

# California Gold

October 23, 2009



Time Slot	Name		Topic
7:30-8:00	<b>Sign-in Continental Breakfast</b>		<b>Sponsor:</b> KIS Enterprises, Inc.
8:00 -8:15	<b>Welcome</b>	<b>Jim Costell</b>	
8:15- 9:15	Key - 1st	Martin Andelman The 4th Floor, LLC 949-812-8910	Proposal Tricks & Treats
9:15- 9:30	Break		
9:30- 10:30		Tom Leech, Thomas Leech and Associates	Team Cohesion in Proposal Orals (or) Does Your Orals Team Come Across as Stumblebums or Winners?
10:30-10:45	Break		
10:45- 11:45		Dana Spears, APMP Fellow	Why is Capture Management so Hard?
<b>11:45- 12:45</b>	<b>Lunch</b>		<b>Sponsor:</b> Accelerate, Inc.
12:45 - 1:45		Nora O'Toole Mitch Boretz	Just Say No? Nah! Best Practices for No-Bids
1:45-2:00	Break		
2:00 - 3:00		Joe Zino Eric Sorensen John Goyak & Associates	Using Customer Musts to Drive Your Campaign to Success
3:15-3:30	Break		
3:30 - 4:30		Greg Davidson, Northrop Grumman Aerospace Systems	Outcome Assessments: The Truth Shall Set You Free
4:30	<b>Wrap-up</b>	<b>Jim Costell</b>	
4:45 – 7:00	Catal Restaurant & Uva Bar - Downtown Disney Beat the Traffic and Make Some Contacts!		