



Florida Sunshine Chapter

Meeting Date:
January 15, 2014

Board Meeting Minutes Compiled by:
Meghann Lewis, Secretary



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1. **Date and Time of Meeting**

Date: January 15, 2014

Time: 12:00 to 12:52 PM EST

2. **Attendees and Welcome**

The following individuals attended the January Board meeting:

Name	Title	Yes/No
<i>Martha Bergweiler</i>	<i>Chapter Co-Chair</i>	<i>Yes</i>
<i>Sherry Bowles</i>	<i>Treasurer</i>	<i>Yes</i>
<i>Gillian Dionne</i>	<i>Asst. Programs Chair</i>	<i>Yes</i>
<i>Sarah Freeman</i>	<i>Publicity/Promotions Chair</i>	<i>No</i>
<i>Dan Hartman</i>	<i>Membership Chair</i>	<i>Yes</i>
<i>Meghann Lewis</i>	<i>Secretary</i>	<i>Yes</i>
<i>Jennifer Mosier</i>	<i>Asst. Publicity/Promotions Chair</i>	<i>Yes</i>
<i>Alyssa Simpson Feliho</i>	<i>Asst. Membership Chair</i>	<i>Yes</i>
<i>Amy Stourac</i>	<i>Chapter Chair</i>	<i>Yes</i>
<i>Geri Veshosky</i>	<i>Programs Chair</i>	<i>Yes</i>

Amy Stourac welcomed officers to the first board meeting of 2014.

3. **Location**

Teleconference.

4. **Programs**

Geri Veshosky, Programs Chair presented a PowerPoint slide show outlining possible programs for the entirety of 2014, while not excluding the possibility of ad hoc meetings. The board agreed on all presenters. Geri Veshosky and Gillian Dionne, Assistant Programs Chair, will coordinate with the presenters regarding availability. See Section 9 for specific program information.

Geri and the Board also discussed the possibility of asking each presenter to recommend a door prize that would have some connection to their presentation. This was agreed to. So far the first and second quarter presenters have made recommendations. The Treasurer will determine funds available and, if possible, purchase one of the recommended door prizes and include for the quarter.

5. **Treasury Report**

Sherry Bowles discussed our current balance, \$14,459.35.

The Board considered avenues to spend funds on members, see Sections 6 through 9, below.

6. **Publicity and Promotions**

Sarah Freeman, Publicity/Promotions Chair, and Jennifer Mosier, Assistant Chair, experienced connectivity issues and presented their report via email.



Ms. Mosier plans to increase outreach through the addition of a Twitter account.

Ms. Freeman brought up cross-promotion through interaction with organizations with similar memberships/missions (e.g., Society for Marketing Professional Services, an organization dedicated to the marketing of the architecture, engineering and construction industries –all who garner most of their work through proposals). Possible methods of coordination may include co-hosting a webinar, trading mailing lists (to solicit new members), etc.

To drive members to our FaceBook (FB) page, Ms. Freeman suggested using a sunshine stress ball and mailing it to Sunshine Chapter member(s), who would then take a picture of themselves holding the ball and post it to the FB site. After taking the picture, they package up the ball and send it off to the next member on the list. Possible logistical considerations involve how to make the ball continue to move throughout the membership, and perhaps somehow tie it to one of the membership committee's local gatherings that we want to restart.

7. Membership

Dan Hartman, Membership Chair, confirmed that he received the current membership roster from outgoing membership chair, Sherry Bowles. Florida Sunshine Chapter membership total is 124 as of January 15, 2014.

Mr. Hartman informed the Board that he is developing an email template to send no later than 30 days prior to a membership expiration to highlight the features and benefits of continued Sunshine Chapter affiliation. Mr. Hartman suggested a bounty-style incentive for the highest number of new member referrals by June to earn a free regular registration to Bid & Proposal Con 2014.

Mr. Hartman noted the concentration of Sunshine Chapter member around two major cities (i.e., Tampa and Orlando) and suggested reserving a large table or room at a restaurant for members who may prefer face-to-face interactions. Alyssa Simpson Feliho, Assistant Chair, segued into a specific suggestion of following a Shipley training session in Tampa.

8. Accreditation Rebate

Chapter Chair, Amy Stourac, noted that the rebate is designed to help offset the members' accreditation training expense or exam fee. The board voted and agreed to change the wording as follows:

Last Year's Wording

The Florida Sunshine Chapter continues to sponsor this effort. The chapter will pay a \$50 rebate to any current APMP member affiliated with the Sunshine Chapter (up to a maximum of 10 members) who successfully passes the Foundation Level accreditation exam and \$150 for the Practitioner Level (up to a maximum of 10 members) in 2013. One rebate has been allocated for Professional Level accreditation.

Accepted Change

The Florida Sunshine Chapter continues to sponsor this effort. The chapter will pay a \$50 rebate to any current APMP member affiliated with the Sunshine Chapter (up to a maximum of 5 members) who successfully passes the



Foundation Level accreditation exam and \$150 for the Practitioner Level (up to a maximum of **8** members) in 2014. **In addition, 4 rebates have been allocated for Professional Level accreditation for the amount of \$200.**

9. Upcoming 2013 Meetings

1st Quarter General Membership Meeting

Date:	March 12, 2014 from 4:00 to 5:00 PM EDT
Program:	Dick Eassom, BSc, CF APMP Fellow alias “Wordman” “Before You Start using Word on your Proposal (or, How to Stop Word Helping)”
Door Prizes:	Members and non-members: (1) Shipley Proposal Guide Members only: (1) Registration for the International Conference; Wordman software add-in(s)

2nd Quarter Board Meeting

Date:	May 14, 2014 from Noon to 1:00 PM EDT
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2nd Quarter General Membership Meeting

Date:	June 11, 2014 from 4:00 to 5:00 PM EDT
Program:	Betsy Blakney, CPP APMP Fellow Director of Proposal Management “Getting Unstuck: How to Remain Relevant as a Proposal Professional”
Door Prizes:	Members and non-members: (1) Shipley Proposal Guide Members only: (1) SPAC registration Non-members: (1) SPAC registration Suggestions from Presenter: Clark, Dorie. <i>Reinventing You</i>, Harvard Business School Publishing, Boston, Massachusetts, 2013. Joel, Mitch, <i>Ctrl Alt Delete: Reboot Your Business. Reboot Your Life. Your Future Depends on It.</i>, Hatchett Book Group, New York, 2013. Kaplan, Robert Steven. <i>What to Ask the Person in the Mirror: Critical Questions for Becoming a More Effective Leader and Reaching Your Potential</i>, Harvard Business School Publishing, Boston, Massachusetts, 2011.



3rd Quarter Board Meeting

Date:	August 13, 2014 from Noon to 1:00 PM EDT
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3rd Quarter General Membership Meeting

Date:	September 10, 2014 from 4:00 to 5:00 PM EDT
Program:	Chris Simmons, CF.APMP "Making Rain on a Small Business Budget"
Door Prizes:	Members and non-members: (1) Shipley Proposal Guide, (1) graphics book, and (1) capture guide;

4th Quarter Board Meeting

Date:	November 12, 2014 from Noon to 1:00 PM EST
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4th Quarter General Membership Meeting

Date:	December 10, 2014 from 4:00 to 5:00 PM EST
Program:	Howard Nutt, Executive Director and Chairman of the Board of Directors of the Business Development Institute International (BD-Institute) "Improving the Industry Standard for BD Performance: BD- CMM version 2.0"
Door Prizes:	Open to members and non-members: (1) Shipley Proposal Guide Members only: (1) Membership renewal; Capability Maturity Model for Business Development Version 2, May 2013 Non-members: (1) New membership

10. Conferences

Bid & Proposal Con—previously known as **APMP International Conference**—will be in **Chicago, IL** in 2014. It will be held on **Thursday, May 26, 2014** at the **Sheraton Chicago Hotel & Towers**.

The **Southern Proposal Accents Conference (SPAC)** will be held in **Atlanta, GA** in 2014. The **SPAC Committee** will be choosing a different location to hold the conference this year. More information to come.

11. Closing

Amy Stourac thanked the board members - meeting adjourned at **12:52pm EST**.