

PROPOSAL

Tricks & Treats

FRIDAY
OCTOBER 26, 2007
FALL SEMINAR



Place:
Disney's Grand
Californian Hotel
Anaheim, California

Host:
Association of Proposal
Management Professionals
Southern California Chapter



www.socal-apmp.org

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Come learn some proposal tricks and treats from professionals in the proposal industry while networking with your colleagues at the SOCAL Training Day at Disney's Grand Californian Hotel® in Anaheim California

- 8:00 a.m. **Continental Breakfast, Registration and Networking**
- 8:30 a.m. **Welcome and Introductions**
Ron Scheidecker, So Cal Chapter Chair
- 8:45 a.m. **Tips and Trick for Successful Virtual Teams**
Ruth Belanger, Northrop Grumman
- 9:45 a.m. **Break**
- 10:00 a.m. **Proposal Pictionary**
Colleen Jolly, 24 Hour Company
- 11:00 a.m. **Break**
- 11:15 a.m. **Learn From the Losers---Avoid the Mistakes and Misfortunes of Proposals Which Lose Awards and Cause Protests**
Donald E. Sovie, Partner Crowell & Moring LLP
- 12:15 p.m. **Lunch**
- 1:15 p.m. **The Care and Feeding of Proposal Consultants Panel Discussion – Alan Snodgrass (Moderator)**
- 2:15 p.m. **Break**
- 2:30 p.m. **The Changing Face of the Government Customer**
Al Netzer, Shipley
- 3:30 p.m. **Break**
- 3:45 p.m. **Get Surefire Results from Your Oral Presentations**
Mary Kis, Kis Enterprises
- 4:45 p.m. **Feedback Survey**
- 5:00 p.m. **Adjourn**

See www.socal-apmp.org for additional details, prices, and registration instruction.

A CD of the seminar presentations will be available at the seminar.



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Tips and Trick for Successful Virtual Teams –

Ruth Belanger, Northrop Grumman

While our community of knowledge considers collocating a best practice, the reality is that we are slowly being co-opted by our own employers! As companies include telecommuting, distance teaming, and online training as business and personnel retention strategies, the reality is that some or all of the people working our proposals will be "virtual" teammates. Where is our virtual team? How can we effectively manage them? Pack some virtual teaming tips and tricks into your toolbox at the APMP Training Day.

Ruth Belanger has been a Proposal Process Manager with Northrop Grumman Space Technology for 6 years. She has 10 years additional experience as a manager of technical publications, document control, and research services with a Federal contract to license the Yucca Mt as a nuclear waste repository. She is a graduate student of library and information sciences at San Jose State University. Ms. Belanger is accredited at the Foundation Level.

Proposal Pictionary –

Colleen Jolly, 24 Hour Company

Visuals increase success rates up to 43%, communicate 60,000 times faster, and give ideas 22 times more impact --so why are there so few pictures in proposals? Learn how to turn your ideas into clear, communicative, compelling visuals. We will break into teams and play Proposal Pictionary! -- literally practicing our new skills to communicate common proposal ideas through graphics to win prizes. No previous graphics skills necessary -- just a sense of fun!

Colleen Jolly, Principal at 24 Hour Company, has been instrumental in winning more than \$15B in business for her clients. A frequent contributor to the APMP Journal, she is also responsible for its' book composition/cover design. Colleen frequently speaks on proposal design topics and holds a BA from Georgetown University.

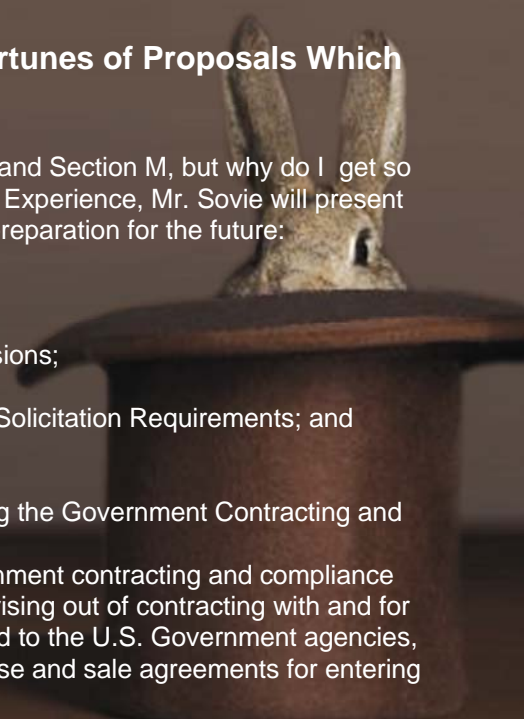
Learn From the Losers---Avoid the Mistakes and Misfortunes of Proposals Which Lose Awards and Cause Protests –

Donald E. Sovie, Partner Crowell & Moring LLP

All proposal specialists know the requirements of Section C, Section L and Section M, but why do I get so much work? Based on over 30 years of Government Contract Attorney Experience, Mr. Sovie will present lessons learned the hard way and techniques for success in proposal preparation for the future:

The Top 10 Mistakes In Proposal Preparation;
The Best Way To Handle Solicitation Ambiguity;
What To Do With Knowledge Of An Unfavorable Agency Interpretation;
Are You Feeling Lucky Today, Counting On An Opportunity for Discussions;
Why Not Take Exception, Put Conditions On Your Proposal;
So, You Know What Is Best For The Government, Regardless Of The Solicitation Requirements; and
How To Take Advantage of a "Best Value" Proposition.

Donald E. Sovie is a partner in the law firm of Crowell & Moring, leading the Government Contracting and International Practice Team in its California Office. Mr. Sovie has over 30 years of specialized experience in government contracting and compliance with related U.S. laws and regulations, claims and dispute resolution arising out of contracting with and for the U.S. Government, including international and commercial items sold to the U.S. Government agencies, preparation of transactional documents for joint ventures, asset purchase and sale agreements for entering and expanding U.S. Government business.



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The Care and Feeding of Proposal Consultants – Panel Discussion –

Alan Snodgrass (Moderator)

Demographic analysis of Government and defense industry staff levels in critical areas indicate that approximately 50% of the current workforce will retire over the next three years. Nowhere is this trend more evident than in the field of proposal professionals. As federal procurement regulations become more complex and procurements become more competitive, replacement of the skilled proposal personnel needed to respond is an increasingly significant challenge, and the prospects do not look good.

This panel will examine the prospect that more consultants will be used in the future, including cost effective methods for hiring, managing, and instilling loyalty in employees that are now retired. In other words, how will the Care and Feeding of Consultants be done effectively without breaking the bank?"

The Changing Face of the Government Customer –

Al Netzer, Shipley

Mr. Netzer will present a lively discussion about the internal challenges facing Federal Government procurement organizations. How do these issues affect capture and proposal activity? Do we need to adjust how we interface with Government customers? How do we become a better partner to the Government customer?

Tough challenges facing most Government organizations include:

- The aging workforce at the program level
- Early retirement opportunities
- Source selection challenges
- Lack of succession planning in procurement organizations
- Changing acquisition legislation

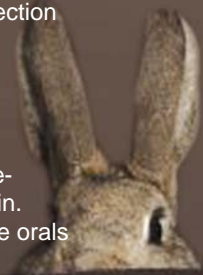
Alan Netzer, recently retired USAF and Senior Consultant with Logistic Specialties Inc. (LSI), will lead this discussion and provide valuable insight into current Government procurement and source selection challenges and trends.

Get Surefire Results from Your Oral Presentations –

Mary Kis, Kis Enterprises

Do you get surefire results from your oral presentations? Let's find out with simulated, exciting role-playing situations where you may be the Key player. Learn some of the secrets of presenting to win. Mary Kis established her San Diego, California-based consultancy, KIS Enterprises, Inc. to provide orals presentation coaching and proposal training workshops to businesses, nonprofits, and individuals.

Ms. Kis has 17 years of experience as a federal government competitive proposal orals coach, developer and manager. KIS Enterprises provides proposal and orals team leadership and implementation in challenging environments and for very high profile customers.



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Mail-in Registration Form

For planning purposes, it is important to register early. We will take reservations at the door but we cannot accept credit cards, only checks and money orders will be accepted. For mail-in registration, please make check or money order out to SoCal APMP and mail to:

SoCal APMP
c/o James Costell
One Space Park 154/1230
Redondo Beach, CA 90278

APMP Members	Check Received Before	Price Per Registration	Quantity	Sub-Total (Quantity x Price)
	October 8, 2007	\$140.00		
	October 20, 2007	\$165.00		
	October 25, 2007	\$235.00		
Non-APMP Members	October 8, 2007	\$165.00		
	October 20, 2007	\$235.00		
	October 25, 2007	\$260.00		
			Total	

Please provide us with the following information for each attendee:

Name: _____

Title: _____

Company: _____

Address: _____

Phone Number: _____

*Note, the information provided is for the SoCal APMP Training Day registration and confirmation only. No information will be shared or disseminated outside of the SoCal APMP and you will not be contacted or solicited for purposes other than in the context of this event.

No refunds will be granted after October 20, 2007.

