



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

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

# APMP Pacific Northwest Chapter News

January 2021

## 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

### Action Captions

They can improve the readability of your proposals if used correctly. But remember the 10-second rule: "If readers can't get the point within 10 seconds, they will turn the page." -- *Proposal Guide APMP Accreditation Edition*

## Upcoming Events

### Lunch & Learn Webinars

- February 23, 2021
- April 23, 2021

### Coffee Talks

- February 9, 2021
- February 16, 2021

### Happy Hours (New!)

- January 26, 2021
- February 17, 2021



## Experience on the Board of Directors Q&A Session with Leigh Ann Newman



The Pacific Northwest chapter board was delighted when we learned one of our own was recently elected to the International Board of Directors for the two year term of 2021-2022. Our past Marketing Manager, **Leigh Ann Newman**, has had the unique experience of going from individual member, to chapter board member and now International board member over the last four years. We

thought it might be of interest to other members how Leigh Ann views her experiences with APMP so far and what she sees for the future.

**Question: How did you learn about APMP?**

Well, I've been in the profession of business development my entire career (since 1993); I can hardly believe it's been that long! However, I didn't learn about APMP until 2015 when I was promoted to Program Manager over Proposal Operations at Public Consulting Group (PCG). A co-worker was doing some on-the-job training with me and told me about the organization. I was immediately interested and signed on as a member within a matter of weeks.

**Question: When did you decide to run for the Pacific Northwest Board of Directors?**

About a year after joining APMP, so in 2016, I received an all member email from the PNW board announcing they were looking for new board members. After doing a little research, I reached out to the contact and expressed my interest. What followed was a series of informational emails, an interview with the board and eventually my selection as co-communication chair with Meg Whitehouse, who is still on the board today.

**Question: How did you decide you wanted to run for APMP's International Board of Directors?**

Being on the PNW board was a wonderful gateway for me to see how the board exists to support our members. I learned so much about strategic planning, budgeting and member outreach. So, when the opportunity arose in late 2020 to apply for the International board, I decided I might be ready. The application required we submit a video, which was a first. To prepare, I sat through a "Power Half Hour" that the existing board held that provided some insight into what they were looking for and how to think about our applications.

**Question: What piece of advice do you have for our members who may be considering a leadership role?**

Just do it! Find some way to get involved and put yourself out there. Everyone has something unique to offer and the chapter is always better for having each of its members engaged. I've found my increased involvement very rewarding and while it does take a time commitment, you definitely get back what you put in to it. I treasure the friendships I've made on the PNW board and am very excited about what the next two years has in store for me.

**Biography:** In her current role as senior program manager of proposal operations, Leigh Ann oversees the development of proposal marketing tools for

PCG's Human Services practice area. She is Practitioner Level certified by the Association of Proposal Management Professionals (APMP) and is bringing industry best practices to the art of proposal development for the PCG Human Service team. If you have questions for Leigh Ann, she can be reached at [lanewman@pcgus.com](mailto:lanewman@pcgus.com) or through LinkedIn.



## Grammar Corner

The comma, a wonderful punctuation mark; however, when it comes to listing things in a series and the word *and*, you often will find disagreement. One side believes that there should always be a comma before the word *and* with three or more items in a series. The other argues with heartfelt logic that this comma is optional because when you say *and*, you've already separated the other items.

While many have been taught that the comma is optional and in many lists the meaning is obvious. Not using the comma in some sentence listings can cause confusion. For example, Buttercup the Bovine asked Pickles the Donkey to go to the store and buy milk, bread, peanut butter and honey. Does Pickles buy peanut butter that has the honey in it, or does he buy peanut butter and honey separately? In this case (and in order to make sure Buttercup's order is right), an extra comma is required for clarity.

It is a good idea to see if your company has a preferred style that can provide additional guidance in how you utilize the comma before *and*. If in doubt, though, it doesn't hurt to use it.

- contribution to Grammar Corner by Meg Whitehouse, PNW Communications



## 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



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

### Winning the Bid for Attention Span

The PNW BOD is pleased to welcome Lisa Rehurek, a national speaker, business strategist, and founder of The RFP Success Company. Ms. Rehurek brings to the L&L several years of industry experience along with processes for proposal improvement to get that win. Join us for an informative, value-added hour.

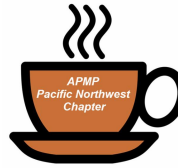
[Click here to Register Now!](#)



January 26, 2021  
4:00pm - 5:00pm  
PST

Ready to just relax

and have some casual conversation? Join the PNW BOD for the first in our new Happy Hour series. The theme is "The Funniest Thing I've Heard This Year", but who knows where the conversation will take us? Please join us for some fun with your peers. **Click here to [Register Now!](#)** As always, these will be informal chat sessions and all participants are welcome!



## Coffee Talks

February 9, 2021  
8:00am - 8:30am PST

### Favorite Breakfast Food

It's the most important meal of the day. Whether you're a bacon, cereal or just coffee on the go person, join us as we talk about this fun topic.

[Click here to Register Now!](#)

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



February 17, 2021  
5:00pm - 6:00pm PST

Ready to just relax and have some casual

conversation? Join the PNW BOD for the second in our new Happy Hour series. The theme is "Best One Liners". Come on, you know you have some. Please join us for some fun with your peers. **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:

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to **22828** to get started.



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