

Thursday, February 21, 2008 – Monthly Member Meeting

NOTE NEW DATE!!!!

It's Not Like Selling Pots & Pans ... Or Is It?



Elizabeth Larson, PMP, CBAP

CEO, Watermark Learning

Formal Project Management (PM) has existed for some time, and has matured a great deal. So, why doesn't management and particularly senior management show more interest? If PM had the same respect that other disciplines do, then organizations would have a CPO position: Chief Project Officer. The fact that the other CxOs, even CIOs, are firmly established, says something about how companies view (or don't view) project management. Yet, everyone in the PM field instinctively knows there is real value in managing organization change through projects. So, what can we do?

To overcome the perception gap, everyone in the PM field must constantly "sell" project management in their organizations. For those of us who try this and still fall short, perhaps the reason is due to our methods. We wouldn't think of planning and executing projects without industry-standard processes. Yet, when we sell PM, we frequently resort to focusing just on hard dollar savings, which can often be difficult to prove, and is only one possible benefit. Why not use industry-standard sales techniques when selling project management?

Elizabeth Larson, PMP, CBAP is CEO and Co-Principal of Watermark Learning, a globally recognized project management and business analysis skill development company. For 20+ years, she has used her extensive project management and business analysis experience to develop Watermark Learning's training into a unique approach that combines industry best practices, a practical approach, and an engaging format. Attendees immediately learn retainable real-world skills to produce enduring results.

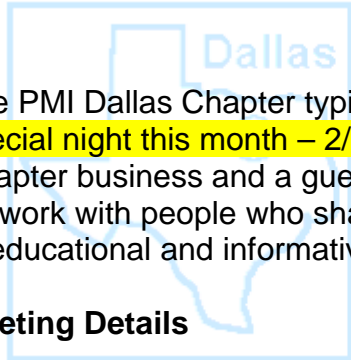
She is a certified project management professional (PMP) through PMI, and is a contributor to the upcoming 4th edition of the Project Management Body of Knowledge (PMBOK). She is also among a handful of Certified Business Analysis Professionals (CBAP), certified by the International Institute of Business Analysis (IIBA) and a contributor to its Business Analysis Body of Knowledge (BABOK).



Thanks to [Watermark Learning](http://www.watermarklearning.com) for sponsoring this month's membership meeting. Please visit their table before the meeting to learn more about their products and/or services. Visit www.watermarklearning.com!

If you are interested in sponsorship or advertising opportunities, please contact communications@pmidallas.org

RSVP online by 2/15/08 at: www.pmidallas.org



Monthly Dinner Meetings

The PMI Dallas Chapter typically meets on the second Thursday of each month, but is meeting on a special night this month – 2/21/08. Meetings typically have over 150 attendees and consist of dinner, Chapter business and a guest speaker. The purpose of the meeting is to provide a forum for you to network with people who share your interest in project management and an opportunity to participate in educational and informative programs.

Meeting Details

Schedule

- 5:45 - 6:30 Networking & Meet the Sponsor
- 6:30 - 7:00 Dinner (Sit-down Meal)
- 7:00 - 7:15 Announcements (Chapter)
- 7:15 - 8:15 Presentation (Speaker)
- 8:15 - 8:30 Networking (Informal)

Location

Crowne Plaza North Dallas/Addison
 14315 Midway Road
 Dallas, Texas 75244
 North of LBJ, between Spring Valley & Beltline Road



Prices	Early-Bird PrePayment*	Payment at the Door
PMI Dallas Chapter Members	\$20	\$25
PMI (non-Dallas Chapter) Members	\$25	\$30
Non-PMI Members; Guests	\$30	\$35

*You must be listed by PMI as a PMI Dallas Chapter Member as of the early bird deadline in order to receive the PMI Dallas Chapter member discount.

Early Bird Payments must be received via online credit card by PMI Dallas Chapter prior to the Early Bird deadline posted for each event (typically the Friday prior to each Thursday event.) The PMI Dallas Chapter is not responsible for payment difficulties. Refund requests must also be submitted online by the Early Bird deadline.

Payment types accepted at the door include cash, check, and credit card, and the prices noted above for "Payment at the Door" apply regardless of RSVP status. RSVPs allow us to estimate the number of meals required, but discounts are applied based upon membership status and prepayment rather than RSVP status. While we highly recommend RSVPs, we also try to accommodate as many walk-ins as possible to each meeting.

Menu

- Spinach Salad
- Five Pepper Sirloin served with a Cabernet Demi-glace
Vegetarian alternative: Black Bean and Vegetable Stir-fry
- Smoked Cheddar Whipped Potatoes
- Fresh Seasonal Vegetables
- White & Dark Chocolate Mousse Cake

Note regarding special dietary requirements: Vegetarian alternatives will be provided, although quantities cannot be guaranteed due to the nature of the event. As with most catered menus, there are not selections available to meet other special dietary requirements, and we encourage guests with those needs to eat prior to their arrival. The cost for meeting attendance is the same.