



Executive Summary

A Publication of the Association of Proposal Management Professionals (APMP) National Capital Area (NCA) Chapter

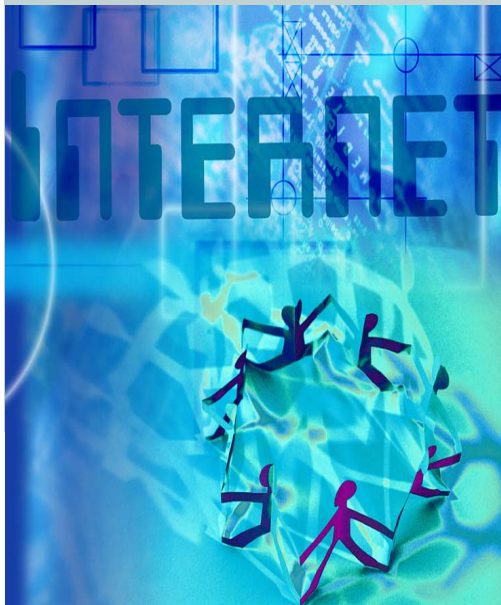
February 2006 Special Edition

Volume XII, Issue I

January 2006 Web Election Produces Dynamic, Diverse NCA Board of Directors

Special points of interest:

- 2006 Board Election produced the largest board of professional volunteers in Chapter history
- Roundtable attendance benefits you and your employee—we'll show you why
- You can self-update your e-mail address directly on the NCA Member and Colleague Database page on NCA's Web site



The Web-based 2006 APMP NCA election produced the largest board of professional volunteers in Chapter history.

Tom Harmon

The National Capital Area Chapter 2006 election results were compiled from Internet ballots to elect officers for the February 7, 2006 through January 30, 2007 term. Chapter membership voted to elect the President, Vice President, Secretary, Treasurer, and nine At-Large Board Members with vital functional assignments. One At-Large Director position, the Newsletter Chair, was appointed by the board at the 2006 inaugural board meeting on February 7.

The 2006 election produced the largest board of professional volunteers in Chapter history. This year's slate includes enough "at-large" depth so that the Chapter now has sufficient numbers of directors to better delineate duties—affording more attention to each particular function. 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, Russ Smith, announced the 2006 election results on January 19 during the Roundtable meeting at the Fairview Park Marriott.

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President's Corner Let Your Employer Pay for Your Roundtable Attendance

Michael Scruggs, APMP NCA President

Employer-paid training confers a benefit for the employer and the employee. Employers receive better services or products that increase profitability, competitiveness, and employee retention. Employees gain new knowledge and skills that enhance their financial security and help them to attain their personal goals.

The APMP National Capital Area Chapter's Roundtable presentations—held every other month—provide an effective venue to gain knowledge and training in the business acquisition arena with emphasis on proposal management. For example, in our upcoming March 15 presentation, *Doing Proposals the Wrong Way: Shortcuts and Workarounds for Real-World Proposals*, presenter **Carl Dickson** will provide



The limited cost of attending Roundtable events can pay large dividends to your employer in the long run.

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Look for a special e-mail with your personal invitation to use APMP NCA's new Web tools!

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President

Our 2006 **President, Michael Scruggs**, 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 various NCA committees. He received 46 of a possible 47 votes for the current post. Michael was a Director At-Large in 2004 and 2005. As Director At-Large for the Corporate Partner Program last year, Michael contributed his time to revamping corporate incentives, and the program grew significantly. Michael is Director of Proposal Management at OnPoint Corporation.

Outgoing President, Russell Smith, provided impassioned leadership as 2005 APMP NCA President as our Chapter maintained its legacy performance in membership, participation, event revenue, and national stature. He personally hosted every chapter event with the characteristic warmth and humility that are his trademark.

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 helped facilitate many networking sessions at Chapter Roundtable meetings. Russ is the founding President and Chief Operating Officer (COO) of Organizational Communications, Inc. (OCI) in Fairfax, Virginia.

Vice President

Incumbent NCA **Vice President, Dennis Doubroff**, will lead special Chapter activities in addition to administering roundtable events and will serve as President when needed.

Dennis served as Vice President in 2005 and was NCA Roundtable Coordinator in 2004. Dennis efficiently takes reservations, collects payments, and organizes NCA Roundtable meetings for our members. He has faithfully coordinated NCA events for several years and works as an independent proposal consultant. Dennis received a perfect 47-vote score.

Secretary

Returning as the 2006 **Secretary, Jan Cook Butorac** has a principal role that keeps the Chapter running smoothly. As Secretary, she records board meeting minutes and prepares official NCA correspondence. She was elected with 45 votes and served as the 2005 Secretary/Treasurer. In 2004, Jan was the very successful Public Relations and Advertising Chair Director At-Large and contributed greatly to Career Day. Jan has been an independent proposal consultant for two years after working for numerous contractors as a proposal manager and writer for more than 20 years.

Treasurer

Lou Robinson agreed to run for the 2006 **Treasurer** position while the election was in progress, allowing Jan Butorac to focus fully on her Secretary responsibilities. As Treasurer, he receives monies and oversees credit card transactions for roundtables and other fundraisers, pays NCA bills,

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practical advice designed to help in an imperfect proposal world.

Later this year we hope to have Federal Government acquisition officials discuss acquisition forecast, and others may discuss some of the methods used in proposal evaluation and proposal development tools.

We start each Roundtable with a networking session, and the opportunity to discuss business lasts throughout the meal and after the formal presentation. Roundtable networking is a terrific way to meet other proposal professionals and the companies they represent.

If you are not already doing so, let your employer pay for your Roundtable attendance. Imagine how your attained knowledge from a Roundtable may make the difference in a winning proposal versus a mediocre submission. Developing a proposal takes a tremendous amount of effort and money, and your employer has everything to win in investing in you and your ability to deliver a winning proposal. The limited cost of attending Roundtable events can pay large dividends to your employer in the long run.

Our Roundtable events are held at the Marriott Fairview Park located near the intersection of the Capital Beltway (Interstate

495) and Arlington Blvd. (Route 50) in Falls Church. This location is easily accessible to most of our Chapter members, and parking is free. For those traveling from Baltimore, Norfolk, or other areas outside the metropolitan Washington area, a number of hotels and motels of varying price ranges are located nearby.

Make it a point this year to attend Roundtables regularly. Roundtable attendance is an excellent value for your employer's training budget, and it's personally rewarding. See you on March 15.



Roundtable networking is a terrific way to meet other proposal professionals.

Doing Proposals the Wrong Way: Shortcuts and Workarounds for Real-World Proposals!

APMP NCA's March Roundtable

March 15, 2006; 5:30–8:00 p.m.

Fairview Park Marriott, Falls Church, Virginia

Have you ever been forced to do a proposal the “wrong way” because best practices just don’t work in a worst-case scenario?

You can throw up your hands and give up—or use new techniques that actually work even under the most adverse proposal situations.

Come to this session and take away the know-how to:

- Cope with bad RFPs
- Work around missed deadlines and incomplete assignments
- Use clever new tricks to increase your chances of winning

And you’ll survive the process...and have the energy to face your next proposal!

Plus, get these free session handouts—each packed with practical bid-winning tools:

- Murphy’s Laws for Proposal Development
- 101 Win Themes for All Occasions

Our presenter, **Carl Dickson**, is President of CapturePlanning.com and a prolific author of proposal and business development articles, tutorials, and training materials. He is a past president of APMP NCA and a frequent speaker at APMP national conferences.

Agenda:

5:30 p.m. Networking

6:15 p.m. Dinner

7:00 p.m. Announcements and Program

Registration Fees:

Cost: \$50 (payment received in advance) or \$65 (pay at the door)

Location:

Marriott Fairview Park

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

703.849.9400

Register now...space is limited!

If you plan to attend...please RSVP by March 10, 2006 via email at rsvp@apmp-nca.org and mail your check to APMP NCA, PO Box 3063, McLean, VA 22103-3063 or register on-line using PayPal at: <http://www.apmp-nca.org/announcements/031506roundtable.html>



Learn how to survive the process... and have the energy to face your next proposal!



Take away the know-how to cope with bad RFPs.

(2006 APMP NCA Board...Continued from page 2)

maintains NCA checking accounts and financial records, and prepares all financial reports.

Lou first joined APMP in 1995 and is the co-founder and Chief Executive Officer (CEO) of Winning Proposals, Inc. (Win-Pro). Lou has served our Chapter for several years and was Secretary/Treasurer in 2004. 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.

Directors At-Large

2006 Directors At-Large share functional responsibilities with the formal NCA Chapter officers and are equally responsible for representing the APMP to our

Chapter membership. The “DALs” are those essential members who voluntarily provide the special features and events our Chapter is known for!

John Bender received 42 votes and will continue to serve as **NCA Director At-Large**.

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(2006 APMP NCA Board...Continued from page 3)



Please contact any NCA board members for any reason—contact information appears on page 5.

John is Vice President of Advantage Consulting, Inc. and has been a long-time NCA supporter, hosting board meetings and coordinating assignments. John will serve as the **Roundtable Host Chair**.

Rick Patterson had 44 votes, and will continue as **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 and 2005. Rick is an MCI Program Manager for wireless communications contracts with the U.S. Army.

Jay Schaivo, CAE will continue his excellent service in 2005 as our **2006 Communications Director and Roundtable Coordinator**. Consistently finding and arranging interesting, relevant speakers for our demanding Metro Region membership is probably the most visible Director At-Large responsibility. Jay, as usual, takes this pressure in stride. He is the Director of Association Membership and Product Promotion at All Media Creative Marketing Communications, Inc.

At the February 7, 2006 board meeting, Tom Harmon (47 votes for Director At-Large, Chapter Newsletter) and outgoing President, Russ Smith, co-nominated NCA member and veteran editor

Beth Wingate as **Director At-Large** to take over the **Chapter Newsletter** upon Tom Harmon's resignation from the board. Beth is filling the remainder of Tom's term and pledged to produce our quarterly *Executive Summary* issues faithfully in an innovative, printer-friendly format.

Beth has decades of professional experience and is employed by Management Systems Designers, Inc. (MSD) as Proposal Center Director and formerly Marketing Communications Director and Proposal and Marketing Manager. Prior to MSD, she worked at Learning Tree International until 1994.

Exciting New Positions Added for 2006

Please welcome the following Board Members who have been elected to serve the Chapter in 2006 in the following capacities.

Denise Rhea-McKenzie of L-3 Communications will serve as the **NCA Web Site Manager** in 2006. Denise received 46 votes.

Malcom Higgins of Raytheon also received 46 votes and will assist with **Programs**.

Chris Stahl, President of G4I Consulting, received 45 votes and will serve as **Chair of the Corporate Sponsor Program**. Chris is the founder and Chairman of the Board of Synchris, bringing 20 years' hands-on leadership in challenging fiscal, strategic, and operations consulting. He is a renowned Government contracting business development and capture management expert.

Bob Lohfeld, President and founder of Lohfeld Consulting, and past President of Lockheed Martin Commercial Enterprise Solutions, received 45 votes and will serve as **Chair of 2006 Professional Day** activities. Lohfeld Consulting specializes in providing management consulting services to Government information technology (IT) companies in the Washington, DC and Colorado markets.

Bob will lead a team of Professional Day Committee volunteers that includes members

Lauren Hammond (ACS), **Gillian Dionne** (Anteon), and **Mike Jakab** (Synchris).

After two consecutive years as the NCA Special Events Chair, a Director At-Large position **Patricia Westlein** will serve as **Professional Day Mentor**, a **Director At-Large** position mentoring Bob Lohfeld in his role as Chair of 2006 Professional Day. Patricia was the creative driving force who accomplished the "behind-the-scenes" planning and execution of our very successful Professional Day events in 2005 and 2004. Patricia is the Director of Proposal Operations at AMTI.

2006 Retirements

Special thanks and best wishes for future success are extended to our leadership member, **Tom Harmon**, NCA newsletter editor, who has retired from the Board in 2006. Tom works for The Boeing Company Acquire Business Center in St. Louis and is completing physical rehabilitation after a November 2005 accident.

About the Election

The slate of Directors was elected electronically. Registered NCA Chapter members were advised of voting procedures via e-mail and registered their votes at the NCA Web site. Chapter members could recast their votes if they changed their minds before the deadline.

One individual was nominated for each position and needed 50% of cast votes to be appointed. Forty seven total voters were recorded before the January 13, 2006 deadline. Each nominee received at least 80% of the possible vote, and all nominees were appointed for 2006 except for the Newsletter Chair, who was to be replaced for cause.

The names of our 2006 Board, their positions, and contact

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(2006 APMP NCA Board...Continued from page 4)

information are listed on the last page of the *Executive Summary* and at our NCA Web site. Please contact any of these board members for any reason—especially if you are interested in participating in APMP NCA Chapter events.

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.

**Mark Your Calendar for
2006 APMP NCA Events**

- | | |
|---------------------|---|
| March 15 | Doing Proposals the Wrong Way: Shortcuts and Workarounds for Real-World Proposals! |
| May 17 | Roundtable (NCA Membership Meeting) |
| May 23–26 | APMP National Annual Conference in New Orleans |
| July 19 | Roundtable (NCA Membership Meeting) |
| September 20 | Roundtable (NCA Membership Meeting) |
| October 25 | Professional Day |

**APMP NCA Board of Directors
Meetings Open to Members**

The Board of Directors for APMP NCA meets the first Tuesday of every month. Every other meeting is a virtual meeting-telephone conference. These meetings are open, and APMP members may attend.

Anyone interested in the topic is invited to attend our meetings. You do not have to be an APMP member or even a proposal specialist to attend an NCA Roundtable. If you are interested in proposals, business development, and professional development, we'd like for you to join us!

APMP and NCA Missions

The APMP Mission is to advance the arts, sciences, and technology of new business acquisition and to promote the professionalism of those engaged in those pursuits. Our Chapter's Mission is to provide our members with information and opportunities to improve their professional performance and advance their careers in Proposal and Acquisition Management.

**2006 APMP NCA
Board Members**

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