



# THE PROPOSAL DEBRIEF

## MESSAGE FROM THE PRESIDENT «

June  
2017

We are in the middle of the year and have lots of great stuff going on. Our Mentorship program is underway, and we just completed our first webinar for the program. BidCon is upon us, and we have our chapter breakfast all set up for Wednesday morning (June 14). And we are putting the finishing touches on the details of our Annual Symposium in October. I sincerely hope that many of you can get some value out of these (and other) things we have cooking.

I'd also like to recognize the two members of our chapter board who were recognized by APMP as part of their 40 under 40 Class of 2017. Bruce Farrell and Bruce Farrell.

Sadly.... no. I am hoping to make the next 50 over 50 (or 60 under 60).

But Krystn Gull and Stacey Duwe were both recognized by APMP for their career achievement thus far. Well deserved on both counts. It has been a great pleasure to work with each of them and they clearly have great things in front of them. Congratulations!

*Bruce Farrell*  
Chapter President

## IN THIS ISSUE «

- > Welcome New Members!
- > Corporate Memberships
- > Chapter Social Media Stats
- > GMC Growth
- > Professional Development Program
- > Feature Article – Four Fake Rules of Proposal Writing
- > Upcoming Events
- > Off the Shelf
- > Comic Corner
- > Contact Us
- > Contribute to the Newsletter

“Be not afraid of  
growing slowly;  
be afraid only of  
standing still.”

*Chinese Proverb*



## WELCOME NEW MEMBERS <<

- > Katie Summy, Tepas, LLC (MO)
- > Michelle Western, Psychological Associates (MO)
- > Caitlin Heaney, Thomson Reuters (MN)
- > Peggy Homeier, CareSource (OH)
- > Michelle McCafferty, Proforma (OH)
- > Lynnette Blaney, Battelle (OH)
- > Josie Mangxaba, Battelle (OH)
- > Trisha Mosser, Battelle Memorial Institute (OH)
- > Sydney Watsek, Battelle Memorial Institute (OH)
- > Susan Assadi, Thomson Reuters (MI)
- > Sarah Wieseler, Fiserv (NE)
- > Cheryl Townsel, MPRO (MI)
- > Rebecca Casarez, Press Ganey Associates, Inc. (IN)
- > Thomas Richard, KPMG LLP (IL)
- > Lisa Daveley, CH2M (WI)
- > Karen Hinz, Covance Inc. (WI)
- > Cale Lasalata, CDW Government LLC (CT)
- > Alexandra Murray CDW Government LLC (CT)
- > Nicole Gorman, CDW Government LLC (CT)
- > Victoria Butler, Envriocon, Inc. (MT)
- > Perry Quayle, Proforma (OH)
- > Sarah M. Conley, AmeriHealth Caritas (PA)
- > Tony Borrelli
- > Madeleine Heinisch, Blue Cross and Blue Shield of IL (IL)
- > Walmon Leal, Pfizer (NJ)
- > Lisa Jaworski, Press Ganey Associates, Inc. (IN)
- > Carrie Freye, Fiserv (NE)
- > Eileen Puechner, Johnson Controls Inc. (WI)
- > Phillip Tibbett, Derco Aerospace, Inc. (WI)
- > Krystal Tranby, Edmentum (MN)
- > Collier Lunn, WestRock (GA)
- > Amber Sullard, PrimeTech International, Inc. (MO)
- > Laura Lobl, CDW Government LLC (CT)
- > Victoria Bozzuto, CDW Government LLC (CT)
- > Tara Barbieri, CDW Government LLC (CT)
- > Gina Kutsch, Maritz (MO)
- > Jennifer Fabianski, CDW Government LLC (CT)
- > Lisa Grabowski
- > Stephanie Rougvie, Franklin Energy (WI)
- > Jean Lovelace, BAE Systems (MI)
- > Mike Clair, BKD, LLP (MO)
- > Mark Nowlin, Vertafore Inc. (MI)
- > Dela Allorbi, BAE Systems (MI)
- > Lauryn Klancke, Image Trend, Inc. (MN)
- > Nicole Garretson, Myers and Stauffer LC (MO)
- > Jamie Hemler, Myers and Stauffer LC (MO)
- > Elizabeth Kepner, BAE Systems (PA)
- > Lisa Vanina, ImageTrend, Inc. (MN)
- > Nikki Schutz, Mayer Brown LLP
- > Sherry Miller, Spectrum Enterprise (MO)
- > Beth LeFleur, Grainger (IL)
- > Lisa Weisser, Press Ganey Associates, Inc. (IN)
- > Chelsea Hines, Workiva Inc. (IA)
- > Korrine Fleming, Badger Meter, Inc. (WI)
- > Christie Collins, Badger Meter, Inc. (WI)
- > Carol Jones, Bolton & Menk, Inc. (MN)

## CORPORATE MEMBERSHIPS <<

There are currently 126 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](mailto:heflamm@burnsmcd.com).

## THE CHAPTER NOW HAS:

**371**  
members on



**83**  
followers on



**123**  
likes on



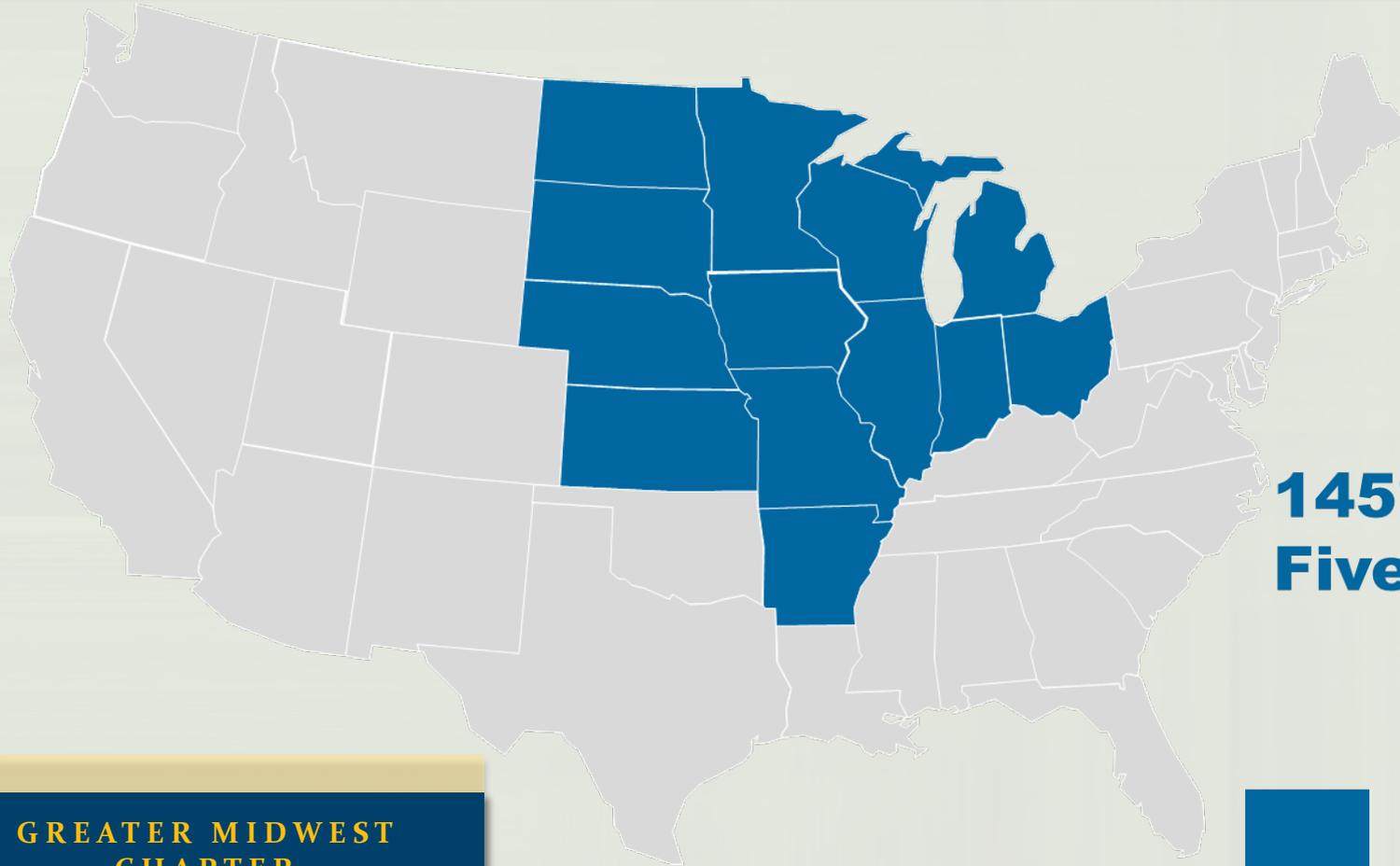
**DID  
YOU  
KNOW**

## APMP Greater Midwest Chapter Growth <<

## APMP Greater Midwest Chapter is GROWING!!

We are so proud of the growth our chapter has experienced over the past few years and that we have reached **570 members** as of May 30<sup>th</sup>, 2017! We know at the rate we're growing, we'll be reaching 600 members in no time.

*To celebrate this milestone, we are offering a FREE registration to our GMC Annual Symposium in Chicago in October to our 600<sup>th</sup> member, so help spread the word!*



## 145% Growth in Five Years!



GREATER MIDWEST  
CHAPTER

**570**  
members

## Professional Development Program ‹‹

This year's professional development program consists of two parts: a mentorship program and quarterly challenge chats.



### **Mentorship Program Update:**

We had a record-breaking response rate for this year's mentorship program! We have matched 18 mentor-mentee pairs. Each pair has a goal to meet at least 4 hours/month, and we've heard a lot of great feedback thus far! Stay tuned for more updates as the program progresses.



### **Challenge Chats Update:**

We hosted our first challenge chat on May 25<sup>th</sup>. With more than 50 attendees, we heard from proposal industry leaders, Bruce Farrell (Plante Moran), Stacey Duwe (Wells Fargo Insurance), and Hayley Flamm (Burns & McDonnell). The panel had a great conversation surrounding the popular topic "Elevating Your Role." If you missed this quarter's challenge chat, please keep your eye out for invitations for the August 24<sup>th</sup> and November 16<sup>th</sup> sessions (topics TBD).

Have questions on these programs? Contact our professional development chair, Krystn Gull, CP APMP, LEED AP at [kgull@burnsmcd.com](mailto:kgull@burnsmcd.com).

# FOUR FAKE RULES OF PROPOSAL WRITING ‹‹

By: Samantha Enslen



Samantha Enslen, CF. APMP, runs Dragonfly Editorial. You can find her at [sam@dragonflyeditorial.com](mailto:sam@dragonflyeditorial.com) or @Dragonfly.Edit

*When you're writing a proposal, the last thing you need to worry about is following fake rules of grammar. Let go of these myths to write faster and more freely.*

Writing a proposal is hard work. And getting all the details of spelling, grammar, and punctuation right can be even harder.

So why burden yourself with following rules of grammar ... that aren't even rules?

Here are five "fake rules of writing" that you hereby have permission to disregard. You may have heard these from your fifth-grade English teacher or read about them in an older resource like *The Elements of Style*. But they're simply superstitions, often created by scholars who wanted the English language to mimic Latin because Latin was "better."

Yeah, the rationale was that silly.

So, set yourself free and start making these five forbidden language tools your own. In case you need a reference to justify your choices, I've included guidance from Garner's *Modern English Usage*, the definitive guide on what's acceptable in formal writing.

**Go ahead ... split infinitives.** Ever since Captain James T. Kirk proclaimed the mission of the U.S.S. Enterprise as "...to boldly go where no man has gone before," writers have been violating this rule. Splitting an infinitive occurs when you place a word between the two parts of a verb, as in to quickly run or to decisively reject. For years, we've been told that this is wrong. It's not. According to Garner, "split infinitives, where they feel natural, are fully accepted."

**End sentences with a preposition.** Another grammar myth is that you should never end sentences with prepositions—words that define the relationship between objects, such as over, under, before, or between. But why give that up? Sometimes a preposition is the best word to put in. And writing naturally ... that's what dreams are made of. (OK, notice what I did there? Those last three sentences all end with prepositions. And they're all perfectly correct.) According to Garner, "perfectly natural-sounding sentences end with prepositions."

**Start sentences with conjunctions.** The bias against starting sentences with coordinating conjunctions is a stubborn one. But it's dead wrong. Opening with a conjunction such as and, or, or but creates a natural transition between two closely related sentences. And it's done all the time in top-drawer writing. Here's a sample, from a May 2017 article in the *Harvard Business Review*:

"Stress is a happiness killer. And life is just too short to be unhappy at work. But we hear this kind of thing all the time from leaders in industries as varied as financial services, education, pharmaceuticals, and health care."

**Write one-sentence paragraphs.** Once upon a time, some grammar teacher took the idea of a paragraph having an introduction, middle, and end too far—and wound up banning one-sentence paragraphs.

What a shame.

Because when they're used judiciously, one-sentence paragraphs add power and punch to your copy. They give readers a break between longer paragraphs and draw attention to critical concepts and key transitions. In his book, Garner places this grammar myth in a section called "superstitions."

In sum, when it's time to write your proposal, don't worry about these bogus rules. Set yourself free. Tell your story plainly; use simple, straightforward language. And if anyone tells you to stop splitting your infinitives, give them this one-sentence paragraph:

No.

## UPCOMING EVENTS «

### Upcoming Monthly Webinar:

July 26, 2017 | 11:00 am CST – 12:00 pm CST

#### Incumbent vs. Challenger: Who Has the Edge? Presented by Robin Ritchie

**Description:** Move beyond the basics and find out why incumbency is a double-edged sword, and what you must do to ensure a win. As challenger, learn how to increase your probability of unseating competitor incumbents.



Robin's career spans government and commercial markets. Before she knew what "RFP" meant, she co-lead and won a \$2.4B bid. Her best practice capture model doubled an international research firm's win rate on strategic bids. Commercially, she helped transform a \$500M sales unit from a regulated monopoly to a competitive business. Robin has captured, managed or reviewed thousands of proposals. She now specializes in business development improvement and training. Her sessions are fast-paced, relevant, and fun!

### New Member Webinars:

June 7, 2017 | 10:00 am CST – 11:00 am CST

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

December 6, 2017 | 10:00 am CST – 11:00 am CST

### Professional Development Program Challenge Chats:

August 24, 2017 | Time and Topic TBD

November 16, 2017 | Time and Topic TBD

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

(subject to availability)

## October 10<sup>th</sup> and 11<sup>th</sup>

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

[Association of Proposal Management Professionals](#)

(OR copy and paste the following link into a web browser)

<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

2017  
GREATER  
MIDWEST  
CHAPTER  
SYMPOSIUM

## UPCOMING EVENTS CONTINUED ‹‹

### CHAPTER BREAKFAST AT BID AND PROPOSAL CON

Join us at the 2017 Bid and Proposal Con for a Chapter Breakfast! We hope to see you there!

**Breakfast Buffet – Wednesday, June 14<sup>th</sup>**

7:00 am-8:30 am in the Riverview 1 Room of the New Orleans Marriot | 555 Canal St. | New Orleans

Link to register: <http://events.constantcontact.com/register/event?llr=8sveyjrab&oeidk=a07ee9657b541b01fe6>

### Greater Midwest Chapter Get Together / Paddleboat Cruise

Tuesday, June 13 from 6:30p-9p  
(book with or without dinner option)

Those interested will need to pay for themselves (not covered by APMP or Greater Midwest Chapter)  
More information about the cruise can be found here: <http://www.creolequeen.com/dinner-jazz-mississippi-river.html>

Those attending, once you've booked your ticket, please contact Paul Lockwood for more information on meeting location:  
815.529.7123 | [plockwood@thevitalitygroup.com](mailto:plockwood@thevitalitygroup.com)

## MEET LOCALLY ‹‹

We are currently scheduling local Meet and Greets throughout our 12 state membership region. In the past, we have held these events over happy hour, morning coffee, dinner, or at a member's office. If interested in hosting an event, have any questions, or have a suggestion to share with the Board, please contact **Andrea Dunger** at [Andrea.Dunger@vizientinc.com](mailto:Andrea.Dunger@vizientinc.com)

### 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](mailto:stacey.duwe@wellsfargo.com)

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

*Writing Business Bids and Proposals for dummies* by Neil Cobb and Charlie Divine

*How to Write an RFP: and Manage an RFP Project* by E.B. Diamond

*Proposal Essentials – Win More, Win More Easily* by Jon Williams and BJ Lownie

*The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results* by Brent Adamson and Matthew Dixon

*#GirlBoss* by Sophia Amoruso

*Lohfeld Consulting Group Insights: Capture & Proposal Insights & Tips (Volume 1)* edited by Beth Wingate

*The Challenger Sale: Taking Control of the Customer Conversation* by Matthew Dixon and Brent Adamson

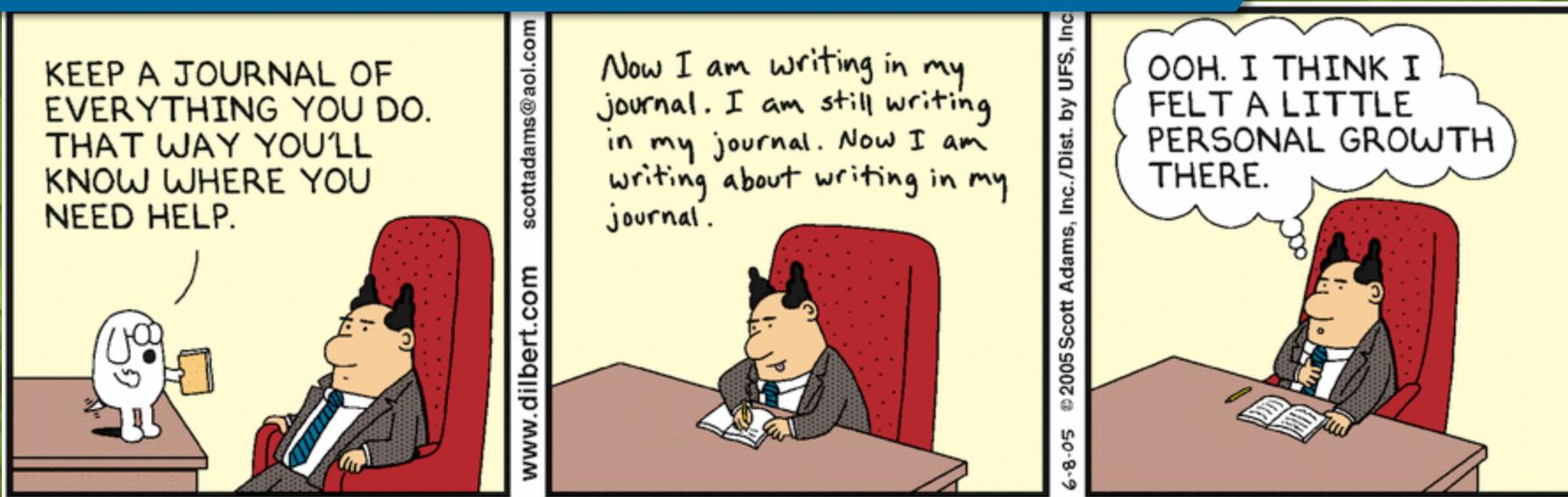
*Eats, Shoots and Leaves: The Zero Tolerance Approach to Punctuation* by Lynne Truss

*Slide:ology: The Art and Science of Creating Great Presentations* by Nancy Duarte

*Presentation Zen: Simple Ideas on Presentation Design and Delivery* by Garr Reynolds

*Who Moved My Cheese?: An Amazing Way to Deal with Change in Your Work and in Your Life* by Spencer Johnson, MD

## COMIC CORNER ‹‹



## 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*

## 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](mailto:stacey.duwe@wellsfargo.com).

*If your article is chosen for publication, you will receive a \$10 Starbucks or Amazon gift card. All published articles will be entered into our 1<sup>st</sup> annual Article of the Year contest. APMP Greater Midwest Chapter members will vote on the Article of the Year (of March, June, and September submissions) after publication of the September newsletter. The winner will earn eternal bragging rights and be presented with an Award and a \$100 Amazon gift card at our Annual Symposium in Chicago in October. Contact Stacey Duwe for details or questions.*