



The Association of Proposal Management Professionals (APMP®) California Chapter presents...

10th Annual TRAINING DAY October 25, 2013; 8am – 5pm*
at Disney's Grand Californian Hotel® & Spa, Anaheim CA

*Optional self-pay post-event social; time/location to be announced

STEPPING UP YOUR PROPOSAL EXPERTISE



REGISTER TODAY!

	APMP Members	General	Group Rate (3 or more)
Early Bird Registration (until 9/30)	\$159	\$209	\$159
Regular Registration (10/1 - 10/20)	\$189	\$229	\$189
Late Registration (10/21 - 10/26)	\$220	\$260	\$220

REGISTRATION: www.california-apmp.org/register.html

For more detailed conference and hotel information, visit the California APMP website: www.california-apmp.org/

Breakfast, lunch & free hotel self-parking pass provided

EXCITING Speaker Line-up & Panel Session:



Keynote: From the Outside In (Listen, Learn, Share, Succeed)—**Mike Parkinson, PPF, APMP**
Co-owner, 24 Hour Company



Leading vs. Managing a Proposal: How to Get the Best Performance from Your Proposal Team—**Gerald Gutierrez,**
Vice President of Proposal Leadership for SM&A



Decision Gates and Reviews: Understanding the Key Milestones—**Ed Alexander, PPF, APMP**
VP Training, Shipley Associates



Make Marketing Matter: BD Marketing Secrets Revealed—**Mike Parkinson, PPF, APMP**
Co-owner, 24 Hour Company



Proposals as a Profession: a Proposal Professional's Perspective—**Robert (BJ) Lownie, PPF, APMP**
Managing Director, Principal Consultant, Strategic Proposals, LLC

Consultant Panel: The Client-Consultant Relationship—
Interactive panel comprised from California-based and national proposal consulting companies: *CORTAC Group, Inc., The 24Hr Company, Accelerate Inc., Shipley Associates, SM&A, and Strategic Proposals*