

# 14th ANNUAL TRAINING DAY



***Lost in Translation:  
Defining Proposal Terms  
and Activities***

Faye Farmer  
CF APMP  
Arizona State University



***Things I Wish Proposal  
Writers Knew About Word***

Dick Eassom  
CF APMP Fellow  
SMA/Wordman



***Flying Cars and  
Tofu Bars: The  
Future Proposal  
Industry***

Randy Richter  
Richter & Company



***It's Tough  
Creating a  
Winning Price  
Proposal***

Marsha Lindquist  
CP APMP, NCMA Fellow  
Granite Leadership  
Strategies



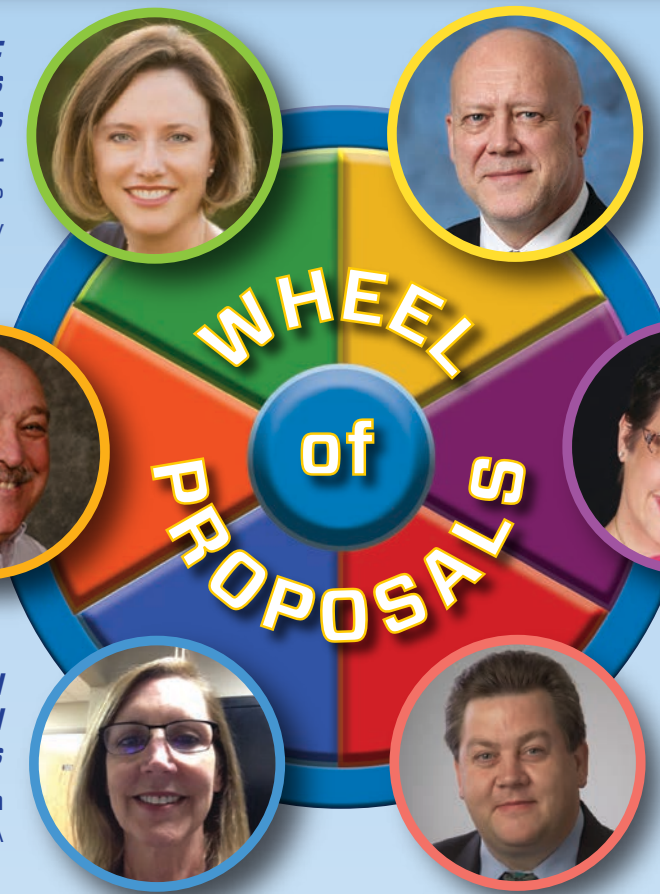
***The Rapid Turnaround  
Commercial Proposal  
Process***

Liz Chamberlain  
SMA



***Best Practices for  
Effectively Managing  
Proposals in a Virtual  
Environment (Panel)***

Steve Koger (Panel Moderator)  
Aerojet Rocketdyne



## Professional Development for Proposal Professionals

Friday, 3 November 2017 • 8 AM - 5 PM • at Disney's Grand Californian Hotel in Anaheim, California

REGISTER ONLINE: [www.california-apmp.org](http://www.california-apmp.org)

**Questions:** Dick Eassom, Chapter Chair  
[chair@california-apmp.org](mailto:chair@california-apmp.org)  
or Anita Wright, Event Coordinator  
[anita.wright@ngc.com](mailto:anita.wright@ngc.com)

*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 9/22/17**

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

**Regular Price 9/23/17 - 10/20/17**

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

**Late Registration 10/21/17 - 11/2/17**

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