



THE PROPOSAL DEBRIEF

MESSAGE FROM THE PRESIDENT «

September
2017

I hope everyone is enjoying the last remnant of summer and looking forward to autumn – my favorite season. Why is fall my favorite time of year?

Our Symposium!

You can read all the particulars in this very newsletter, so I won't bother you with them. Instead, let me tell you a few reasons why I'm definitely going.

1. Because we have a great chapter with great members. And the thing I enjoy most is conversing with the attendees. I always meet some nice people, and it's nice to converse with people who work on proposals for a living.
2. Alan Minnick will almost certainly buy me a beer.
3. There are always some great sessions, and this year is no exception. I can guarantee I'll go home with some new ideas and be recharged to apply best practices.
4. I dig Chicago.
5. Our chapter leaders are some of the nicest people this side of the Mississippi. Technically, some of them live on the other side, but they are on this side while at the Symposium.
6. It's generally a fun and educational time.

Bruce Farrell
Chapter President

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“Teamwork is the fuel that allows common people to attain uncommon results.”

Andrew Carnegie



WELCOME NEW MEMBERS <<

- > Kasey Kemper, Motorola Solutions, Inc. (IL)
- > Sonia Shah, Motorola Solutions, Inc. (IL)
- > Megan Kean, Kiewit Energy Group (KS)
- > Alyssa Voboril, Baker Tilly Virchow Krause, LLP (WI)
- > Ryan Waal, Baker Tilly Virchow Krause, LLP
- > Isaac Lauritsen, Baker Tilly Virchow Krause, LLP
- > Silke Cole, Baker Tilly Virchow Krause, LLP (WI)
- > Bonnie Brown, Baker Tilly Virchow Krause, LLP
- > Suzanne Redekopp, Baker Tilly Virchow Krause, LLP
- > Mercy Colleen Pattawi-Gamlin, Northrop Grumman (IL)

- > Michelle Williams, Convergys Corporation (OH)
- > Nate Enwald, Renaissance Learning (WI)
- > Valerie Linhoff, CVL Solutions (MN)
- > Denise Nelson, Renaissance Learning (WI)
- > Erin Hensgen, Baker Tilly Virchow Krause, LLP (WI)
- > Nancy Kanizar, Unisys (IL)
- > Katie Wittrock, ADP (IA)
- > Evie Malaia, Indiana University (IN)
- > John Moseley, AT&T (MO)
- > Drew Silverman, Baker Tilly Virchow Krause, LLP
- > James Watson, Baker Tilly Virchow Krause, LLP
- > Anthony Medoro, Baker Tilly Virchow Krause, LLP (PA)
- > Dana Schmidman, Baker Tilly Virchow Krause, LLP
- > Matthew French, Charter (MO)
- > Arthur Goltz (MO)
- > Allison Harper

- > Pam Ringo
- > Courtney Behm, Gilbane Building Company (OH)
- > Nicholas Zimmerman, Medasource (MI)
- > Bethany Johnson, Michael Baker International (IL)
- > Dane Clausen, Thomson Reuters (MO)
- > Karen Jacoby, IBM (IL)
- > Erica Leffler, KeyBank (OH)
- > Donald Spain (NE)
- > Megan Wand, Bank of America (IL)
- > Jonathan Parrish, Progressive AE (MI)
- > Laura Copus, Burns & McDonnell Engineering Co., Inc. (MO)
- > Marta Brown, CROSSLAND Construction Company, Inc. (KS)
- > Kari Stewart, CDW Government LLC (IL)
- > Carly Allen
- > Ann Walker
- > Lerone Beck

GREATER MIDWEST CHAPTER

555
members

CORPORATE MEMBERSHIPS <<

There are currently 133 members representing 27 companies with corporate memberships in the Greater Midwest Chapter. Is your organization next? For more information on how a corporate membership may benefit your proposal team, please contact **Hayley Flamm** at heflamm@burnsmcd.com.

THE CHAPTER NOW HAS:

399
members on



104
followers on



129
likes on



**DID
YOU
KNOW**

2017 ANNUAL FALL SYMPOSIUM «

Attendees can register from September 13 to October 9, 2017. Registration is \$190 for members and \$220 for non-members. A discount of \$25 is available for each registrant if three or more people enroll from the same company at the same time on the same payment. Applies to both early bird and regular registrations and non-member registrations.

**Registration deadline is October 9, 2017. Attendees may cancel through September 22, 2017 for a 50% refund. Registration fees after September 22, 2017 are not refundable. Refunds will be credited within 60 days of cancellation. Registrants may transfer their ticket to another person within their same organization at no fee.*



Please visit our GMC Symposium page on our website for a detailed schedule and information on the speakers and their sessions and to register for the event:

<http://apmpgmc.org/symposium/>

Reserve your spot now – Group rates available until September 26, 2017

(subject to availability)

Four Points by Sheraton Chicago O’Hare Airport
10249 West Irving Park Road, Schiller Park, IL 60176

<https://www.starwoodmeeting.com/events/start.action?id=1703239799&key=397D9824>

Airport shuttle runs every 20 minutes starting at 5am, and by request from midnight until 5am

A logo for the GMC Symposium. It features a chalkboard background with a banner at the top that reads 'OCTOBER 10-11th 2017'. Below the banner, the text 'GMC SYMPOSIUM' is written in white. Underneath that, 'Registration : \$190 for members' is written in green, and '\$220 for non-members' is written in white. At the bottom, '(See Symposium page for more details)' is written in blue.

**OCTOBER
10-11th 2017**

GMC SYMPOSIUM
Registration : \$190 for members
\$220 for non-members
(See Symposium page for more details)

HATE THE PLAYER, NOT THE GAME (OR PRESENTATION APP)

By: Bruce Farrell



Bruce Farrell is a Proposal Manager at Plante Moran and is responsible for developing proposals and presentations for the management consulting practice. He has worked in business communications and development for 20 years. Bruce is also the APMP Greater Midwest Chapter President/Chair.



I sometimes get asked what I think about Prezi. My answer usually goes something like, "Well, I think it's a powerful app that can do some pretty interesting things. But I think most people don't use it very well."

But PowerPoint is so tired/old/dated/over," usually follows.

To which I reply, "Horse hockey."

PowerPoint isn't tired/old/dated/over. The way people usually use it absolutely is.

Like Prezi (and Apple's Keynote), PowerPoint is a powerful app capable of some interesting and engaging things. Unfortunately, most people don't use it to do anything compelling. They use it as a script and drop a few images in to make things "interesting." And as we all know, standing in front of slide after slide (after slide) of this is tired and old and dated, but sadly, not quite over. Some people don't understand the problem. Some understand it but don't know how to change. And some know better but are unwilling to put in the time and effort necessary to build truly engaging presentations.

I would say the same is true of most Prezis I've seen. That is, most Prezi frames suffer from the same problems I see in all presentations. Too many words, lots of lists, images thrown on as an afterthought, etc. We've seen it all before. Worse, if Prezi isn't handled carefully, the transitions from frame to frame can, a). Get distracting, or b). Make your audience dizzy. Sadly, Prezi is not really the answer because it can be misused just as easily as PowerPoint.

Why is this? Because building truly powerful presentations requires a paradigm shift. It takes start to finish storyboarding, a willingness to be ruthless about eliminating slide elements, and fierce commitment to align your slides with your message and speaking style. This isn't easy, so most people settle for tweaking what they have always done and real change escapes them.

No, applications are not the problem. It's the presenters who put too much on the screen and expect you to read along. Don't tell me PowerPoint is dead. Don't tell me Prezi is the answer (or amateur). Look at the person in front of the screen.

UPCOMING WEBINARS ‹‹

Upcoming Monthly Webinars:

September 20, 2017 | 10:00 am CST – 11:00 am CST

APMP Certification – Make it Work for You | Presented by Charlie Divine

APMP Certification is the global standard for demonstrating your proposal management competency. This presentation will provide members with an overview of the certification program and benefits they can expect to receive. Requirements will be covered, and tips will be provided on how to approach the requirements. Participants will come away with an understanding of how Certification will help them achieve their career goals and improve the capabilities of their organization. This is a timely presentation for those who would like to obtain their Foundation accreditation as we will be offering this at our Symposium in October.

November 29, 2017 | 10:00 am CST – 11:00 am CST

Creativity on Demand: Infuse Creativity into Bid Teams to Create Better Solutions, Clearer Strategies, and Happier Clients | Presented by Colleen Jolly

Description: Are you stuck doing the same things over and over again? Watching your team disengage or worse, nod off at meetings? Have trouble coming up with new and innovative solutions to motivate yourself, your team or even your clients? You're not alone. Learn strategies to harness your creative spark and build your creative confidence. Then learn how to infuse your team with the same inspired energy to produce innovative, quality bid material and successful, productive meetings. Develop practical tactics to maintain a creative process in spite of pressing deadlines and stressful situations that you can use in your next meeting or strategy session. We will explore interactive, creativity drills designed to shake up thinking patterns and provide breakthrough insights to common management and team-building problems.

Colleen Jolly, CPP APMP Fellow, an 18+ year proposal veteran, manages a global professional proposal graphic company – 24 Hour Company. Colleen is very active in the Association of Proposal Management Professionals (APMP) and recently served as CEO of the international board, former Layout Editor for the APMP Journal, and former Secretary of her local chapter. She was named the youngest AMPM Fellow, the industry's highest honor, in 2010 and additionally became the youngest certified Professional that same year. She is a frequent worldwide speaker and writer on creative and general business topics, and has spoken to groups around the world. Additionally she has been featured in Northern Virginia Magazine's "Top 10 (Entrepreneurs) Under 20, Making their Mark" in 2010 and most recently has been honored in the inaugural class of APMP "40 Under 40" for professionals who have already made a "noticeable impact on the profession."



New Member Webinars:

September 19, 2017 | 10:00 am CST – 11:00 am CST

Calling All New Members!

Join Hayley Flamm, membership chair, for a New Member Orientation on September 19th! This webinar will provide a brief overview of APMP International and the APMP Greater Midwest Chapter, and will highlight industry resources, membership benefits, helpful contacts, and answers to some of the most common questions we receive. We will then open the floor for any and all questions you have regarding your membership, its benefits, and ways you can get involved. Not a new member? We'd still love to have you join! There will be takeaways for all members, regardless of when you joined.

Can't make September 19th? Don't worry – we are hosting these webinars throughout the year. Look for more communication on additional sessions in the near future!

Professional Development Program Challenge Chats:

September 13, 2017 | 10:00 am CST – 11:00 am CST

Let's face it. We all know the proposal world can be chaotic. Long hours, juggling multiple deadlines, working with SMEs who want nothing to do with our proposals...but, we still manage to survive!

Please join us at the next APMP GMC Challenge Chat to hear from proposal professionals who have mastered the crazy. Learn tips and tricks for staying organized, motivated, and always on your A-game.

Please submit your questions related to this topic ahead of time. Our panelists will be sure to answer them during the chat!

Submit questions [here](#).

CALL FOR NOMINATIONS – 2018 APMP GMC BOARD OF DIRECTORS ‹‹

The APMP Greater Midwest Chapter is more than 500 members strong as we roll into the last quarter of 2017. We're excited for your participation at our Fifth Annual Fall Symposium in Chicago and look forward to continuing our Chapter's programs and special events in 2018.

To keep the momentum going, it's that time of year to recruit members for both our 2018 Board of Directors and Events Committee.

The time commitment is typically less than a few hours per month and does not require travel as most everything is handled virtually. The only in-person preference is to attend some of our regional events (i.e., symposium and/or networking events), however, that is not required. In addition, participation on a local APMP Chapter Board counts as **15 CEUs** towards maintaining your accreditation status!

The 2018 Board of Directors opportunities include:

- Vice Chair
- Treasurer
- Secretary
- Membership Chair
- Events Chair
- Communications Chair
- Professional Development/Mentorship Chair
- Publications Chair
- Webmaster

Open positions are available on the Events Committee, which is a fun way to become more involved with the Chapter and help support the Events Chair with our activities.

Detailed roles/responsibilities for each position are included [here](#).

Please email your specific area of interest including your name, company, title, location, and a short biography to Bette Sturino (2017 Vice Chair) at bette.sturino@bmo.com.

Nominations will close on Wednesday, November 1 (self-nominations are encouraged). We will contact each of you individually shortly thereafter to finalize the nominee list. Board Elections will occur between November 10-17. The newly elected members will be invited to the December board meeting (virtually) with the new term beginning on January 1, 2018.

If you are interested in getting involved in our chapter but aren't sure how, please contact Bette Sturino or any current board member.



Call for Chapter Board Nominations

Read a good book lately that applies to your role in business or proposal development?

If you answered YES, please consider sending us a summary and/or review to include in our **Off the Shelf** segment.

We'd love to hear about what our members are reading and add a few great books to our shelves as well!

Ideas or suggestions?

Contact **Stacey Duwe** at stacey.duwe@wellsfargo.com

Recommended reading suggestions from the APMP Greater Midwest Chapter Board of Directors

Proposal Development Secrets: Win More, Work Smarter, and Get Home on Time by Matt Handal

Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts by Tom Sant

Persuasive Proposals and Presentations: 24 Lessons for Writing Winners by Heather Pierce

Best Informed Wins – Collected Articles of Bob Lohfeld from Washington Technology 2010-2012 edited by Beth Wingate

Resonate: Present Visual Stories that Transform Audiences by Nancy Duarte

Looking Good in Print by Roger C. Parker

Creativity, Inc.: Overcoming the Unseen Forces that Stand in the Way of True Inspiration by Ed Catmull and Amy Wallace

Big Magic: Creative Living Beyond Fear by Elizabeth Gilbert

Crucial Conversations – Tools for Talking When the Stakes are High by Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler

Discussing Design: Improving Communication & Collaboration through Critique by Adam Connor and Aaron Irizarry

COMIC CORNER ‹‹

YESTERDAY, IN OUR FOUR-HOUR MEETING, WE AGREED TO POSTPONE THE VENDOR SELECTION.

Dilbert.com DilbertCartoonist@gmail.com

NO, WE AGREED TO USE OUR EXISTING VENDOR.

I THOUGHT WE AGREED TO CANCEL THE WHOLE PROJECT.

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WE MIGHT NEED SOME CLARITY ON THIS.

FOUR MORE HOURS SHOULD DO IT.

WANT TO CONTRIBUTE? ‹‹

Interested in writing an article for our next newsletter? We want to hear from you! In addition to providing informative and relevant content to our members, you can receive three (3) Continuing Education Units (CEUs) for every article you contribute to the *Proposal Debrief*. For more information, contact **Stacey Duwe** at stacey.duwe@wellsfargo.com.

CONTACT US ‹‹

- > Bruce Farrell - President
- > Bette Sturino - Chapter Vice Chair
- > Haley Pille - Secretary
- > Alan Minnick - Treasurer
- > Kelly Rogers - Communications
- > Andrea Dunger - Events
- > Hayley Flamm - Membership
- > Krystn Gull - Professional Development/Mentorship
- > Stacey Duwe - Publications
- > Jackie Schneider - Webmaster

Click on names to email