



APMP[®]
PACIFIC NORTHWEST
CHAPTER

apmp-pacificnw.org

APMP Pacific Northwest Chapter News

March 2021

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

Converting Word Docs to PDF - Caution with Font Size

Most electronic proposal submittals are in PDF format. You may already be aware of certain conversion quirks Adobe PDF has when converting Word documents. One of those is that PDF converts Word font size 11 to 10.98. Now that may not seem like much of a difference. However, if you are working with very strict RFP requirements, that can mean the difference between compliance and non-compliance. There have been proposals rejected all due to that 0.02 difference. Don't let that be you.

- Contribution by Meg Whitehouse, PNW Communications

Upcoming Events

Lunch & Learn Webinars

- April 23, 2021
- June 22, 2021

Coffee Talks

- April 6, 2021
- April 28, 2021

GOING DIGITAL

FROM OPPORTUNITY TO BID & PROPOSAL

APMP's Digital Marketing Conference

May 20, 2021

Register Now

APMP's Digital Marketing Conference Takes Place May 20

*“Through marketing and sales strategies, a company may move to a known position, then an **improved** position, and eventually to a favored position.”*

—APMP Body of Knowledge

Use a digital mindset to take your organization from an unknown to a favored position in the business development lifecycle. APMP's Digital Marketing Conference will show business-winning professionals how to go from opportunity to submittal using digital marketing best practices and techniques. This one-day online event will provide content from industry experts on implementing these methods to improve the customer experience (and increase your win rate), while creating an environment where marketing and bid and proposal teams can thrive.

[REGISTER NOW](#)

A promotional banner for BPC DENVER. On the left, the text "BPC DENVER" is written in large, bold, blue letters, with "October 10-13, 2021" below it and the APMP logo at the bottom. On the right, the text "REGISTRATION NOW OPEN" is written in orange, with a dark blue button below it that says "REGISTER NOW" in white and features a red mouse cursor icon pointing at it.

BPC DENVER
October 10-13, 2021
APMP

REGISTRATION NOW OPEN

REGISTER NOW



Member Highlight

Erin Lavery, APMP PNW Membership Chair



1. How long have you been doing proposals and how did you get into the industry?

I have been doing proposals for a little over seven years. At that time, I had been working for ten years at a health and wellness company. I saw a job opportunity listing for proposal management and was excited by the possibility of transitioning from part-time writing and project management to doing that work more of the time. I applied and was offered the position.

2. What company do you work for and what is your current role as it relates to proposal management?

I work for Optum, a division of United Health Group. I manage proposals for healthcare services and analytics. I primarily work in the payer and provider markets.

3. How long have you been an APMP member and what made you decide to join?

I learned about APMP from coworkers who were attending APMP conferences. I joined a little over two years ago. I joined because I wanted to grow professionally and keep up-to-date regarding proposal management.

4. How has APMP benefited you?

APMP has allowed me to learn a lot during trainings, informal meetings and conversations with other members. I find it really interesting when people share their experiences and challenges in the industry. It gives me an opportunity to reflect on that aligns with my experience. It also means I don't have to invent solutions all the time. I can lean on other members to solve problems and work smarter, not harder- as the case may be.

5. What do people not know about you and would never guess? OR Can you share a hobby or personal fact?

I can sing the alphabet backwards. When I was a kid, my friend group thought that was a really cool skill to have. I also can sing the states in order still- on a good day. That's the kind of thing my buddies and I did for fun in grade school. Guess which clique I hung out with as a kid?

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

I've received a few questionnaires that had a one-week turnaround time, but over a thousand questions. Those are always a bit interesting.....

7. What inspires you?

Children- I think kids are amazing. Their candor and commitment to joy for its own sake are really skills we adults should try to copy more.



Grammar Corner

Your modifier is dangling...

Dangling modifiers are phrases or words that do not have a clear subject.

When a sentence does not clearly state the subject being modified, the introductory phrase becomes a dangling modifier. Often this error is a result of a main clause written in the passive voice. Examples:

Dangling: Hungry, the leftover cheese was devoured.

Corrected: Hungry, the mice devoured the leftover cheese.

Dangling: Requiring more ingredients for his dish, mushrooms were collected from the nearby forest.

Corrected: Because he required more ingredients for his dish, mushrooms were collected from the nearby forest.

In addition to adding a noun phrase that the modifier can logically describe, another way to correct dangling modifier is to make the modifier part of a dependent clause.



Networking and Learning

In an effort to provide our members with multiple opportunities to connect, network and learn from each other, we are adding additional virtual events (Coffee Talks, Happy Hours) throughout 2021 and 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 and Happy Hours are designed 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

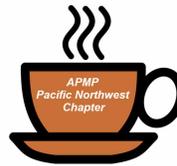


April 23, 2021
12:00pm - 1:00pm PST

At a Glance Proposal
Graphics

The PNW BOD is pleased to welcome back Mike Parkinson for his amazing expertise with proposal graphics. Mike Parkinson is an internationally recognized visual communications expert and APMP Fellow. He is a partner at [24 Hour Company](#), specializing in bid-winning proposal graphics. Join us for an informative, value-added hour.

[Click here to Register Now!](#)



Coffee Talks

April 2, 2021
10:00am - 11:00am PST

Best Local Hikes, Part II

Spring, summer, winter, and fall. Vivaldi and Pousin were inspired by them; they're embedded in Greek mythology; and garden enthusiasts pay careful attention to what grows when. Whichever is your favorite, we all can find something to say about each. Please join us and share which is your favorite season and why.

[Click here to Register Now!](#)

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

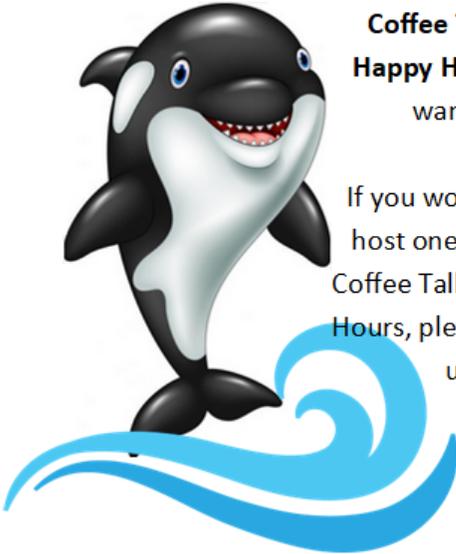


Coffee Talks

April 6, 2021
7:00am - 8:00am PST

Favorite Season and Why

Spring, summer, winter, and fall. Vivaldi and Pousin were inspired by them; they're embedded in Greek mythology; and garden enthusiasts pay careful attention to what grows when. Whichever is your favorite, we all can find something to say about each.



**Coffee Talk and
Happy Hour** hosts
wanted!

If you would like to
host one of PNW's
Coffee Talks or Happy
Hours, please contact
us!

Please join us and share which is your
favorite season and why.

**[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 Posting



Metre

Freelance Consultants – Metre, LLC, a leading proposal consulting
firm, is looking to expand our consultant bench. If you are a

freelance consultant and specialize in healthcare, healthcare IT, cybersecurity, or grants,

Please contact Julie Dyer at juliedyer@metreworks.com.

Metre or meter (mēder) is the rhythm of a piece of music. Without it, music is just noise. At
Metre, we help our clients find their rhythm—in their processes and in telling their story. We
are APMP-certified proposal development consultants helping our clients win business
through proposals. We set the cadence of proposal projects to minimize chaos and create
compelling content that cuts through the noise and gets to what matters most to audiences.

www.metreworks.com



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, 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.

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