



Florida Sunshine Chapter

Meeting Date:
April 28, 2011

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



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Date and Time of Meeting

Date: April 28, 2011

Time: 4:06 to 5:06 PM ET

Attendees and Welcome

The following individuals attended the April Board meeting:

Name	Title
Bergweiler, Martha	Treasurer
Bowles, Sherry	Chapter Chair
Ford, Joan	Secretary
Keller, Chuck	Publicity/Promotion Chair
Minke, Marion	Assistant Publicity/Promotion Chair
Robbins, John	Assistant Membership Chair
Stourac, Amy	Chapter Co-chair
Vieira, Rosemary	Assistant Membership Chair

Note: Kathy Ansel (Programs Chair), Tonya Maurice (Assistant Programs Chair), and Mike Smilnak (Membership Chair) were not in attendance.

Sherry Bowles welcomed officers to the second board meeting of 2011.

Location

Teleconference.

2011 Meetings: 2nd and 3rd Quarters

2nd Quarter General Membership Meeting

Date:	May 12 at 4 PM ET / 3 PM CT
Potential Program:	Tom Sant to speak about his book on language and writing.
Door Prizes:	Tom Sant's books: <u>Persuasive Business Proposals</u> , <u>The Giants of Sales</u> , and <u>The Language of Success</u>

Door prizes – One of Tom Sant's books will be awarded to any attendee and two books will be reserved for chapter members. Dr. Sant's book titled The Language of Success will be reserved for a chapter member.

Sherry will ask Tonya Maurice to handle door prizes in Kathy's absence during the May 12 meeting.



3rd Quarter Board Meeting

Date:	July 21, 2011
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3rd Quarter General Membership Meeting

Date:	May 12 at 4 PM ET / 3 PM CT
Program:	The Language of Success: Delivering a Client-Centered Message
Door Prizes:	Tom Sant's books (total of three)

Chuck Keller suggested that Sherry and others attending the June international conference watch for speakers/presentations to consider for future chapter programs.

Treasury Report

Martha Bergweiler announced that our Chapter's current balance is \$9,040.02.

The quarterly APMP membership rebate was received in mid-January was \$1005 based on 134 members.

For co-hosting the 2010 SPAC, we received a disbursement of \$2,603.40.

Sherry plans to attend this year's APMP international conference. As her company (TYBRIN) is paying her conference fees, she has offered her paid registration to our chapter's Co-Chair, Amy Stourac. Amy will know in a few weeks if she can attend.

Publicity and Promotions

Chuck reported that he has not yet received word on the status of our chapter's nomination for the Communications Award.

Chuck has begun publicizing the May chapter meeting on our chapter website and via our newly formed APMP Florida chapter LinkedIn group.

Regarding our chapter's LinkedIn group, to date we have 12 members. Chuck advised that in addition to posting communications about chapter events that our group posts job openings. He encouraged all officers to join and share information.

Sherry noted there are 24 APMP chapters who have set up LinkedIn groups. Additionally, there are main APMP LinkedIn and accreditation LinkedIn groups, as well as proposal and capture management groups.

In the newly designed main APMP website, there is a "Chapter Communities" section for the FL Sunshine chapter, with a group feed, a forum, and a blog. Chuck recommended we all become familiar with the site.

On our chapter website, we feature sections on consultants and job openings. Chuck recommended that we establish baseline criteria for both sections. He recommended and the Board agreed that:

- a) Consultants must be FL Sunshine chapter members to advertise on our site.*
- b) Job postings should be limited to those states served by our chapter.*



c) *All postings will be free of charge.*

Chuck will publicize these services and criteria to our chapter members.

Membership

Attendance records show about a 50/50 split between members and non-members at our general chapter meetings.

Current membership total as of last meeting: 134.

The membership report usually arrives at the beginning of the month from Suzanne Kelman. We are interested in determining if John Robbins' and Rosemary Vieira's personal phone calls and emails have resulted in additional members. Sherry will inquire to determine if we can generate membership reports on our own; she'll copy Chuck, Marion Minke, and the Membership chairs so that all are informed.

Chuck will pass chapter publicity emails that bounced back to John and Rosemary so they can try to identify correct email addresses.

John mentioned that there are several members in our LinkedIn group who are not chapter members; he will follow-up in the interest of recruitment.

Mike Smilnak, John, and Rosemary met to discuss membership and discussed the idea of an 'in person' meeting among the Tampa Bay or Orlando contingents – possibly post-summer. The Board thought this was an excellent idea and members suggested similar meetings in other regions of the state. Tampa/St. Petersburg may be the 'trial balloon' for such a gathering.

Sherry shared two sets of feedback with the Board. The first came from a chapter member who asked if we could record our chapter meetings for replay purposes. Sherry will determine if the Live Meeting software can accommodate. The other feedback came from a former chapter member who remarked that our programs were not sufficiently training oriented, particularly around topics related to pricing. We agreed that while we are not adverse to a pricing-focused program, we have to be cognizant of the needs of our diverse audience.

In an effort to ensure we are meeting the needs of our membership, we agreed that a short survey should be designed. Chuck offered to initiate a list of questions and will forward those to the officers for consideration; a separate meeting will be scheduled to discuss survey content and use of a tool like "Survey Monkey". We discussed offering a prize to encourage responses.

At the May general membership meeting, if the web software allows, we will poll attendees to determine if there is interest in holding the chapter meetings mid-day or evening vs. our usual late afternoon time slot (i.e., 4 PM ET / 3 PM CT).



2011 Conferences

22nd Annual APMP International Conference & Exhibits in May:

Chapter Chair Sherry and Assistant Publicity/Promotion Chair Marion Minke plan to attend the conference; Chapter Co-Chair Amy Stourac may also attend.

Southern Proposal Accents Conference (SPAC) in October:

Planning is underway and meetings are occurring every two weeks. Sherry will distribute a list of committees and volunteer opportunities to the Board; we are all encouraged to actively participate in this year's SPAC. Sherry will also mention volunteer opportunities during the May general membership meeting and recommend that members get involved.

Several board members are already involved, including Sherry (door prize and leadership committees), Amy (speakers committee), and former Florida Chapter Chair Jack Hales (special events committee).

Amy shared that there is a particular need for volunteers on the conference packet committee.

Chuck reminded officers that if we are to continue to share in the proceeds from SPAC, then we need to invest time and energy. And we need to prepare for the inevitable question of when SPAC could move to a Florida location.

Accreditation

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 Program Director ended on March 31. Charlie Divine has assumed this position.

Job Descriptions

Sherry asked Board members to review the officer descriptions and to forward our suggestions to her. The job descriptions were last updated in 2009. Sherry will revise and redistribute updated descriptions for discussion at our next board meeting.

Membership Pins

All chapter membership pins have been sent to chapter members. Sherry had one pin returned for Brooke Colello and has been unable to contact her via email or phone. Brooke's last known business address was Kforce.

If Membership is able to obtain contact information on Brooke, they will pass it on to Sherry. Membership will also try to obtain contact information for the members for whom Chuck had returned emails.

Closing

Today's board meeting adjourned at 5:06 PM ET.