



Florida Sunshine Chapter

Meeting Date:
July 21, 2011

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



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Date and Time of Meeting

Date: July 21, 2011

Time: 4:06 to 4:59 PM ET

Attendees and Welcome

The following individuals attended the July Board meeting:

Name	Title
Bowles, Sherry	Chapter Chair
Ford, Joan	Secretary
Keller, Chuck	Publicity/Promotion Chair
Maurice, Tonya	Assistant Programs Chair
Minke, Marion	Assistant Publicity/Promotion Chair
Robbins, John	Assistant Membership Chair
Smilnak, Mike	Membership Chair
Stourac, Amy	Chapter Co-chair
Vieira, Rosemary	Assistant Membership Chair

Note: Kathy Ansel (Programs Chair) and Martha Bergweiler (Treasurer) were not in attendance.

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

Location

Teleconference.

Programs

Board members discussed the following potential speakers for upcoming chapter meetings:

1. BJ Lownie with Strategic Proposals LLC – December 1.

Door Prizes: APMP membership renewal and new membership

2. Labrita Cash-Baskett of Fundamental Focus – September 21. Ms. Cash-Baskett will customize a presentation based on our request; topics might be team building, group communications, or virtual teams.

Door Prizes: We will award two SPAC registrations (one to a chapter member and one to a non-APMP member). The awards are valued at \$150 (member) and \$180 (non-member).

2011 Meetings: 3rd and 4th Quarters

3rd Quarter General Membership Meeting

Date:	September 21 at 4 PM ET / 3 PM CT
Potential Program:	Program details TBD



Door Prizes:	SPAC registrations
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We discussed the idea of asking SPAC attendees to provide a SPAC debrief at an upcoming chapter meeting; we can also use their remarks as fodder for a future issue of The Perspective.

4th Quarter Board Meeting

Date:	October 6, 2011
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4th Quarter General Membership Meeting

Date:	December 1 at 4 PM ET / 3 PM CT
Program:	BJ Lownie to speak about the proposal professional's Bill of Rights
Door Prizes:	New and renewal APMP memberships

Treasury Report

Chuck Keller remarked that based on our very healthy budget, we should consider how we can increase services to members and increase our membership. He recommended we consider what can we give back to members (e.g., rebate for memberships; virtual training from a training company, extend accreditation rebate to Practitioner level). Chuck advised all of us to determine how we can use treasury to promote APMP and our chapter.

Chuck will contact Olessia Smotrova-Taylor re: possible training topics that we could offer free to our attendees.

At next board meeting, we will discuss ways we can wisely spend a portion of our funds and showcase our value to chapter members.

Our Treasurer, Martha Bergweiler, shared after the Board meeting that as of July 27, our Chapter's balance is \$9,611.36. Based on our support of SPAC 2010, we received \$3,608.40 received. Additionally, we had an expense disbursement of \$124.56 for mailing membership pins.

Additional disbursements were:

- 1. Tom Sant books awarded at last chapter meeting as door prizes:
 - Kimbra Mertz, book valued at \$25.38
 - John Robbins, book valued at \$15.24
 - David Graumann, book valued at \$15.98
- 2. One chapter member accreditation of \$50 to Phil Cruz for successfully passing the APMP Foundation level exam.

Our quarterly APMP membership rebate received in July was \$802.50 based on 107 members.



Publicity and Promotions

Sherry congratulated Chuck Keller, Mike Smilnak, and others involved in the APMP Communications Award. Pictures will be posted to our chapter website.

Chuck will publicize upcoming meetings on our chapter site, APMP site, and LinkedIn.

Chuck encouraged all officers to post on LinkedIn group – meaningful discussions and postings.

When recruiting, Chuck searches for members in our geographic area and connects w/ them re: LinkedIn; he then invites them to join our chapter LinkedIn group. LinkedIn is an excellent vehicle for membership and communications. He suggests posting questions, interesting articles, etc.

Membership

Mike Smilnak discussed Tampa Bay area networking meetings. John Robbins and Rosemary Viera will soon finalize a venue and date for a Tampa area meeting, most likely to be held in September.

Our chapter's current membership is 109 based on the addition of three new members. Sherry sent welcome emails to the newest members and she will also forward membership pins to them. New chapter members are:

- 1. Elizabeth Meloy (Milton, FL)*
- 2. George Brown (Palm Coast, FL)*
- 3. George Deloach (Tampa, FL)*

Chuck will post the names and locations of the new members on our chapter web site.

Mike will review attendance records to determine the split between members and non-members at our general chapter meetings.

For our upcoming membership survey, we decided to use Survey Monkey. We may pull some questions from a recent Southern California survey. We can also post the most pressing questions to our LinkedIn group. We will determine if the survey will be directed to chapter members only or if it will also be sent to non-members who attend meetings. We will publicize the survey at our September chapter meeting and launch it in October or November.

Sherry will draft survey questions and distribute them to board members for review.

Chuck suggested we consider offering virtual training as a value-added service to our members. Chuck will investigate ideas for this type of virtual training, which would run 1-2 hours.

Southern Proposal Accents Conference 2011

Planning is well underway for this October conference with meetings occurring every two weeks. Several board members are already involved, including Sherry (giveaways and leadership committees), Amy (speakers committee), and former Florida Chapter Chair Jack Hales (special events committee). Amy reported that 19 individuals have submitted abstracts; the Speakers committee is narrowing the field down to 12 with three backups.



Chuck is publicizing SPAC on our website and on LinkedIn.

Amy shared that there is still a particular need for volunteers on the Conference Packet committee.

Chuck recommended that we approach individuals 1-1 to solicit more SPAC volunteers. Sherry will check with the SPAC registration chair to see if we could get a SPAC registration list so we could identify our chapter members that have registered, or registrants from Florida. We also discussed targeting consistent meeting attendees to obtain a better volunteer response.

Accreditation

Board members already agreed that our 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.

We will discuss extending the Foundation level accreditation time frame through the end of 2012 at our next board meeting.

NEW PROGRAM: We decided to expand the rebate program to the Practitioner Level (up to a maximum of 10 members). The rebate will be \$100 and the time frame will start when we publicize this new program at our September chapter meeting and continue through the end of 2012.

Job Descriptions

Sherry has received comments from Joan. Sherry will distribute the job descriptions with Joan's comments to Board members; officers are asked to forward their comments to Sherry. Sherry will revise and redistribute updated descriptions for discussion at our next Board meeting.

New APMP Site – Membership List

A feature of the new APMP site allows Sherry to pull our chapter's membership list at will; the new APMP offers other additional capabilities. Amy encouraged all board members to view the new website.

Webinars

National APMP is using the "GoTo" webinar service. Our chapter may move to that service if the TYBRIN webinar program becomes unavailable.

2012 Elections

Amy & Sherry will meet in August to begin planning 2010 officer elections.

Closing

Today's meeting adjourned at 4:59 PM ET.