

**Thursday
November 9, 2017**

8:00 - 8:30 a.m.

Registration &
Continental Breakfast

8:30 - 10:30 am

Seminar

Location:

Long Beach Marriott
4700 Airport Plaza Drive
Long Beach, CA 90815

Cost:

Register by 5pm - Friday, Nov. 3
\$70/person CMAA Members
\$140/person Non-Members
Register after Nov. 3
\$85/person CMAA Members
\$170/person Non-Members

Includes:

- Complimentary parking
- Breakfast

**RSVP online:
www.cmaasc.org**

Best Practices and Deadly Sins of Proposal Writing: Increase your odds of getting shortlisted!

*Generating proposals that exceed RFP criteria
and set your firm apart from the crowd*

Today's proposals are as unique as the clients they represent. Proposal requirements are becoming more restrictive and focused. To be both responsive and successful proposal development procedures need to include the use of "best practices" to ensure a quality product; allow for maximum flexibility; and avoid the deadly sins of proposal writing.

This panel presentation will cover proposal do's and don'ts from clients who will share their views on what makes a firm successfully stand out from the crowd. Find out what clients are looking for in a proposal, and what makes them cringe – and hear it directly from the people that are evaluating your proposals. You will also hear about proposal best practices from the perspective of a large construction management firm; and you will leave this workshop with information you can use in your next submittal!

Seminar Leader

Lynne Cooper, *Pursuit Specialist – Infrastructure/Buildings, West Region* — ARCADIS

Panel Members

Mike Sarullo, *Division Engineer, Environmental Engineering Division*
City of Los Angeles BoE

Darrin Lambrigger, PE, CCM, *Acting Director - Construction Management Division*
Port of Long Beach

Greg Campbell, *Chief Airports Engineer - Planning and Development Group*
Los Angeles World Airports

Ivan Page, *Executive Officer - Vendor/Contract Management*
LA METRO

Registration Form

November 9

Seminar

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY, STATE, ZIP _____

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TELEPHONE _____

E-MAIL ADDRESS _____

CMAA Member \$70/\$85 Non-Member \$140/\$170

Check Enclosed AMEX MasterCard Visa

Amount to Charge \$ _____

Card Number _____

Name on Card _____

Exp. Date _____ / _____ Security Code: _____

Please make checks payable to: CMAA S. Ca. Chapter
Mail to: PO Box 41202, Long Beach, CA 90853

To Register Register on-line: www.cmaasc.org

Registration Policy

- ✓ Payment must accompany registration.
- ✓ The Chapter does not invoice.

Mail CMAA S. Ca. Chapter
PO Box 41202, Long Beach, CA 90853
FAX 562-296-9708

- ✓ Cancellations must be made IN WRITING - via email - 48 hours prior to each event.
- ✓ No-shows and cancellations made after this deadline will not be refunded.
- ✓ Registration is non-transferable to another event, please send a substitute if you are unable to attend.

Questions: 562-434-8409 or sccmaa@cmaasc.org