



**Early Bird Price Before 8/31**

APMP Member \$195,  
General \$225

Group Rate \$180 per person\*

**Regular Price 9/1 – 9/30**

APMP Member \$220,  
General \$255

Group Rate \$210 per person\*

**Late Registration 10/1 – 10/24**

APMP Member \$245,  
General \$275

Group Rate \$240 per person\*

*\*3 or more from same company*

**Questions:**

**Dick Eassom**, CF APMP Fellow,

Past Chapter Chair

[pastchair@california-apmp.org](mailto:pastchair@california-apmp.org)

or **Anita Wright**, CPP APMP Fellow,

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.*

**Professional Development for Proposal Professionals**

Friday, 25 October 2019 8am - 5pm

Disney's Grand Californian Hotel, Anaheim, California

Reception at Catal Restaurant, Downtown Disney, 5pm – 7pm



**Keynote: At a Glance**

Learn how to use the new communication paradigm in your proposals (and other support materials) to significantly improve win rates.

Mike Parkinson, CPP APMP Fellow



**IMPROVing Communications: "Whose Proposal is it Anyway?"**

Learn essential techniques to improve communication skills and collaboration skills for developing high performing teams.

BJ Lownie, CPP APMP Fellow



**Winning Proposal Writing Tips**

Tackle your questions and discuss best practices in proposal writing for competitive procurements.

Jeff Leitner, CF APMP



**It's a Sin to Bore an Evaluator**

Learn how to elevate your proposal response in the eyes of the evaluator to get them excited to read more and score your response with conviction.

David Bol, CPP APMP Fellow



**Hollywood to the Rescue**

Access the talent and approaches from creative industries such as media and advertising to give your proposal the competitive edge you need.

Christopher Guethe



**Proposal Generations: A Conversation (Panel)**

Gain new perspectives on the career pathways of Proposal Management

Mitch Boretz, APMP Fellow (Moderator)



Ashley Beene,  
UC Riverside



David Bol,  
CPP APMP Fellow  
Shiplely Associates



Kenadie Cobbin-Richardson,  
CF APMP  
Kengen LLC



Evelin Gutierrez  
Burns & McDonnell  
Engineering



Justin Sarkis,  
CF APMP  
Clean Energy Fuels



Anita Wright,  
CPP APMP Fellow  
Northrop Grumman