



*Florida Sunshine Chapter*

**Meeting Date:**  
October 13, 2011

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



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## Date and Time of Meeting

Date: October 13, 2011

Time: 4:06 to 5:09 PM ET

## Attendees and Welcome

The following individuals attended the October 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 |
| Stourac, Amy       | Chapter Co-chair           |
| Vieira, Rosemary   | Assistant Membership Chair |

Note: Marion Minke (Assistant Publicity/Promotion Chair) and Mike Smilnak (Membership Co-Chair) were not in attendance.

Sherry Bowles welcomed officers to the fourth and final board meeting of 2011.

## Location

Teleconference.

## Programs

Board members discussed the program for our chapter's final meeting of 2011: On December 1, BJ Lownie, Managing Director of Strategic Proposals LLC, will speak about the proposal professional's Bill of Rights. The 2012 chapter officers will also be announced at this meeting.

Door Prizes:

1. One new APMP membership to a meeting attendee who is not a chapter member.
2. One APMP membership renewal to a current chapter member.

Looking ahead to 2012, the Board discussed how to solicit greater participation from chapter members; perhaps have a chapter member give a program at a meeting (e.g., a shorter preso with more time for interaction). This could result in increased interaction among members and more participation from member companies.

Sherry Bowles mentioned other chapters put out a 'call to presenters' among chapter members.

Chuck Keller suggested that we identify SPAC presentations that might be suitable for a chapter general membership meeting presentation. He also recommended that we contact APMP to determine if there are any Florida Chapter members presenting next year in Dallas (e.g., they may wish to 'practice' their presentation before APMP or give a repeat performance post-conference).



## 2011 Final Meeting

### 4<sup>th</sup> Quarter General Membership Meeting

|                     |  |
|---------------------|--|
| <b>Date:</b>        | December 1 at 4 PM ET / 3 PM CT  |
| <b>Program:</b>     | BJ Lownie to speak about the proposal professional's Bill of Rights; announcement of 2012 chapter officers |
| <b>Door Prizes:</b> | New and renewal APMP memberships   |

### Treasury Report

Chuck 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 we can give back to members (e.g., rebate for memberships; virtual training from a training company; extend accreditation rebates to the Practitioner level). Chuck advised all of us to determine how we can use our treasury to promote APMP and our chapter.

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

At the 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, reported that our Chapter's balance is \$8,896.36. This reflects the following disbursements:

1. Two rebates of \$50 to Phil Cruz and Amy Stourac, respectively, for successfully passing the APMP Foundation level exam.
2. The cost of door prizes awarded at our September 21 chapter meeting.
3. Cost of \$325 for refreshments at the September 28 networking meeting in Tampa.

### Publicity and Promotions

Chuck's article (about our chapter news) in The Perspective should be published shortly.

Sherry will post LaBrita Cash-Baskett's presentation to our chapter website (once she receives some final notes and detail from LaBrita).

Chuck reported that we continue to see more people joining our LinkedIn group. He again encouraged officers to add comments and welcome new members.

Chuck recommended that officers become familiar with the Florida community on the APMP site. This could provide a potential Membership Committee function – to search APMP's membership directory to identify unaffiliated members for states that we cover; we could then contact those individuals via email to encourage them to affiliate with our chapter. We have a large percentage of unaffiliated members and it costs nothing to affiliate.

Questions:



1. **Can a broadcast email be sent to the entire membership or must emails be sent individually (e.g., a way to pick the 'low-lying fruit')? Chuck and Sherry will investigate and determine if the list can be exported as a whole.**
2. **John Robbins asked if new members must affiliate upon joining. Board is not sure.**

## **Membership**

**Rosemary Viera and John Robbins reported on the Tampa networking event, which netted about 14 attendees. Very positive feedback; attendees suggested quarterly events; consider scheduling another meeting after the holidays. Chuck will follow-up with the two non-members who attended the Tampa event.**

**Amy Stourac mentioned members in other areas are interested in holding a similar meeting. Potential locations: Venice, FL or Huntsville, AL (where there is not a chapter but many proposal professionals; also, where Bill Boggs has shown interest in reestablishing a chapter).**

**Chuck discussed the LinkedIn APMP group – something like 6K members – suggested we check to see who has joined recently. If any new group members reside within our geographic area, Chuck recommended we reach out to them to invite to join our chapter and provide the link to our website.**

**Our chapter's current membership is 104 based on the addition of three members. Sherry sent welcome emails to the newest members, and she will forward membership pins to them. New chapter members are:**

1. **Courtney Padgett (Jacksonville, FL)**
2. **Jennifer Mosier (Palm Coast, FL)**
3. **Raymond Watts (Daphne, AL)**

**Joan will ask Bill Andre to post the names/ locations of new members on our web site.**

## **Southern Proposal Accents Conference (SPAC) 2011**

**Sherry reported that planning for the upcoming SPAC is coming down to the wire. A writer is still being sought to create a SPAC summary article for The Perspective. Sherry will poll those attending for a volunteer.**

**About 138 attendees are registered. In terms of Board members, Sherry, Amy, and Tonya Maurice are attending. Sherry, Amy, and Tonya will peruse SPAC speakers for possible speakers at our chapter's 2012 general membership meetings.**

**Chuck suggested we look at other chapters' web sites for speaker ideas.**

**Chuck will send a final email blast about SPAC and publicize the conference on our web site and on LinkedIn.**

## **Chapter Meeting Phone Service**

**We may need a new conference bridge number for upcoming chapter meetings, based on bridge issues experienced at the September meeting.**

**Chuck will reach out to Cal Vandevier to determine if he is still funding the server and phone line. We are not sure if Cal is still an active member. The Board discussed using**



another phone service, such as TYBRIN's. Chuck will investigate how much Cal pays for the server (recall about \$125 annually) – this is a cost that we could we cover moving forward. Chuck will report to the Board. Board members voted on covering the annual cost of the phone service – all agreed.

## Job Descriptions

Sherry did not receive any other comments to the latest round of job descriptions.

## Membership List from APMP Site

A feature of the new APMP site allows us to pull our chapter's membership list at will; additional capabilities are also available. Amy encouraged officers to view the site.

## 2012 Elections

The only outstanding position is Publicity/Promotions Chair. Amy is working hard to find a replacement and will solicit among existing and new members. If any assistants wish to become a Chair, here is a great opportunity.

Chuck shared that while the position involves a lot of work; it is very doable when split between the Chair and Assistant Chair. Chuck will transition his responsibilities to the new Chair and Assistant.

Joan suggested that we consider posting all of our Board meeting minutes to our chapter web site to allow for easy access among all Board members. The officers agreed; Joan will forward all Board meeting minutes for the life of our chapter to Bill Andre for posting to the "Officers" tab.

New officers were approved by voting officers (i.e., except for appointed positions). Listed below are the 2012 officers (at the time of our Board meeting the Publicity/Promotion chair was not yet identified):

| Name               | Title                               |
|--------------------|-------------------------------------|
| Ansel, Kathy       | Programs Chair                      |
| Bergweiler, Martha | Treasurer                           |
| Bowles, Sherry     | Assistant Membership Chair          |
| Lewis, Meghann     | Secretary                           |
| Maurice, Tonya     | Assistant Programs Chair            |
| Minke, Marion      | Chapter Co-chair                    |
| Mosier, Jennifer   | Assistant Publicity/Promotion Chair |
| Stourac, Amy       | Chapter Chair                       |
| Vieria, Rosemary   | Membership Chair                    |
| TBD                | Publicity/Promotion Chair           |

## Closing

Today's meeting adjourned at 5:09 PM ET. Sherry thanked the 2011 officers for their contributions to the Board.

Amy recommended that the new Board schedule its first meeting of 2012 in early January. She suggested a tentative date/time of January 11 at 3 PM C / 4 PM E. The chapter's first general membership meeting will most likely be scheduled for March.

The chapter's gavel will be forwarded to our new Chapter Chair. Chuck will follow-up regarding the gavel (possibly still held by Jack Hales) as well as chapter awards.