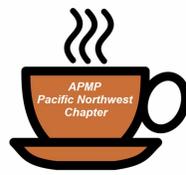
[Click here to Register Now!](#)

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



November 10, 2020

Topic TBA



October 13, 2020

Kickoff Meetings

An effective kickoff meeting gets your entire team together and moving in the same direction. The kickoff meeting is an opportunity to start your proposal off right and address any issues or risks. It also is a great motivational tool. Join us for discussion about this critical topic.

**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 [communications@apmp-pacificnw.org](mailto:communications@apmp-pacificnw.org), 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.