

# The Executive Summary

VOL VII NO. 6 DECEMBER/JANUARY 2002

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



\*Association of Proposal Management Professionals

## Vote Today... Election Edition

### NCA Slate of Directors for 2002

The following directors have been nominated for positions on the NCA Board.

### Instructions

In order to streamline and expedite the process for our Association, the board of directors select a slate of Officers and Directors and present them to the APMP-NCA membership. Individuals who have been nominated

to fill the positions for the upcoming year are as follows:

### Slated Officers

Lou Robinson — President  
Tom Porter — Vice President  
Betsy Blakney — Secretary, Treasurer

### Slated Directors at Large

Kate Rosengreen — Director at Large  
John Bender — Director at Large  
Pete Fagan — Director at Large  
Dennis Doubroff — Director at Large

The team nominated for the 2002 board is made up of a now familiar group of members and associates of the National Capital Area Chapter. During the current year the board membership has expanded from a small group to include seven individuals who have actively supported us by attending regular board meetings and Roundtable events.

We are fortunate that this team which has worked so well, has offered to provide their services to NCA for a further year. Each person brings to the committee extensive backgrounds within the proposal industry, as well as many years of experience in a variety of government and business settings.

### Proposed Officers

**LOU ROBINSON** – President:

Lou has served our chapter for several years, first as Secretary/Treasurer and then as President. He is the well-respected Chief Executive Officer of Winning Proposals. Everyone on the team is pleased that Lou has offered to

provide his leadership for a second term. The chapter benefits greatly from his expertise, good will and depth of experience.

**TOM PORTER** – Vice President:

Tom is the Proposal Director at TRW's Systems & Information Technology Group (S&ITG). He has more than 20 years of direct experience in proposal management at TRW. The S&ITG provides information technology systems and services; systems engineering and analysis; systems development and integration; scientific, engineering, and technical services; and enterprise management services. Tom served ably as Vice President during 2001. In addition, he took over the role of Programs Director, which has resulted in a dramatic increase in attendance at our bi-monthly Roundtable meetings.

**BETSY BLAKNEY** – Secretary, Treasurer:

Betsy manages proposals and corporate communications at fast-growing, award-winning Datatrac Information Services, Inc. in Chantilly, Virginia. Datatrac provides Card Personalization, Contact Center Management, Integration Services, Management Consulting, and Telecommunication services. Betsy ably served the NCA chapter during 2001 as Secretary/Treasurer and has provided excellent administrative support to the group.

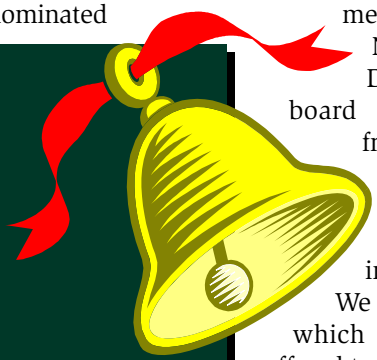
### Proposed Directors At Large

**KATE ROSENGREEN** – Newsletter Editor  
Kate publishes the chapter newsletter *The Executive Summary* and has been

*Continued on page 6*

## IN THIS ISSUE

- 1 Vote Today...
- 2 President's Corner
- 3 All Day Seminar
- 4 Proposal Profession Day Abstracts
- 5 Mark Your Calendars
- 7 Coach's Column



## APMP National Capital Area (NCA) Chapter

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## President's Corner by Lou Robinson

**D**avid Fontana was one of the New York Firefighters who lost their lives at the World Trade Center on September 11. His favorite quote was from Theodore Roosevelt. I read about him in a small local newsletter while I was visiting Hawaii.

The quote is: It is not the critic that counts, nor the man who points out how the strong man stumbled, or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena, whose face is marred by dust, sweat and blood—who strives valiantly, who errs and comes short again and again, who knows great enthusiasms, great devotions, who spends himself in a worthy cause, who, at best knows in the end, the triumphs of high achievement and who, at their worst, if he fails, at least fails, while daring greatly, so that his place shall never be with those cold and timid souls, who have known neither victory, nor defeat.

I found the quote moving and do believe that those who follow this philosophy have full lives, accomplish the most and are most satisfied. In the proposal world, our faces are not often marred by dust, sweat and blood (at least not physically), but the efforts are

difficult, demanding and require great devotion. It is those who try so hard again and again who ultimately succeed. It is our task in the APMP to help equip the daring gladiators (proposal people) with the tools, knowledge, skills and enthusiasm to strive valiantly and in the end to triumph.

Most of you have faced the daunting task of producing the best proposal when there is little time, inadequate resources, a changing dynamic battlefield and many unanswered questions. It is during these times, often in the midst of the night, that we find ourselves digging deeper to bring forth the last ounce of energy, the very best idea and the ideal presentation method. It would be easy to walk away from this immense pressure or at least step to the side and let the energy and devotion come from others. However, to those who stand mid-stream in the process and give their all come the rewards.

When you are next on the proposal battlefield and you are straining for inspiration, pause for just a moment and reflect on this quote from Roosevelt. Perhaps it will provide the energy and spirit necessary to give your that last ounce of devotion required to finish and succeed.



For those attending Roundtables functions we are pleased to offer a vegetarian option for meals. If you would like to request Vegetarian food in place of the regular meal, please advise Dennis Doubroff when making your booking for the event.

# All-Day Seminar

(For a complete list of Abstracts, see pp. 4 and 5.)

The APMP NCA chapter, in partnership with the Chesapeake chapter, will sponsor an all-day seminar on January 16, 2002, at TRW facilities in Fairfax, Virginia. The topics include managing your proposal career, or those of your employees. The day will have two successive tracks, with planned presentations to cover the following subtopics:

## Morning Track

### MANAGING YOUR PROPOSAL CAREER

- ❖ What is a proposal career path?
- ❖ What is the difference between being a proposal contractor and a company employee?
- ❖ What are the continuing education opportunities and resources?
- ❖ What is APMP's Certification Initiative?

## Lunchtime Tribute

- ❖ A special tribute to the late Herman Holtz, a writer and proposal consultant who touched the lives of many APMP members.

## Afternoon Track

### MANAGING A PROPOSAL ORGANIZATION

- ❖ How do you organize proposal resources?
- ❖ How do you prepare and motivate technical people to participate in the proposal process?
- ❖ What is APMP's New Business Maturity Model?

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

Please refer anyone else in your organization who might be interested and encourage them to attend.

**Cost:** The advanced registration cost of the event, including lunch, will be \$95 for APMP members and \$110 for non-members. Please make your reservations and payment by January 10 to receive the advance registration rates. Walk-in attendees at the event will be charged \$125. Registration will start at 8:00 AM, with the formal program planned for 9:00 to 5:00, followed by a non-alcoholic networking hour.

### Reservations:

Make your reservations today by e-mail to Dennis Doubroff, APMPdoubroff@nciinc.com

Please mail check payable to:  
APMP-NCA  
P.O. Box 3063  
McLean, VA 22103-3063



### Questions:

Tom Porter (Program Chair) can answer any questions related to technical content or other information about the event. He can be reached by phone at 703-345-7128, or by e-mail at Thomas.e.porter@trw.com

# Calendar of Events

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

JAN	4	Election Deadline	• Be sure to vote at <a href="http://mediausa.net/apmp/vote_today/">http://mediausa.net/apmp/vote_today/</a>
	8	Board Meeting	• Conference Call
	16	Seminar	• TRW all day event. Don't miss this meeting!
FEB	5	Board Meeting	• To be determined
MARCH	20	APMP-NCA Roundtable	• To be determined
APRIL	2	Board Meeting	• To be determined

# Proposal Profession Day Abstracts

**Title:** Proposal Career Paths in Private Industry

**Presenter:** Eric Gregory, *CACI, Inc.*,  
Current CEO, APMP

**Abstract—**Proposal career paths tend to vary greatly from the classic model of “Enter as a college new-hire; wait 10 years for your ‘chance’; climb up the management ladder; and put in your papers after 35 years.” For many APMP members, they had no idea when they started that they would devote so many years to proposing. For others, it is a second career. Eric will explore the entry points of our profession, the growth potential within private industry, and other elements of managing your proposal career.

**Title:** The Free-lance Proposer

**Presenter:** Lee Andrese, *Aquent*

**Abstract—**The freelance lifestyle isn’t for everyone. One of the area’s leading placement specialists will discuss the differences between being a contractor and being a company employee. How does the use of free-lancers benefit the client company? What does it take to be a freelancer? When can you make the transition from company employee to independent contractor? What obstacles will you face? How do you represent yourself without being pigeon-holed? And, how do you balance selling and working proposals?

**Title:** Education of the Proposal Professional

**Presenter:** Doug Alston,  
*Advantage Consulting, Inc.*

**Abstract—**Proposal professionals have a dual responsibility. First, they must enhance their own abilities to produce quality responses for their companies and second, they must ensure that they develop and nurture the necessary skills in other members of the organization. For the proposal staff, they need to be aware and use training techniques that apply to continuing education. On a personal basis, they must avail themselves of all the resource materials, web

sources, networking situations and conferences that develop skills further and introduce new ideas. This session will both review the principles behind adult education with the focus on proposal skills and review and discuss the educational opportunities available to proposal professionals.

**Title:** APMP’s Certification Initiative Update on APMP Initiative

**Abstract—**APMP is in the midst of defining a formal certification program for proposal management. Their vision is to provide a valid, objective measure of an individual’s basic knowledge of our profession and their skills to effectively manage and develop competitive proposals. They are considering eligibility requirements, examination procedures and recommended learning criteria to prepare one for the exam. An APMP representative will address feedback from the national conference in Albuquerque, as well as upcoming plans for this initiative.

## Lunchtime Presentation:

**Title:** Herman Holtz - Lessons Learned from a Champion of Our Profession

**Presenter:** Tom Porter, *TRW, Inc.*

**Abstract—**Herman Holtz was a giant in the proposal field—not because he dabbled with the CEOs, politicians and flag officers—but because he worked side-by-side with proposal professionals across the country. Until he passed away earlier this year, he was one of the most prolific, productive writers and proposers of our time. He was also a wise old sage, a proposer’s proposer, from whose legacy we can still learn. This presentation will reflect on a winner in our industry, and on the advice he would have offered for managing our proposal careers.

**Title:** APMP National Board of Directors Panel

**Presenter:** 2002 National Board of Directors APMP

**Abstract—**The new board will be conducting a panel presentation, with each member giving a short discussion of their career path, as well as a brief opinion of the trends in our industry. They will then entertain questions from the audience.

**Title:** Organizing Proposal Resources

**Presenter:** Patricia Nunn,  
*Anteon Corporation*

**Abstract**—How companies organize their proposal resources depends upon many factors, including line of work, internal budget, type of proposals being written, talent available, and company culture. Surveys and experience have shown that titles, functions, and salaries vary between companies even though the end goal is to win business. This presentation will examine several ways companies have structured their resources to effectively pursue business opportunities.

**Title:** Training for Proposal Organizations/Teams

**Presenter:** J.P. Richard,  
*Advantage Consulting, Inc.*

**Abstract**—The challenge of preparing and motivating technical or operations people to participate in the proposal process is a daunting one. But with careful preparation and attention to the needs of the technical staff, they can be made a productive part of the winning proposal team. They need to know why that proposal response is important to your organization, what the established procedures are and where they can turn,

and what the client will be looking for. Mr. Richard will present the topics and approaches to providing training to proposal teams/organizations.

**Title:** APMP's New Business Maturity Model Initiative Update on APMP Initiative

**Abstract**—The APMP is sponsoring the development of a Business Development Maturity Model patterned after the software project maturity model efforts conducted by the Carnegie Mellon Software Engineering Institute. A capability maturity model provides a description of the stages through which organizations evolve as they define, implement, measure, control, and improve their processes. They establish a yardstick against which it is possible to judge, in a repeatable way, the maturity of an organization's process and compare it to the state of the practice of the industry. The initiative has involved the definition of BD levels, key process areas and key practices. An APMP representative will address feedback from the national conference in Albuquerque, as well as upcoming plans for this initiative.

## MARK YOUR CALENDARS

2002 Roundtable Schedule

– **March 20** –  
– **May 15** –  
– **July 17** –  
– **September 10** –  
– **November 20** –

These dates have been selected for the Roundtable events for 2002 calendar year. While we make every effort to keep our schedule predictable, unforeseen circumstances do sometimes arise which necessitate us to reschedule. Check the NCA Web site [www.apmp-nca.org](http://www.apmp-nca.org) and our newsletter for updates on changes for these upcoming events.

## PROPOSAL HELP from RANSONE ASSOCIATES

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# Vote Today—Election Edition

Continued from page 1

the NCA Newsletter editor for three years. She is a freelance proposal writer with particular emphasis in the not for profit sector and she is currently in the process of completing her Ph.D. Kate also is on the Editorial review panel for the National Journal of Proposal Management.

## **DENNIS DOUBROFF –**

Dennis is the Senior Proposal Manager for NCI and assists the Capture

Team Leader in managing and directing all proposal efforts and personnel for his organization. He has over 15 years proposal development experience. Since joining the NCA Board of Directors for the 2001 year, Dennis has taken over the responsibility for Roundtable Coordination. This responsibility requires great organizational skills, which he has displayed in abundance.

## **PETE FAGAN – Membership Chairperson:**

Pete is highly experienced in proposal development, management and training, He has run Proposal Development Services since 1985. He was the chairman of the 2001 NCA Membership Committee.

## **JOHN BENDER – Director at Large:**

John Bender has offered to continue to serve and support the NCA Board of Directors. He is Vice President of Advantage Consulting, Inc.—a business development and management consulting firm. John is currently managing the promotion of business development and proposal software tools and has been a long-time supporter of the NCA.

## **Background to Vacancies**

Officers fulfill the specific responsibilities defined in the charter of our organization, and are nominated and elected each year. Directors at Large belong to the Board of Directors, provide support and assistance to the organization through volunteer activities. The activities include responsibilities like producing the Newsletter, managing the Web site, managing membership tasks and coordinating meetings and special events such as our bi-monthly Roundtables.

## **Member Classifications**

Proposal people who attend NCA, receive event announcements, newsletters, and otherwise participate in NCA activities or functions fall into two classifications:

1. An APMP-NCA Member—someone who is a paid-up member of APMP and affiliates with the local National Capital Area Chapter (NCA.)

2. An NCA Colleague—someone who attends NCA functions but does not belong to APMP.

## **Voting Eligibility**

Only a current Member of APMP-NCA may nominate or vote for the Slate of Officers and Directors at Large. At the time of voting, APMP-NCA members are asked to vote for each Officer or Director, OR make their own write-in nomination for one or more positions on the slate. Members may self-nominate.

## **Second Vote**

If someone nominates another candidate for a position as one of the three Officers (or self-nominates for a single position) we will hold a second vote to allow the membership to select between the two (or more) candidates for the position. If the person is nominated for a position as Director at Large, the Officers will determine whether a second vote will be conducted or whether the individual will be accepted by the Board as a de facto Director.

## **How to Vote**

An e-mail Call for Vote Announcement will be sent to all voting members and includes a URL link to a Web site where the ballot form is located. You are encouraged to vote in a number of ways: vote for the individuals listed on the slate, nominate another candidate, or self nominate for a position. The URL link to the voting ballot form is [http://mediausa.net/apmp/vote\\_today/](http://mediausa.net/apmp/vote_today/)

## **When to Vote**

The Call to Vote Announcement is issued from mid- to late December. Deadline for voting is several days before the first Board of Directors meeting in January.

Please vote today. We must receive you vote no later than 5:00 PM EST, Friday, January 4, 2002

We would like to take the opportunity to extend our thanks to our Past President Carl Dickson (Webmaster), Bob Crawford (who has supported our chapter for many years) and Karen Crawford (Board of 2001) for their contribution to the NCA board over the past years. We appreciate the time, skill and energy they have contributed to improve the quality of the NCA.

## **Interested in your association?**

Have you considered  
attending an NCA  
Board Meeting?

Your input and ideas  
are important to  
your committee!

For further  
information, please  
contact NCA

**President**

Lou Robinson at  
**703-533-2102**

or e-mail  
**win-pro@prodigy.net**

# Coach's Column



## STOP E-Mail Viruses Cold—With An Error

Help stop the spread of viruses to everyone on your e-mail mailing list.

Create a new contact in your e-mail address book with the name “!0000.” Do not enter anything except the name—no e-mail address or other details—and save the entry. The exclamation point and zeros should cause this entry to appear as the first contact in your e-mail list.

If a virus attempts to “send all” to your contact list, it will begin with the



!0000, and, because there is no e-mail address, your computer will put up an error message .

“The Message could not be sent. One or more recipients do not have an e-mail address. Please check your Address Book and make sure all the recipients have a valid e-mail address.”

If this happens click “OK.” The offending (virus) message will not have been sent to anyone. No changes will have been made to your original contacts list. The offending (virus) message will be automatically stored in your “Drafts” or “Outbox” folder where you can select and delete it. The problem is contained—the virus is not spread. Pass this information on to your e-mail contacts. The more people that use this technique, the less vulnerable we all will be to these kinds of viruses.

One more thing, please vote “YES” for the referendum to institute a mandatory death penalty for creators of viruses. :)

If you have a question or suggestion for “Coach” please send them via e-mail to [apmpcoach@aol.com](mailto:apmpcoach@aol.com).

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