



THE PROPOSAL DEBRIEF

MESSAGE FROM THE PRESIDENT



Welcome to our first newsletter of 2019! And a special welcome to our newest members who helped us cross the **600 member mark for the first time in our chapter's history!**

I am incredibly honored to be your chapter chair this year. I have been an active member of the Greater Midwest Chapter for nearly ten years, and I am more excited than ever about our plans for the future.

Our first board meetings of the year have been jam-packed with discussions on incorporating new programs and building upon our past successes. Our initiatives for 2019 are centered around one goal: **providing more value to you, our members**. As the year progresses, you will notice an increase in networking opportunities and enhanced programs to help you grow your professional skills, including increasing the frequency of local meet-and-greets across our 12-state region.

To everyone who attended our networking breakfast at Bid Con – thank you! It was so great to put faces with names, and learn more about our members. Bid Con set another attendance record this year – **topping out at over 1,000 attendees**. The week was full of informative content and speakers, networking opportunities, and professional development. I have attended Bid Con the last five years and would rank this year's programming near the top – it was just fantastic.

To those who were not able to attend Bid Con, I hope we see you at our **annual Symposium in Chicago September 18 – 19**. Be on the lookout for registration details early this summer – this is a great opportunity to grow professionally, at a fraction of the investment of Bid Con.

We certainly have ambitious goals, but I know with the leaders on our Board of Directors, just about anything is possible. And, remember: we are here to serve YOU. Do not hesitate to reach out to your Board of Directors throughout the year – we welcome your feedback, ideas, and suggestions.

Cheers,

Hayley Flamm CP APMP | Chapter President

IN THIS ISSUE «

- » Message from the President
- » What Will APMP Certification Do for Me?
- » Certification Recognition
- » They Will Know You by Your Questions
- » Milwaukee Proposal Resolution Meet Up
- » Welcome New Members
- » Call to Action
- » Meet This Member

UPCOMING EVENTS «

- » Last Call for Symposium Presenters and Exhibitors on June 28th
- » July 10th Chapter Webinar “Executive Summaries & Cover Letters that Stand Out from the Crowd” by Stacey Lee
- » July 24th Milwaukee Meet & Greet hosted by GE Healthcare



WHAT WILL APMP CERTIFICATION DO FOR ME? «

BY: HEIDI ROMERO

APMP offers the world's first, best and only industry-recognized certification program for professionals working in a bid and proposal environment. APMP is the global standard for developing and demonstrating proposal management competency. For proposal managers, achieving APMP certification:

- » Demonstrates a personal commitment to a particular career path and profession
- » Improves business development capabilities
- » Creates a knowledge base for best practices
- » Gains the respect and credibility of peers, clients and organizational leaders and, in some cases, additional compensation
- » Reinforces bid/proposal management as an important role within an organization and not as an ad hoc function that anyone can perform

In my organization, a proposal manager is sometimes viewed along the lines of an administrative assistant by those that have never worked with our team before. APMP certification became mandatory in my role back in 2014 and needed to be accomplished within the first 2 years of being hired. However, our sales team that we partnered with in their proposal efforts knew nothing about it. That posed a problem, and reinforced the fact that we were glorified admin assistants. Of course, the members of the sales team that had worked with us had a dramatically different view of our team, even made comments about how they could never live without us!

Maybe you work for an organization that doesn't "get" your worth, or sees you as a glorified admin assistant. So, how do you convey your worth to your organization?

Continued on the next page

Not sure where to start? Check out this chart to **see which level of APMP Certification you can achieve** based on your industry experience.

If You Are:	You Should Have:
<p><i>A Proposal professional with 1 to 3 years' experience</i></p>	 <p>Foundation Certification</p> <p><i>Demonstrates an extensive knowledge and understanding of best practices.</i></p>
<p><i>A Proposal professional with 3 to 7 years' experience</i></p>	 <p>Practitioner Certification</p> <p><i>Demonstrates a mastery of how to apply best practices and lead others in their use.</i></p>
<p><i>A Proposal professional with 7 or more years' experience</i></p>	 <p>Professional Certification</p> <p><i>Demonstrates significant contributions to an organization and/or the profession, as well as proven leadership and communication skills.</i></p>

APMP Certification encourages proposal managers to focus on their competencies in the following areas:

- a) Information research & management
- b) Planning
- c) Development
- d) Management
- e) Sales orientation
- f) Behavior and attitude

Having these focuses makes a difference to the organization by winning more business that fits the customer's needs as well as the business objectives.

APMP Certification assesses the tangible impact made by individual proposal managers. Organizations can directly benefit from their proposal managers being certified by the APMP as the certification program has been designed to ensure that it:

- » Encourages retention of staff
- » Supports competency based recruitment and promotion of staff
- » Supports organizational initiatives such as IIP (Investors in People)
- » Identifies performers
- » Improves performance

About the author

Heidi Romero is a Proposal Manager at BMO Harris Bank and has been an active committee member on the GMC Board since 2014. She enjoys volunteering for various positions such as the events and marketing committee. In June of 2015, she received her Foundation level certification and her Practitioner's level certification in September 2018. Heidi is married and with a 2 ½ year old daughter, a cat named Teddy and a Cavalier King Charles dog named Aubrey.

Check out these stats!

Level	APMP Members and Fellows Designations	Members Accredited*
No certification	APMP <i>(APMP Member)</i>	
	APMP Fellow <i>(APMP Member and Fellow)</i>	
Foundation	CF APMP <i>(Certified Foundation, APMP Member and Fellow)</i>	9,080+
Practitioner	CP APMP <i>(Certified Practitioner, APMP Member)</i>	900+
	CP APMP Fellow <i>(Certified Practitioner, APMP Member and Fellow)</i>	
Professional	CPP APMP <i>(Certified Proposal Professional, APMP Member)</i>	157
	CPP APMP Fellow <i>(Certified Proposal Professional, APMP Member and Fellow)</i>	

*as of March 2018



Congratulations to the GMC winners of APMP's 40 Under 40 Program. Click here to get to know the rest of this years' class.

40 UNDER 40



Michele Atkinson
Hayley Flamm
Erin Ortiz

31 APMP GMC MEMBERS ACHIEVED CERTIFICATION!

Congratulations to the following members for achieving a new APMP CF, APMP CP, or APMP CPP certification this year!

LAURA COPUS
NAOMI DISRUD
HAYLEY FLAMM
JILL HAMLIN
MICHELLE HARRISON
STEPHANIE HEIBEL
PAM HOOVER
TRACY HORSTMANN
MICHAEL JUMPER
CAROLINE KEYSER
KAITLIN KOUSAIE

MARKIE KUTZER
JANEL LUCK
KIM MANNA
ALYSSA MILLER
KATHERINE MOULTHROP
SCOTT NOWICKE
RENATA OLSON
MADELINE O'REAR
LARISSA PRITZ
ALEXA RAMSEY
AMY RITCHIE

MARIEL SAUNDERS
MAREE SCHRODER
CHRISTINE SOWINSKI
CAITLIN STOLLENWERK
JASON STOLTENBURG
KATI STUTSMAN
CORY WELCH
MELISSA WILLETT
JENI VERMEULEN



ARE YOU UP FOR THE CHALLENGE?

Having a hard time carving out time to study for your certification? Set a goal and dedicate your study time by scheduling study sessions over your lunch hour or pair up with a study buddy who will keep you accountable. Challenge accepted!

THEY WILL KNOW YOU BY YOUR QUESTIONS «

JOHN BRIEN, CDW | JOHBRIE@CDW.COM

“IF YOU DO NOT KNOW HOW TO ASK THE RIGHT QUESTION, YOU DISCOVER NOTHING.”

W. Edwards Deming

Your proposal does not exist in a void. It is merely a point on the pre-proposal (cultivation)/post-proposal (presentation) continuum. You always need to be mindful of what came before (history) and what awaits (opportunity). The sales team helps maximize that opportunity by their ministrations throughout, including asking the right questions.

A key piece of the proposal and the overall sales process is the Q&A component. When you submit questions, you're not simply looking for answers (though, clearly, your proposal hinges on those answers) but creating a positive impression of your organization based on the quality and extent of the questions you pose. To that end:

Ask something

This is like sitting in an interview and not having a single question (i.e., being bland and lazy). Asking nothing says you think you know it all, you arrogant jerk; you're not engaged in the process; or you haven't bothered to read the RFP. Do the math: "no questions" is not a zero but a minus in the customer's eyes.

Ask smart questions

Do not ask obvious questions. Do not ask for information that already appears in the RFP. Ask an inane question and your prospects for success may be over then and there. Showcase your smarts – questions that gleam with acuity, expertise, a comprehensive, forward-looking perspective. Please.

Solicit questions from your experts

Although this may seem self-evident, questions should not come solely from the sales team. You want hard-hitting questions from SMEs, not generic off-the-shelf fluff. Who's actually devising the solution? Go to the source (e.g., if it's an international opportunity, you need international input).

Don't "show your hand"

Consider the risk. Do not include your organization's name in the questions. Do not reveal your differentiator/preferred strategy a la "Would you be interested in X?" As an aggregated list of questions and answers are usually sent to all bidders, do not share your ideas/secrets and, disastrously, afford the competition an edge.

Ask as many questions as necessary

If 30 (or more) questions are appropriate, go for it. The answers will power your proposal. What's more: your questions may help the customer better define, or redefine, the project in a way that's more favorable to you. It's a chance to both educate them (free consulting) and guide them to your solution.

Remember: the customer is judging you by everything. They expect excellence whatever you're doing... especially if what you're doing is asking the right questions every step of the way.

MILWAUKEE PROPOSAL RESOLUTION MEET UP «

APMP members from Wisconsin and Illinois gathered Thursday, January 17 in Milwaukee for a meetup to share their proposal resolutions, as well as tips for creating and sticking to a plan. Some of the members' 2019 resolutions include obtaining APMP and PMP certifications, improving graphics and time management skills, and enhancing processes around opportunity vetting, content management, quality control and debriefing.

Silke Cole facilitated the discussion and offered guidance on how to stick to a resolution or goal, including:

- Make your resolution SMART (specific, measurable, achievable, relevant, and time-based)
- Write the resolution down on paper
- Measure and track your progress
- Be patient, break the resolution into smaller, manageable steps
- Share the resolution with friends/family, get an accountability partner
- Schedule time to work on your resolution
- Don't give up after a bad day
- Celebrate small victories

APMP membership offers a variety of programs to facilitate professional growth, including:

- Certification**
- Monthly webinars** – also visit the archives for recordings of dozens of past webinars
- Job board** – learn about career opportunities at other organizations
- Mentorship program** – participate as a mentor or mentee
- Knowledge sharing** – Write a newsletter article or present at the symposium
- Meet ups** – Expand your network by attending and helping plan local events



What's Next?
The members plan to keep in touch and check in on resolution progress at upcoming meet ups. Special thanks to Heather Finch, Suzanne Redekopp, and Christine Sowinski for organizing the event.
Already participating in your own local Meet & Greets? Share your story with Corinne!



Want to start a meet up in your area but don't know how to get started? Reach out to Hayley or Stacey.

CONTACT US



YOUR GMC BOARD

Chapter Chair

Hayley Flamm, CF APMP
heflamm@burnsmcd.com

Chapter Vice Chair

Stacey Duwe, CP APMP
stacey@writefitsolutions.com

Secretary

Silke Cole, CF APMP
Silke.Cole@bakertilly.com

Treasurer

Alan Minnick, CF APMP
alan.g.minnick@jpmorgan.com

Membership Chair

Jen Roemer
jroemer@elementcorp.com

Webmaster

Bruce Farrell
bruce.farrell@plantemoran.com

Communications Chair

Bette Sturino, CP APMP
bette.sturino@bmo.com

Events Chair

Andrea Dunger, CF APMP
andrea.dunger@vizientinc.com

Professional Dev. / Mentorship Chair

Richelle Weihe, CF APMP
richelle.weihe@gmail.com

Publications

Corinne Jorgenson, CF APMP
cjorgenson@riversideresearch.org

Events Committee

Brittony Martin
Dena Stukenberg
Christine Sowinski
Karen Hansel, CP APMP
Megan Kean, CF APMP

Marketing Committee

Darla Lambert, CF APMP
Christine Sowinski
Heidi Romero, CP APMP
Erin Ortiz
Katherine Becchina, CF APMP



Call to Action!

Want to get more involved? The GMC is looking for contributors for upcoming issues of the Proposal Debrief. In addition to providing informative and relevant content to our members, you can receive three Continuing Education Units (CEUs) for every article you contribute AND a \$10 Starbucks or Amazon gift card.

Contact Corrine for more details!

DON'T FORGET! MEET & GREET: MILWAUKEE

Looking to for opportunities to network with your local chapter? Look no further! If you are in the Milwaukee area, please join APMP GMC for a networking event. The theme for this month is "Collaborating Across the Miles" and is hosted by GE Healthcare. Share and learn from others how to be successful in working with teams that are geographically dispersed

JULY 24, 2019

7:30am | Registration, Continental Breakfast and Networking
8:00am - 9:00am | Interactive Conversation

GE Healthcare
9900 W. Innovation Dr.
Wauwatosa, WI 53226
1st Floor Foyer

RSVP to MaryFrances.Pokrzywinski@ge.com
by July 19, 2019

MEET THIS MEMBER >>



Hayley began her career in proposals like most people do: by chance. With a degree in communications, a minor in psychology, and journalism experience under her belt, Hayley entered life after college on a mission to find her calling. Over the course of 10 years, Hayley has found that calling through different career opportunities. She started her career out as a team of one, responsible for coordinating an international marketing campaign for a rapidly-growing business. Hayley quickly recognized the similarities between her beloved journalism days, and the role of a proposal manager, and knew her calling was business development and proposal management.

Fast forward ten years, two companies, and a many awards and recognitions (including the recent 2019 APMP 40 Under 40 Winner), Hayley has made her mark in the proposal industry. Today, Hayley is the chapter chair of the growing Greater Midwest Chapter and is involved in organizations in her hometown of Kansas City, Missouri that are focused on building the next generation of female leaders through strategic networking, mentorship, and building professional and personal skills.



NAME: *Hayley Flamm*

TITLE: *Pursuit Strategy Manager*

COMPANY: *Burns & McDonnell*

LOCATION: *Kansas City, Missouri*

Q & A

Q: Number of years in the proposal industry?

A: 10

Q: Number of years as an APMP member?

A: 10 —I joined the second I found myself in the proposal industry!

Q: What do you like best about working in the proposal management industry?

A: Every day is different, and I'm able to use a diverse skillset: strategic thinking, creativity, organizational skills, management, storytelling, writing, graphic design, etc. At the end of the day, my role is an integral piece in helping my company grow and win new work, and that's pretty satisfying.

Q: What is your favorite stress-reliever?

A: Listening to Beyonce, eating sour gummy worms, working out (boxing is a real stress reliever!), and watching true crime documentaries.

Q: What do you enjoy doing outside of work?

A: Traveling! I'm always planning a new adventure.

Q: Most rewarding career accomplishment?

A: Being recognized as a 2019 APMP 40 Under 40 Winner!

Q: Personal motto?

A: You can do hard things. It applies to every part of life: taking a chance in your career, building new hobbies, learning new skills, traveling to foreign countries, having tough conversations, etc.

Favorite
Podcast

My Favorite Murder

2019 APMP
GMC Chair

10 years of
experience in
the industry