

**EFFECTIVE AND AFFORDABLE TRAINING  
FOR WINNING FEDERAL GOVERNMENT CONTRACTS  
Huntsville, AL (September 24-25, 2008)**

**WORKSHOP DESCRIPTION**

A two-part training workshop offered by Chuck Keller, Keller Proposal Development & Training (KPD&T) and the University of Alabama in Huntsville's Small Business Development Center and Procurement Technical Assistance Center (UAHuntsville SBDC / PTAC) and AL PTAP:

- Part 1 (September 24, 2008) – **“Understanding the Federal Acquisition Process: Marketing and Selling to Uncle Sam.”** This workshop will describe how to find contract, grant, and research funding opportunities with the Federal Government and when you do how to close the deal through various acquisition methods. It will focus on the acquisition process the Federal Government uses for awarding negotiated contracts through competitive Requests for Proposal (RFPs). (**Note:** The Part 1 workshop will have exercises that require connection to the Internet. Therefore, for this workshop each attendee will be required to bring a laptop with a wireless capability to access the Internet.)
- Part 2 (September 25, 2008) – **“Proposal Development and Management: Winning Ways for Winning Proposals.”** This workshop will describe effective and repeatable techniques for developing and managing proposals. Although it will focus on producing proposals in response to competitive RFPs for negotiated Federal Government contracts, many of the techniques can be used to produce local and state government, commercial, and grant (for non-profit funding) proposals.

Workshop attendees will receive interactive classroom training, a workshop textbook and printed copies of the workshop's PowerPoint slides, and a continental breakfast and deli lunch.

**Workshop Textbooks:**

- Part 1 Workshop – *Proposal Writing to Win Federal Government and National Laboratory Contracts* by Jablonski
- Part 2 Workshop – *Proposal Writing: The Art of Friendly and Winning Persuasion* by Pfeiffer and Keller

**INSTRUCTOR**

Chuck Keller, owner of KPD&T in Pensacola, FL, has been in the proposal profession for 25 years. Since forming KPD&T in 1990, Chuck has served about 400 proposal and technical communication clients. He is the co-author of the Part 2 workshop textbook, *Proposal Writing: The Art of Friendly and Winning Persuasion*. Since 2001 KPD&T proposal workshop training for the public has attracted about 500 registrants. Chuck has an MS (Technical Communication), MBA, and BS (Journalism), and is a retired Naval Reserve Commander and a former newspaper reporter. He is also President and co-founder of ProposalCafe.com, a web site for those who develop government, commercial, and grant proposals. Chuck is a Fellow and charter member of the Association of Proposal Management Professionals (APMP).

**LOCATION AND SCHEDULE**

BizTech, 515 Sparkman Drive, Huntsville, AL 35816:

- Part 1 Workshop: September 24, 2008; Wednesday, 8:15 a.m. - 12 noon, 12:45 - 4:45 p.m.
- Part 2 Workshop: September 25, 2008; Thursday, 8:15 a.m. - 12 noon, 12:45 - 4:45 p.m.

## REGISTRATION AND WORKSHOP INFO

- Part 1 **and** 2 Workshops: \$365 (early registration); \$425 (late registration)
- Part 1 (**only**) Workshop: \$215 (early registration); \$255 (late registration)
- Part 2 (**only**) Workshop: \$215 (early registration); \$255 (late registration)

**Note:** early registration – by September 12, 2008; late registration – from September 13 - 23, 2008. Seating will be limited. All registrations must be made and paid for in advance. (Ask the registration contact about the workshop cancellation policy.)

- **For registration:** Contact Beverly Maples, UAHuntsville SBDC , [beverly.maples@uah.edu](mailto:beverly.maples@uah.edu) (e-mail), 256-824-6422 (ph.), 256-824-4339 (FAX).
- **For details about workshop content:** Contact Chuck Keller, KPD&T, [kellerpdt@aol.com](mailto:kellerpdt@aol.com) (e-mail), 850-497-8206 (ph.).