



Florida Sunshine Chapter

Meeting Date:
February 10, 2011

Board Meeting Minutes Compiled by:
Joan C. Ford, Secretary



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Date & Time of Meeting

Date: February 10, 2011; Time: 4:05 to 5:02 PM ET

Attendees

The following individuals attended the February Board meeting:

Name	Title
Ansel, Kathy	Programs Chair
Bergweiler, Martha	Treasurer
Bowles, Sherry	Chapter Chair
Ford, Joan	Secretary
Keller, Chuck	Publicity/Promotion Chair
Maurice, Tonya	Assistant Programs Chair
Robbins, John	Assistant Membership Chair
Smilnak, Mike	Membership Chair
Viera, Rosemary	Assistant Membership Chair

Note: Amy Stourac (Chapter Co-Chair) & Marion Minke (Assistant Publicity/Promotions Chair) were not in attendance.

Sherry Bowles welcomed officers to the first board meeting of 2011. Sherry is seeking ideas for chapter improvements, membership growth, and more, and asked Board members to contact her with their suggestions.

Location

Teleconference.

2011 Meetings

Officers identified dates for 1st and 2nd Quarter 2011 Board and Chapter meetings.

1st Quarter General Membership Meeting

Date:	March 16, 2011
Program:	Data Protection & Disaster Recovery, Mike Gonsalves with Strategic Fusion, Inc. 1. <u>Proposal Writing: The Art of Friendly & Winning Persuasion</u> by Chuck Keller; Kathy will ask Mike Parkinson to donate his book: <u>Do-It-Yourself Billion Dollar Graphics</u> (Subsequent to our board meeting, Kathy secured two signed books from Mike Parkinson.)
Door Prizes:	The book drawings will be open to everyone, chapter or non-chapter members. 2. \$200 rebate for a paid registration to the 22 nd Annual APMP International Conference & Exhibits in Denver, CO. The conference drawing will only be open to FL chapter members.

1st Quarter Board Meeting

Date:	April 28, 2011 (tentative)
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2nd Quarter General Membership Meeting

Date:	May (date tbd)
Potential Program:	Tom Sant to speak about his book on language and writing. Note: Kathy Ansel to contact Tom to determine his interest and availability for a presentation in early May.
Door Prize:	Tom Sant's book

Speaker Acknowledgement

The Board discussed the idea of providing meeting speakers with a thank-you gift, such as our chapter pin.

Treasury Report

Our Chapter's current balance is \$5,431.62.

All drawing winners from December's meeting have been taken care of. Judy Shaw is our new chapter member.

The Quarterly APMP membership rebate was received in mid-January - \$982.50 based on 131 members.

Webmaster Fee: Bill Andre has agreed to continue to provide webmaster services to our chapter for 2011; his fee has not changed – it remains at \$500.

2010 SPAC rebate – To be awarded.

Publicity/Promotions

Sherry thanked Chuck for his tremendous contributions relative to publicity and communications in 2010, as well as for his Communications Award nomination.

Chuck suggested that our chapter could do more in terms of our use of social media. He recommended that we open a LinkedIn account and start a LinkedIn group – to share news and have dialogue with one another. If our chapter were to open such an account, then an administrator would be needed; discussed possibility of having one of the assistant chairs manage such an effort (e.g., membership or promotions) or establish a chair.

It was suggested that LinkedIn membership would be open to members of all chapters, and not limited to FL chapter members. Sherry recommended we take a look at other chapter's LinkedIn groups to explore their content, determine how we may want to

use, and if it would work for us.

Chuck confirmed that he typically sends meeting notices to the email distribution list beginning about 3-4 weeks before each chapter meeting. Additionally, chapter meeting notices are posted to our FL chapter website and the APMP website.

Membership

Mike Smilnak reported recently attending a national breakfast and using the opportunity to promote APMP. Our chapter's current membership totals 133. After some discussion about various ways to increase our membership, Sherry asked the Board to send their ideas to Mike and suggested that a separate membership meeting be held to catalog membership growth ideas and determine how best we should move forward.

Chuck challenged the Board with figuring out ways we can encourage APMP members in our geographic area to affiliate with our chapter (a no cost action). Chuck recommended that the membership team could divide up the list of potential members and use a more personal approach to encourage affiliation (e.g., remind non-members that they can benefit from door prizes restricted to chapter members, such as conference discounts).

Mike and Chuck asked the Board if we should consider changing time of one meeting each year (e.g., move from late afternoon to early evening). Mike suggested that we use a survey to poll chapter members about topics such as services we could provide, meeting time frames, face-to-face meetings, etc. Board members were asked to submit survey questions to Mike.

Pin distribution – Sherry reported that pins have been sent to general membership.

2011 Conferences

22nd Annual APMP International Conference & Exhibits in May: *A formal vote was taken to offer the Chapter Chair a paid registration to the 22nd annual APMP conference. If the Chapter Chair is unable to attend the conference, then the paid registration will be offered to the Chapter Co-Chair. All board members voted approval. Martha has budgeted \$820 for this line item!*

Southern Proposal Accents Conference (SPAC) in October: *Chuck recounted that in 2010, we had two members who presented (Chuck and John) and two members who wrote summary articles for The Perspective (Kathy and Joan).*

Looking ahead, the Board determined that either Amy or Sherry will serve as our Chapter's representative to the 2011 SPAC. Amy attended the SPAC hotel selection meeting and assisted with the hotel selection.



Accreditation

Chuck recommended that we not pursue a chapter-sponsored Foundation level training and exam session in 2011 due to the fact we had to cancel last year's planned session (lack of interest).

The chapter will pay a \$50 rebate to any current APMP member affiliated with the FL chapter (up to a maximum of 20 members) who successfully passes the Foundation Level accreditation exam in 2011. The rebate is designed to help offset the member's accreditation training expense or exam fee.

Chuck's term as Accreditation Director ends on March 31. Anyone interested in the position is advised to check the APMP Job Bank.

Closing

Today's board meeting adjourned at 5:02 PM ET.