

The Executive



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A BIMONTHLY PUBLICATION OF THE APMP* NATIONAL CAPITAL AREA (NCA) CHAPTER

*Association of Proposal Management Professionals

2005 Web Election Produces Dynamic, Diverse NCA Board

BY TOM HARMON

The National Capital Area Chapter 2005 election results were compiled from 4-to-14 January internet ballots to elect officers for the 15 January 2005 through 1 January 2006 term. Chapter membership voted to elect the President, Vice President, Sec-

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retary/Treasurer, and a record six “at large” board members.

This year’s slate includes enough depth to share chapter duties among directors, so more than one person is available to carry out key responsibilities. This should help address the conflicts that arise between the demands of administering a large association and the rigors of proposal and capture efforts that often place unusual and unpredictable demands on persons in our profession.

Outgoing NCA President Kate Rosen-

green thanked the 2004 officers and introduced the 2005 officers at the Roundtable meeting on February 9th at the Fairview Park Marriott.

President

The 2005 President, **Russell Smith** is responsible for NCA activities and for all liaisons with National APMP. He presides over all chapter meetings, providing leadership in establishing the goals of NCA committees.

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APMP National Capital Area (NCA) Chapter

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NCA Board Members—2005

Russell Smith

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Dennis Doubroff

Vice President
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Jan Cook

Secretary/Treasurer
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President's Corner by Russell Smith

The President's Job—A Heavy Responsibility

Taking office as president of the National Capital Area (NCA) chapter of the APMP is a heavy responsibility. Our chapter has over one-third of the national membership and, during the past two or three years, we have advanced to new heights. Membership is up, attendance is better, there are more activities, and people have come to expect more from the APMP. So now, the problem is to keep the ball rolling.

I think we are moving ahead because of several reasons. The Roundtable programs have been popular and have drawn good crowds. The Board has members who contribute a lot and who work well together. The Corporate Partners Program has sparked new interest. And overarching all of this, the fast pace of the proposal market has helped create momentum for the further advancement of our group.

I want us to make our chapter into an even stronger group that can help our members advance professionally, that can help our members win more contracts, and that can be a notable force in the Government contracting community. I believe the way to achieve these goals is to continue having good Roundtable presentations; further expand the Corporate Partners Program; and to make membership in our group into an even more distinctive badge of accomplishment than it already is.

It was to further advance our group that the Board proposed to move our meeting place to the Fairview Park Marriott. The Board carefully considered this change of venue. The Board felt that the Marriott offers such a superior setting that this meeting site would help foster an increase in attendance. The board feared that the increase in price might unfortunately cause some people to quit



attending but felt the improved site would cause more people to start attending. In order to assess the opinion of our members, the Board passed out a survey at the last meeting letting everyone express their opinion. The survey revealed a 65 percent to 25 percent vote in favor of the Marriott with 91 people participating. I hope that not one person will quit attending our Roundtable meetings because of the move to the Marriott.

I believe the need to have strong Roundtable presentations is more important than ever, especially because of the vibrant condition of the proposal marketplace. Virtually all observers feel that the proposal business will continue to be fast in 2005. This puts the burden on us to find programs of such high educational value that we can continue having large attendance and doing our duty to help our members learn what they need to know to win more contracts and advance their careers.

Last meeting, we had Dr. Jayme Sokolow speak on how proposal reviewers think and act; we had the highest attendance in our history, and you could have heard a pin drop during his presentation, because the focus was so close. On March 23, we have another strong presentation with Eric Gregory and Patty Nunn making a joint presentation on career development for proposal professionals. Anyone who has ever heard these two will tell you, do not miss this one, even if you have a bid due the next day.

These are the kinds of presentations we need. I hope we can have the type of presentations that really meet the needs of our members. Anyone with an idea for a good program is invited to let me know at rsmith@orgcom.com. ■

Roundtable Announcement

Wednesday, March 23, 2005

Joint Presentation - Key Issues in Career Development

TOPIC 1: "LEADERSHIP STYLES AND YOUR CAREER?"—Presenter: Eric Gregory

TOPIC 2: "OPERATING AS AN EFFECTIVE KNOWLEDGE-SHARING TEAM?"

—Presenter: Patty Nunn

This program will provide insight and entertainment, to any proposal professional wishing to learn how to advance their career. Eric Gregory and Patty Nunn bring best-in-industry capabilities to address this topic. Eric serves as Vice President over proposal operations at CACI, and he has been probably the most active leader of the national APMP for more than 10 years. Patty is Vice President over proposal operations at Anteon Corporation. She is recognized as one of the most dynamic and articulate speakers in the proposal industry.

Anyone who has ever heard Eric Gregory or Patty Nunn before will tell you, don't miss this one. Either presenter alone would provide a rare educational experience. But both together will provide a powerful combination, because of their

synergy and insight. Eric will speak for 15 minutes; Patty will speak for 15 minutes; and then there will be 10 minutes of questions. The aim of the presenters is simply for every individual to take away fresh ideas on how to advance their careers. This includes everyone from entry-level personnel to the most seasoned professionals in our group. It includes both consultants and employees. It includes managers, writers, pricers, technicians, artists, and administrative personnel. Don't wait to make your reservation.

Who May Attend?

You do not have to be an APMP member to attend an NCA roundtable. You don't even have to be a proposal specialist. If you are interested in professional growth in the range of business acquisition disciplines that include proposals and business development, or are looking for networking and professional development opportunities, we welcome you to join us! Please refer anyone else in your organization that might be interested and encourage them to attend one of our interactive, informative and interesting roundtables!

Location:

Marriott Fairview Park, 3111 Fairview Park Dr., Falls Church, VA 22042-4550

Agenda:

5:30pm Networking

6:15pm Buffet Dinner

7:00pm Announcements, Featured Presentation

Cost: \$44—Payment received in advance, \$55—Pay at the door. For immediate confirmed seats, go to our Chapter Web site to use our on-line credit card service!

IF YOU PLAN TO ATTEND...

Please make reservations by email to Dennis Doubroff at: apmpdoubroff@aol.com and mail your check to: APMP-NCA, PO Box 3063, McLean, VA 22103-3063. RSVP and send check by Friday, March 18. It is best to reserve your seat early. ■

Calendar of Events

The purpose of the calendar is to apprise NCA members of upcoming events of interest to proposal professionals.

For information on board activities or to become involved call Lou Robinson at 703-533-2102.

MAY	18	Roundtable	• To Be Announced
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JUNE	7-10	APMP Annual Conference	• To Be Announced
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JULY	20	Roundtable	• To Be Announced
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2005 Web Election Produces Dynamic, Diverse NCA Board

▼...Continued from page 1

Russ is a long time APMP member and served as the 2004 NCA chapter Vice President. He is famous for his work in years past as Membership Director, and for generously providing free drinks that helped facilitate many a networking session at chapter roundtable meetings. He received a perfect score 45 of a possible 45 votes for the current post. Mr. Smith is President and COO of Organizational Communications, Incorporated.

Outgoing President

Kate Rosengreen excelled as 2004 President, dynamically leading our chapter to outstanding new heights in membership, participation, event revenue and national stature.

Kate is a consummate proposal and contract manager. She served as NCA Newsletter producer and editor for five years, revamping the look and feel of our chapter's communications. Not a formal nominee, Kate was flattered to receive various write-in votes and will attend 2005 chapter proceedings as the past president, an honorary role that ensures operational continuity and maintains the benefit of her great wisdom and expertise.

Vice President

In addition to the continued administration of Roundtable events, incoming NCA Vice President **Dennis Doubroff** will serve as President when needed, and will lead special chapter activities.

Dennis served in 2004 as the NCA Roundtable Coordinator, a Director at Large position. Dennis efficiently takes reservations, collects payments and organizes the NCA Roundtable meetings for our members. He has faithfully coordinated NCA events for several years and works as an independent proposal consultant. Dennis also received a perfect 45 vote score.

Secretary/Treasurer

As 2005 Secretary/Treasurer, **Jan Cook** has two principal roles that keep the

chapter running smoothly. As secretary, she records the minutes of board meetings, prepares official NCA correspondence, and forwards roundtable and special event attendance lists to APMP National headquarters. As Treasurer, she receives monies and oversees credit card transactions for Roundtables and other fundraisers, pays NCA bills, maintains NCA checking accounts and financial records, and prepares all financial reports. She was elected with a perfect score of 45 votes.

Last year, Jan was the very successful Public Relations and Advertising Chair Director At-Large, and also contributed greatly to Career Day.

Directors At-Large

The 2005 at-large positions share functional responsibilities with the three formal NCA chapter officers, and are equally responsible for representing the APMP to our chapter membership.

Lou Robinson received 45 of 45 possible votes for Director At-Large position. Lou first joined APMP in 1995 and is the Cofounder and Chief Executive Officer of Winning Proposals, Inc. Lou has served our chapter for several years and is the outgoing 2004 Secretary/Treasurer. Everyone on the board is pleased that Lou will continue to provide our members the significant benefit of his expertise, good will and depth of experience.

Patricia Westlein received 41 votes, and will continue to serve as the NCA Special Events Chair, Director At-Large. Patricia was the creative driving force, who accomplished the "behind the scenes" planning and execution of our very successful 2004 Career Day. Patricia Westlein is the Director of Proposal Development at TATC Consulting in Washington, DC.

John Bender received 39 votes, and will continue to serve as NCA Director At-Large. He is Vice President of Advantage Consulting, Inc. and has been a long-time supporter of the NCA, hosting board meetings and coordinating assignments.

Michael Scruggs with 39 votes, will

be a 2005 Director At-Large. As our 2004 Director At-Large for the Corporate Partner Program, Michael contributed his time to revamping corporate incentives and the program grew significantly. Michael is a Senior Proposal Manager with SAIC Enterprise Health Solutions unit

Rick Patterson had 39 votes, and will continue as the Chapter Ombudsman, a Director At-Large. He is a distinguished NCA supporter, and in addition to resolving issues for local members, he contributed his time to arranging speakers and newsletter articles in 2004. Rick is a Program Manager at MCI for a wireless communications contract with the US Army.

NCA member, **Tom Harmon** also received 39 votes, and will continue to serve as a Director At-Large. He contributed to newsletter production in 2004. Tom manages acquisition projects for The Boeing Company.

About the Election:

The slate of Directors was elected by electronic means. Registered NCA chapter members were advised of the voting procedures through e-mail and registered their votes electronically at the NCA Web site. Chapter members were permitted to recast their votes if they changed their mind before the deadline.

One individual was nominated for each position, and needed 50 percent of cast votes to be appointed. Forty five voters were recorded before the January 14 deadline. Each of our 2005 nominees received at least eighty five percent of the possible vote and all nominees were appointed for 2005. The new members, positions and contact info are listed in the Executive Summary masthead and at our Web site. Please contact any of these board members for any reason, *esp.* if you are interested in participating in the APMP NCA chapter.

If you did not receive notice of the elections, your NCA contact information may be stale or missing. Please send an e-mail to inform us; or, you can "self-update" your e-mail address directly on the NCA Member and Colleague Database page on the chapter Web site. ■

Elegant, exciting change of command marks the beginning of an optimistic 2005 for APMP-NCA

By THOMAS J. HARMON

The APMP NCA chapter changed leadership smoothly at the February 9 “rescheduled” roundtable meeting at the Marriott hotel in Fairfax. (The original January date was snowed out.)

Outgoing president Kate Rosengreen gave a brief summary of the Chapter’s accomplishments, which were significant. Kate is particularly proud of the ambiance established at our roundtables, which are regarded as interesting by the majority of members polled. Thanks to our excellent presentations, we saw increased attendance. The chapter hosted our second Professional Day, which was a great success with very favorable feedback from participants. We expanded the web page and initi-

ated a product and service page on the Web site; and started a self service job opening board; and revamped the NCA library and other improvements. We grew the corporate partners from two to eight participating companies. In 2004, we completed or maintained efforts to address every improvement recommendation from the March 2003 Pop Quiz member survey. What a Year!

Kate then introduced the entire 2005 Board of Directors, finishing with an introduction of the incoming President Russell Smith.

Russ Smith began his remarks by presenting Kate with a bouquet of fresh flowers and a handsome engraved plaque. Kate rose to bask in the grateful

applause of the capacity crowd standing in appreciation of her year of exemplary service. She then turned the meeting over to Dr. Russell Smith.

Russ remarked that during his 30 years in proposals and business development, being elected NCA chapter president was one of the high points of his career. He promised his door would always be open to members old and new, interested in career development and professional advancement—his specialty areas. Russell then introduced the evening speaker, Dr. Jayme Sokolow; quipping his experience was that the doctorate credentials in History they both have would probably not earn them any discounts at Starbucks! ■

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Unusual Topic Garner's Record Attendance at NCA Roundtable Presentation February 9th

By THOMAS HARMON

A compelling and comprehensive presentation of heuristics in proposal evaluations.

Doctor Sokolow asserted that Bottom Up presentations can induce a negative review. The case was made that decision makers require fast, frugal, and easy to understand information. Laid on top of a compliance matrix and win theme plan, his advice at first seems to simply

proposal evaluations (such as the inherent sense of national duty, electronic evaluation methods, government "objectivist" training and specific Federal Acquisition Regulations) deliberately intended to overcome human heuristic tendencies.

In other words, the Heuristics case is



Doctor Jayme Sokolow gave a compelling presentation tonight with an audience of 130 that built a strong case for heuristic analysis; describing practical steps proposal managers can take to ensure they receive the best evaluations possible for their proposal efforts.

He described the various heuristic cases that apply to proposal review, using examples to illustrate the cases that lead us to believe doctor Sokolow is an avid hiker and outdoorsman of world class.

By the end of the evening he had presented a rationale, a system, and strategies to exploit his research and hands on experience as an evaluator.

Heuristic thinkers work top down—which is antithetical to the bottom up preparation techniques that are common in proposals.

reinforce our majority beliefs.

His case was supported by many quotes and references to experts and researchers, and the materials included a detailed bibliography.

The net result was a very strong case not colored by personal opinion or cliché proposal experts.

He was ready for skepticism. Indeed, doctor Sokolow paused several times during his presentation to elicit questions from the professionals attending, and was able to address every audience concern using rational examples to show his basis for responding.

As a member of the audience I felt the presentation was compelling and valid for consideration, especially for commercial proposals and grant applications; but I feel it did not address the intentionally "anti-heuristic" aspects of DoD-centric

valid and enriching but is still not the Silver Bullet for the majority of our proposal managers! We benefit greatly from Doctor Sokolow's research but we'll still have to earn that next win!

I for one, shared the information with my co-workers the day after our roundtable. This led to an animated lunchtime discussion! Thank you, Jayme, for providing one of the most engaging roundtables in recent memory—it will start many ongoing discussions.

"How Do Reviewers Really Evaluate Your Proposal" was presented to the NCA Chapter by Dr. Jayme Sokolow Founder and President of The Development Source, a proposal services company located in Silver Spring, MD. He is also the Assistant Managing Editor and Chair of the Editorial Advisory Board of *Proposal Management*. ■