



The Association of Proposal Management Professionals (APMP®)
California Chapter Invites you to Attend our:

13th ANNUAL TRAINING DAY

Professional Development for Proposal Professionals

Friday, 21 October 2016 • 8 AM - 5 PM • at Disney's Grand Californian Hotel in Anaheim, California



Competitive Intelligence for Fun and Profit: The Role of (Un)Social Media

Randy Richter
Richter & Company



Win Strategy: Actions We Take, Not Attributes We Have

Dick Eassom
CF APMP Fellow
(aka Wordman) - SM&A



Winning as the Underdog

David Bol
CPP APMP Fellow
ShIPLEY Associates



Learning to Use the Tools of Our Trade

Heather Kirkpatrick
CF APMP
PRIDE Industries



Raising the White Flag and Not Getting Shot - How to Determine and Report on Workload Capacity

Cynthia Mastro
CF APMP
VSP Vision Care

We are also featuring a
panel addressing *"Your
Biggest Proposal Problems"*

REGISTER ONLINE: www.california-apmp.org

Questions: Cynthia Mastro, Chapter Chair
Cynthia.Mastro@vsp.com 916.858.5728

Price includes a free pass for self-parking near the hotel (not valid for valet), meals, refreshments and handouts for one attendee. If you bring a guest, they must register and pay the prevailing fee. We cannot process credit card transactions at the event. Refund Policy: No refunds, including for "no shows", however, you are welcome to notify us and send another person in your place.

Early Bird Price Before 9/5/16

APMP Member \$195, General \$225
Group Rate (3 or more from same company) \$180 per person

Regular Price 9/6/16 - 10/7/16

APMP Member \$220, General \$255
Group Rate (3 or more from same company) \$210 per person

Late Registration 10/8/16 - 10/18/16

APMP Member \$245, General \$275
Group Rate (3 or more from same company) \$240 per person