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**Co-Sponsored Seminar Workshop**

**ISM-MMG**



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**Materials Management Group**

**Register Today! Seating is Limited!**

**SPEND MANAGEMENT AND SIGNIFICANT ISSUES IN PROCUREMENT**

**“SEARCHING FOR SAVINGS SEMINAR WORKSHOP 2011” to be held Friday, Nov. 4, 2011**

Learn from Michael Asner, a knowledgeable procurement expert, and you will find out how to turn your purchasing department into an enterprise fund. Public agencies are following the lead of private industry in many aspects of procurement.

- Planned Topics:** Finding New Savings in Your Department, An Enterprise-wise Approach to Spend Management, Bullet-Proofing Your RFPs, Significant Issues in Public and Private Procurement, The Rules of Engagement, Ethics in Procurement, Current Trends in Procurement, RFP Processes, and Solving RFP Problems, and more!
- Speaker** **Michael Asner**, see attached bio and great discounts on his books and CD.
- Sponsored by:** The ISM Materials Management Group and ISM—Utah, Inc.
- Date and Time:** November 4, 2011 - 7:30 am to 4:30 pm
- Location:** Hilton Salt Lake City Center, 255 S. West Temple Street, Salt Lake City, (see last page).
- Fee:** \$395 for ISM members and \$495 for non-members (a great value for an all day seminar)
- Discount:** Receive a **\$50 discount** if registration and payment are received by October 14, 2011 **OR** when three (3) or more from your organization register and pay at the same time. (Online registration is **not** available for group registrations; please use this form if you plan to register as a group.)
- Credit:** Receive a certificate and **7 credit hours** towards C.P.M./CPSM®/CPSD™ certification / recertification.
- Books/Training CDs:** Free Training CD (a \$195 value) and printed handouts with each registration. Also, books are available during registration only: RFP Handbook, & Neglected, (But Important) RFP Practices books: both for **\$105** (\$100 discount), See attached descriptions.
- Can't Attend?** A Manual Package w/CD \$295 to members/\$395 to non-members, Books \$205 (Please note: Attendance at the event is required for continuing education credit.)
- Registration:** Online registration will be available soon. The link will be posted to the ISM Materials Management Group website (www.ismmmg.org). Until then, please use the form below to register. Parking is free.
- Meals** Continental Breakfast and plated lunches will be included with registration. Please contact Karl Harward for special dietary needs prior to October 7, 2011.

**Seating is limited, so reserve your seat today! Complete this form and fax it to 480-752-7890, or email it to [mmetcalfe@ism.ws](mailto:mmetcalfe@ism.ws) and copy [Karl.Harward@slcgov.com](mailto:Karl.Harward@slcgov.com) , fax 801-535-6618.** Updates will be posted to [ismmmg.org](http://ismmmg.org) , or Contact ISM-Utah: Karl Harward [Karl.Harward@slcgov.com](mailto:Karl.Harward@slcgov.com)

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Canada

**Our 27<sup>th</sup> Year in Business**  
**1984 – 2011**

**SPEND MANAGEMENT AND SIGNIFICANT ISSUES PROCUREMENT**  
**“SEARCHING FOR SAVINGS SEMINAR WORKSHOP 2011”**

This workshop, given by Michael Asner, will update your knowledge of significant issues in procurement and improve your RFP practices. This seminar may possibly give you new ideas of finding new cost savings in your department or agency.

Planned topics include:

- Finding New Savings in Your Department/Agency
- An Enterprise-wide Approach to Spend Management
- Ethics in Procurement
- Current Trends in Procurement
- RFP Processes
- Bullet-Proofing Your RFPs
- Solving RFP Problems

Each participant will be provided with extensive notes plus a training CD produced by Michael Asner. **The training CD sells for \$195 and is included in the price of the workshop.**



**The CD includes: RFPs and the Evaluation Process –**

**Getting it Right!**

1. An engaging, 100-minute PowerPoint training seminar on CD, narrated by Michael Asner
2. 18 resource documents
3. 673 pages of reference material
4. **Free with registration \$195 Value!**

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## Agenda

### Significant Issues in Public Procurement & Bullet-Proofing Your RFPs

**7:30 – 8:30 Registration, Continental Breakfast, Networking**

#### **Preamble**

The Rules of Engagement: When a public agency must use an RFP. What the Courts have said.

#### **Topic 1 – The RFP Process**

Policy issues; Design Issues; The RFP Document; Selecting the bidders (or potential offerors); Issuing the RFP; Evaluating Proposals; Suppliers and Contracts

Other planned topics include:

- Finding New Savings in Your Agency
- An Enterprise-wise Approach to Spend Management
- Ethics in Procurement
- Current Trends in Procurement
- RFP Processes
- Bullet-Proofing Your RFPs
- Solving RFP Problems

#### **Topic 2 - Inside the Evaluation Process**

What is an evaluation? Sample evaluations; Evaluations don't always work; Eight building blocks for constructing an evaluation; Establish compliance; Score the proposals; Develop a short-list; Interviews/demonstrations/tests; Evaluate the cost/value; Imposing upset levels; Best and Final Offers/Negotiations; Reference Checking; Standardizing the process

Also: Neglected (But Important) RFP Practices

- Using Best and Final Offers
- Incorporating Negotiations into the Process
- Adopting a Non-Numerical Evaluation of Cost
- Including a Draft Contract in the RFP
- Issuing a Draft RFP
- Accepting Alternative Proposals
- Promoting the Value Added by Procurement
- Handling Unsolicited Proposals
- Using a Fairness Officer
- Avoiding Unduly Restrictive Specifications
- Using Risk as an Evaluation Factor
- Adopting a New Standard Document: The Evaluators' Guide

**12:00 – 1:00 Lunch and Networking**

### **Topic 3 - Resolving Complaints Before the 6 p.m. News**

Complaints, Protests and Your Career; Promote Fair and Open Competition; Resolving Disputes; Examples of Policies and Practices; Your Best Defense: Know the Law

Yes, RFPs for Software & Services are Different!

- What are the Critical Success Factors
- Why include a Proof of Concept in the RFP?
- What's Wrong with That Draft RFP?
- Other Potential Problems with the Draft RFP
- Why Permit Technical Conferences?
- The Evaluation Process - A Case Study

### **Topic 4 - Six Avoidable, Seemingly Difficult, Major RFP Problems and Their Simple Solutions**

1. Every proposal is over budget.
2. All the proposals are mediocre and contain significant risks of failing.
3. You can't tell if the key players possess the critical skills needed for this project.
4. You can't tell if the project plan will actually work.
5. You don't know if the proposal staff can do the job nor if they will show up.
6. You don't know how to evaluate the vendor's past performance or whether they are embellishing their record, misleading you, or simply writing fiction.

**3:30 – 4:00 Questions and Answers**

**4:00 – 4:30 Karl Harward: Certificates, Participation Awards, Adjourn**

**A GREAT DEAL!**  
**SAVE \$100**

We have negotiated a great deal with Michael Asner to provide copies of his two books to attendees at a price of \$105, (a discount of \$100). However, the order needs to be paid in advance along with your registration by October 28, 2011 in order to get this discount. See registration form for details. Please send an email to Karl Harward [karl.harward@slcgov.com](mailto:karl.harward@slcgov.com) or fax 801-535-6618 to reserve your books today.

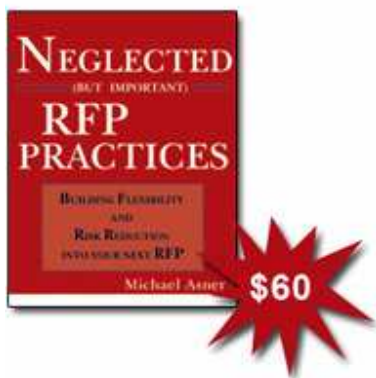
**1. The Request for Proposal Handbook**

The Fourth Edition of the leading RFP best practices handbook shows you how to construct RFPs that work! Being used by more than 4,000 public bodies.



**2. Neglected (But Important) RFP Practices:**

Building Flexibility and Risk Reduction into Your Next RFP



## Bullet-Proofing Your RFPs with Michael Asner Consulting



**Michael Asner**

MICHAEL ASNER is recognized as one of North America's leading speakers, consultants, and authors dealing with public sector procurement and the Request for Proposal process. He helps government entities improve their RFP practices and documents. He acts as an RFP Advisor or Fairness Officer on high visibility procurements. He frequently assists lawyers in procurement cases. His clients include cities, counties and public agencies in U.S. and Canada. (He also assists private sector firms by providing training and consulting on selling to government and creating winning proposals.)

He offers RFP training and workshops throughout North America. Michael has published extensively about the RFP Process. His textbook, *The Request For Proposal Handbook*, now in its fourth edition, is in use in more than 4000 organizations.

For more information:

Visit my web site: [www.rfpmentor.com](http://www.rfpmentor.com)

Send me an email: [michael@rfpmentor.com](mailto:michael@rfpmentor.com)

Call me: 604.530-7881

**About the conference hotel:**



**Location**

In the heart of downtown, the Hilton Salt Lake City Center is in the entertainment and business district, surrounded by over sixty restaurants, bars and nightclubs, and steps away from the EnergySolution Arena (home of the Utah Jazz), Capital Theatre and TRAX Light Rail Station. Other local attractions include The Gateway, Hogle Zoo, Family History Center (Genealogy), Historic Temple Square and Utah Olympic Park. Just 45 minutes from eight World class ski resorts.



**Hilton Salt Lake City Center**

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- Trofi serving breakfast, lunch and dinner, and proudly brewing Starbucks® Coffee
- In-Room Dining
- Heated indoor pool, whirlpool and sun deck
- State of the art PreCor Fitness facility, dry saunas, and locker facilities
- "The Retreat" massage therapy
- On-site Avis car rental
- Valet dry cleaning and laundry
- Nearby golf, skiing, hiking, mountain biking and jogging trails
- Within 40 minute drive of world-class ski areas including Alta, Snowbird, Brighton, Solitude, Park City, Deer Valley and The Canyons

**Guest Rooms & Suites Feature:**

- 499 beautifully decorated guestrooms (20 suites)
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- Wireless and wired high-speed Internet access available with remote printing to the front desk
- A lavish Executive Floor featuring a lounge, 50" plasma TV, personal concierge service and honor bar
- Private Executive Floor Rooms with evening turndown service, complimentary bathrobes, makeup mirror, morning continental breakfast and evening hors d'oeuvres
- USA Today® each weekday morning
- 27" television, HBO®, on-demand movies, and Nintendo®
- Two dual line speakerphones with voicemail and easy to set alarm clock with the ability to use your MP3 player with the radio
- Personal Cuisinart® coffeemaker, iron, ironing board, hairdryer, individual climate control and safe
- In-room treadmill available
- Crabtree & Evelyn® bathroom amenities
- Non-smoking and ADA accessible rooms

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For your next meeting, call our meeting professionals at the Hilton Salt Lake City Center at 801-238-4812 or visit [www.saltlakecitycenter.hilton.com](http://www.saltlakecitycenter.hilton.com)

