

PROPOSAL

Tricks & Treats

OCTOBER 22, 2004 - FALL SEMINAR



Date:
October 22, 2004

Location:
**Disney's Grand Californian Hotel
Anaheim, California**

Host:
APMP Southern California



Proposal Tricks and Treats

SOCAL 2004 Fall Seminar

Friday, October 22, 2004 – Trillium Room and Terrace

Shake the cobwebs off your old bones and rise from your proposal tomb for a monster of an educational opportunity. Come visit your colleagues at Disney's Grand Californian Hotel® at the Disneyland® Resort. Learn some tricks of the trade, sharpen your wits, hone your skills, and refresh your spirit!

8:00 am: Continental Breakfast, Registration & Networking (Terrace next to Trillium Room)

8:30 am: Welcome and Introductions – Mary Kis, Chapter Chair

8:45 am: Successful Industry-University Teaming: Innovation Is Not a Commodity
Mitch Boretz, Technical Communication Specialist, Bourns College of Engineering, University of California, Riverside

Partnerships between industry and academic institutions can produce innovative solutions that genuinely stand out during proposal evaluation. The presentation will discuss how to build and maintain a successful team for the proposal and the project.

9:45 am: Proposal Development – A Risky Business

Dick Eassom, Director of Project Management, Steven Myers & Associates

The presentation will describe the assessment of risk during proposal development—not the risk associated with the product or service being proposed, but the inherent risks that need to be addressed affecting the development of the proposal itself.

10:45 am: Coffee and Tea Break (Trillium Terrace)

11:00 am: Practical Potions to Remedy Proposal Production Perils

NGST Publications Operations Staff, led by Pam Overton, Proposal Coordination Manager

Production tips and tricks for every proposal team - authors to zombies!

12:00 pm: Lunch (Trillium Terrace)

1:15 pm: Professional Ethics – A Preventive Maintenance Approach

Chris Bauer, Bauer Ethics Seminars

There's no trick to improving your understanding of professional ethics. Why not treat yourself to some easy skills that will reduce the risk of ethics lapses and the financial, legal, and public relations nightmares that go with them?

2:15 pm: Scary Source Selection Tales from the Customer's Perspective

Renay Campbell-Labriola, US Air Force Contracting Officer

On October 1, 2004 the Air Force will change their acquisition regulations for source selections. This presentation will overview of the changes and how they provide the right balance of flexibility and standardization for the future.

3:15 pm: Coffee, Soda and Snack Break (Trillium Terrace)

3:30 pm: P-XML – It's Not So Tricky After All

Holly Andrews, Project Manager, Anteon Corporation

P-XML is a standard being developed to create a common language and frame of reference for proposal creation and reuse. This presentation will describe the XML schema that specifically refers to proposal structure and content.

CDs of the seminar proceedings will be available at the seminar.



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 Disney's Grand Californian Hotel®
 1600 South Disneyland Drive
 Anaheim, CA 92802
Reservations: (714) 520-5005
<http://disneyland.disney.go.com/dlr/landing/hotelOnsite>

Discounted room rates only apply for Thurs. and Fri. nights by mentioning "APMP Seminar." Rooms are available on a first-come, first-served basis: Disney's Grand Californian Hotel® - \$199, Disneyland® Hotel - \$159, and Disney's Paradise Pier® Hotel- \$119.

Prices do not include resort fees and taxes.



Dress: Business casual; ties discouraged

APMP SOCAL 2004 Fall Seminar Registration

Name: _____
Last First Preferred Name on Badge

Company: _____

Address: _____
Number/Street City State Zip Code Mail Station

Daytime Phone: _____
Phone Fax E-mail Address

Registration	Before October 1, 2004	After October 1, 2004	At the Door
APMP, SOCAL Chapter Members	\$115 <input type="checkbox"/>	\$140 <input type="checkbox"/>	\$175 <input type="checkbox"/>
Non-APMP Members	\$140 <input type="checkbox"/>	\$175 <input type="checkbox"/>	\$190 <input type="checkbox"/>

All registration (credit cards or checks) will be through <http://www.acteva.com/booking.cfm?bevaaid=74480> Please refer to the instructions on the web page. If the check option is chosen, please make payable to: APMP, SOCAL Chapter (Federal Tax ID 87-0469987). Send check to: Ruth Belanger, Northrop Grumman Space Technology, One Space Park, Mail stop: 154/1230, Redondo Beach, CA 90278 - Phone: (310) 813-5316. E-mail: ruth.belanger@ngc.com Refund Policy: We are unable to make refunds, but a registered participant may send a substitute if unable to attend.

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8:00 am: Continental Breakfast, Registration and Networking

8:30 am: Welcome and Introductions – Mary Kis, Chapter Chair

8:45 am: Successful Industry-University Teaming: Innovation Is Not a Commodity
Mitch Boretz, Technical Communication Specialist, Bourns College of Engineering, University of California, Riverside

With customers increasingly regarding products and services as commodities, partnerships between industry and academic institutions can produce innovative solutions that genuinely stand out during proposal evaluation. The presentation will outline the context and motivation for industry-academic partnerships and discuss how to build and maintain a successful team for the proposal and the project.

9:45 am: Proposal Development – A Risky Business

Dick Eassom, Director of Project Management, Steven Myers & Associates

Following his previous presentation on the application of concurrent engineering practices to incorporate production into the proposal team, Dick discusses the assessment of risk during proposal development—not the risk associated with the product or service being proposed, but the inherent risks that need to be addressed affecting the development of the proposal itself.

10:45 am: Coffee and Tea Break (Patio)

11:00 am: Practical Potions to Remedy Proposal Production Perils

NGST Publications Operations Staff: Adam Ugolnik, Publications Specialist (aka Flash Wizard); Gibby Gilbert, Publications Specialist (aka Shrinkmeister), Jim Diaz, Publications Specialist (aka Download Demon); Maria Guzman, Publication Specialist (Link Lady); Pam Overton, Proposal Coordination Manager

Production tips and tricks for every proposal team - authors to zombies!

12:00 pm: Lunch (Patio)

1:15 pm: Professional Ethics – A Preventive Maintenance Approach

Chris Bauer, Bauer Ethics Seminars

There's no trick to improving your understanding of professional ethics. Why not treat yourself to some easy skills that will reduce the risk of ethics lapses and the financial, legal, and public relations nightmares that go with them? Halloween is already scary enough without those added nightmares!

2:15 pm: Scary Source Selection Tales from the Customer's Perspective

Renay Campbell-Labriola, US Air Force Contracting Officer, Joint MILSATCOM Program

As of October 1, 2004, the Air Force changed its acquisition regulations for source selections. Renay will present an overview of the changes and how they provide the right balance of flexibility and standardization for the future. She also will describe some of the issues she has observed while serving on over a dozen source selection teams at USAF's Space and Missiles System Center.

3:15 pm: Coffee, Soda and Snack Break (Patio)

3:30 pm: P-XML – It's Not So Tricky After All

Holly Andrews, Project Manager, Anteon Corporation

P-XML is a standard being developed to create a common language and frame of reference from which to describe professional best practices for proposal creation and reuse. It will describe an XML schema that specifically refers to proposal structure and content. Find out what APMP members are doing to aid and abet this development process!

A CD of the seminar proceedings will be available at the seminar to all attendees.