



*Florida Sunshine Chapter*

**Meeting Date:**  
**January 15, 2016**

**Board Meeting Minutes Compiled by:**  
**Jennifer Siler, Secretary**



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## 1. Date and Time of Meeting

Date: January 15, 2016

Time: 12:00 PM ET to 12:58 PM ET

## 2. Attendees and Welcome

The following individuals attended the January Board meeting:

Name	Title	Yes/No
Meghann Lewis	Chapter Chair	Yes
Alyssa Simpson Feliho	Membership Chair	Yes
Amy Stourac	Asst. Membership Chair	Yes
Danielle Torley	Programs Chair	Yes
Jennifer Siler	Secretary	Yes
Martha Bergweiler	Treasurer	Yes
Jennifer Mosier	Publicity Chair	Yes
Ruth Turman	Promotions Chair	Yes

Chapter Chair, Meghann Lewis, welcomed officers to the first board meeting of 2016.

## 3. Location

Teleconference.

## 4. Programs

Danielle Torley presented programs for the year. Ideas were presented in Appendix A. Ruth Turman brought up the idea that we had talked about last year if one of our chapter members wanted to do a presentation. Danielle can do a survey monkey survey to see if any member wants to volunteer. Jen Siler asked if anyone on this call wanted to do a presentation. The Board approved Mike Parkinson for March, Olessia Smotrova-Taylor for June, Melanie White for September, Kristin Dufrene/Ashley Nicols for November and Alyssa Feliho for December. Thursday, November 3, 2016 was planned for a 5<sup>th</sup> meeting date; the Board booked it during our call. Danielle will confirm with the presenters on the dates they requested.

Survey Monkey – Danielle still has to finish putting it together. Send the link to Jen Mosier; Jen will put text around it, format it in Mail Chimp, and Jen Mosier will send it to the membership distribution list. We'll leave it open for two weeks with a reminder after one week.

Door Prizes – ask the presenters if they have a favorite book. Jen Siler suggested Mike will probably want to give out his Billion Dollar Graphics book as a door prize.



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## 5. Treasury Report

*Martha Bergweiler has a meeting with outgoing Treasurer, Sherry Bowles, this weekend to transfer the ownership of the account. Martha will share the information after the meeting.*

## 6. Publicity

*Jen Mosier stated that she and Danielle updated the Florida Sunshine Chapter website and the APMP website with new Board information. The Board should keep adding relevant files to our Google Docs file that is a very helpful place for everyone to share documentation. If you don't want to attach to emails you can send links to documents. Survey Monkey will go out soon. We continue our Facebook and LinkedIn updates. If the Board Members have anything to share, let Jen Mosier know.*

*All meetings have been booked, including the November 3<sup>rd</sup> meeting that was discussed in Programs section. We will add a picture of the presenter to the meeting request. The March announcement should be sent out soon. Danielle confirmed they need photo, short bio and abstract.*

*Jen Mosier is following up with Bill Andre about a membership directory on our page (voluntary for members to add their data).*

## 7. Promotions

*Ruth Turman discussed progress of the logo redesign. Today is the due date for the logo contest. We have 10 submissions. Ruth got Jen Mosier and Mike Parkinson's help to narrow them down. They have it narrowed to 4 options. Ruth will send them to the Board next week to vote on. In the interest of full disclosure, Ruth's design is on the short list so she will not vote.*

*The cost for additional work like style guide, PowerPoint guide, etc. for \$50 per hour with the other designer.*

*With B&P Con coming up, Ruth suggests we use the chapter ribbon to use it to help find members of our Chapter. We still have some on hand. We need a list ahead of time to see who will be there. That worked out well because we knew who would be showing up ahead of time to have their ribbon ready when they checked in. Ruth was hoping to have a booth or table in a gathering place to announce the new logo. Ruth talked to Lauren Williams and the vendor space is very small and at a premium this year. Ruth thinks it would be great to have a separate room just for chapter setup so people can find their chapter. Ruth wants to escalate this up to leadership to try and get this for New Orleans next year. Alyssa will be in Boston and will assist to raise awareness of the Florida Chapter. We may be able to get a banner made in time, something portable that is easy to pick up and move.*

*Ruth wants to move forward on the idea of a chapter mascot. Jen Mosier sent initial communication to the general membership this afternoon. We need time to order the animal for B&P Con.*



## 8. Membership

*Florida Sunshine Chapter membership total is 164 as of January 15, 2016. Alyssa will get the link to update the membership numbers from Amy.*

*Alyssa is denied access to Google Drive so she needs help from Jen Mosier. Alyssa wants to exceed 200 members by B&P Con. Alyssa asked all Board Members to go ask friends. Ruth suggested in Boston that we give out buttons and a business card for a giveaway at the end of conference. We are trying to generate a pool of people to invite to meetings and potentially recruit new members. Alyssa wants whatever we can give out in B&P Con, but buttons would be great to give to existing members. Having a business card in general is important because it has the APMP FL Sunshine Chapter contact and social media info.*

*Nominating ourselves for most diverse chapter – there is no such award. We would have to go into the category of chapter communications, we’d have to show we have a strong method for attracting new members. The Board agreed, Alyssa will write it up.*

## 9. Accreditation Rebate

*Chapter Chair noted that the rebate is designed to help offset the members’ accreditation training expense or exam fee. The Board discussed and voted with regard to maintaining the wording as follows:*

*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 2016. In addition, **4** rebates have been allocated for Professional Level accreditation for the amount of \$200.*

*How many were used in 2015? Martha will have to get that from Sherry this weekend. Once we find out what last year’s numbers were, we will create a challenge for this year. We don’t remember turning anyone down.*

## 10. Upcoming 2016 Meetings

*Programs decided, presenter dates to be finalized by Danielle. Door prizes TBD after talking to presenters.*

*See Appendix A.*

### 1st Quarter General Membership Meeting

<b>Date:</b>	<i>March 10, 2016 from 4:00 to 5:00 PM EST</i>
<b>Program:</b>	<i>Mike Parkinson, “This Old Proposal: A DIY Guide to Proposal Graphics”</i>
<b>Door Prizes:</b>	<i>Members and non-members: (1) Shipley Proposal Guide</i>



**Members only: (1) Registration for the International Conference**

**2nd Quarter Board Meeting**

**Date: May 05, 2016 from Noon to 1:00 PM EDT**

**2nd Quarter General Membership Meeting**

<b>Date:</b>	<b>June 9, 2016 from 4:00 to 5:00 PM EDT</b>
<b>Program:</b>	<b>Olessia Smotrova-Taylor, "Getting Winning Prose from Non-Professional Writers"</b>
<b>Door Prizes:</b>	<b>Members and non-members: (1) Shipley Proposal Guide Members only: (1) SPAC registration Non-members: (1) SPAC registration</b>

**3rd Quarter Board Meeting**

**Date: August 11, 2016 from Noon to 1:00 PM EDT**

**3rd Quarter General Membership Meeting**

<b>Date:</b>	<b>September 08, 2016 from 4:00 to 5:00 PM EDT</b>
<b>Program:</b>	<b>Melanie White, "Personal Development Planning"</b>
<b>Door Prizes:</b>	<b>Members and non-members: (1) Shipley Proposal Guide, (1) graphics book, and (1) capture guide;</b>

**4th Quarter General Membership Meeting**

<b>Date:</b>	<b>November 3, 2016 from 4:00 to 5:00 PM EDT</b>
<b>Program:</b>	<b>TBD</b>
<b>Door Prizes:</b>	<b>TBD</b>

**4th Quarter Board Meeting**

**Date: November 10, 2016 from Noon to 1:00 PM EST**

**5th Quarter General Membership Meeting**

**Date: December 08, 2016 from 4:00 to 5:00 PM EST**



<b>Program:</b>	<b>Alyssa Simpson Feliho, “Crafting Strong Past Performance Citations”</b>
<b>Door Prizes:</b>	<b>Open to members and non-members: (1) Shipley Proposal Guide</b> <b>Members only: (1) Membership renewal; Capability Maturity Model for Business Development latest version</b> <b>Non-members: (1) New membership (if no new members in attendance, one additional renewal)</b>

## **11. Conferences**

***Bid & Proposal Con—will be in Boston, MA in 2016. It will be held from Wednesday, May 25, 2016 until Saturday, May 28, 2016 at the Sheraton Boston Hotel.***

***The Southern Proposal Accents Conference (SPAC) will be held in TBD in 2016. More information to come.***

## **12. Closing**

***Meghann suggested we leave GoToMeeting program and use WebEx. Martha will get numbers and prices for us, but we have the budget for something if needed.***

***Danielle asked if we thought putting our photos on our website under Board page was a good idea. Board liked the idea. Jen Mosier asked if we could have them to her by next week FRI JAN 22 2016.***

***Ruth asked about awards within the chapter, she talked to Rick Harris about it. The international APMP was OK with it but no named Fellows. We could do a Founders Award to recognize highest level members. Keep this thought in the back of our head.***

***Thank the board members - meeting adjourned at 12:58 PM ET.***



## Appendix A

### 2016 Chapter Presentation Options

<p>Mike Parkinson 24 HRCO</p>	<p><b>This Old Proposal: A DIY Guide to Proposal Graphics</b> This presentation gives attendees information they can directly and immediately apply to create their own graphics with standard software. R: This presentation is created with 18 years combined experience over thousands of proposals. Relevant case study information will be provided to illustrate best practices. A: Attendees will have the information and skills necessary to create proposal graphics using common software tools. C: Every proposal requires graphic elements to tell a story. Often proposal professionals are over-tasked with managing every aspect of a proposal and do not have budget to get outside graphic support. We specifically address those concerns and teach attendees to create professional graphics. K: Individuals who have contributed to the Body of Knowledge, the BD Institute Benchmark Survey and are experts in the field created this presentation. Graphics and visual communication are part of APMP accreditation and highly relevant.</p>
<p>Olessia Smotrova-Taylor OST Global Solutions, Inc.</p>	<p><b>Getting Winning Prose from Non-Professional Writers</b> Most proposal professionals struggle with getting quality input from non-professional writers, and many end up rewriting everything themselves. This leads to high stress, sleepless nights, and constantly deteriorating health while companies fail to deliver proposals that encapsulate full brainpower and potential of their technical staff. Knowledge is power when proposal professionals learn how to get the non-professional writers to do their assignments well, because it improves everyone's quality of life while getting the company's win rate way up. This presentation reveals practical ways to change the psychology and beliefs about writing; get technical writers to think creatively; teach the correct writing process; equip writers with effective tools and techniques; help teams with more than 70 ways of overcoming the writer's block; and automate the editing process. At the end of the presentation, attendees will acquire real tools and techniques they can apply to their next proposal.</p>
<p>Melanie White Trident Proposal Management</p>	<p><b>Personal Development Planning</b> – A training plan is something that we are all familiar with. We have developed them for our companies, our employees, and our customers. But, how many of us have a personal training plan? This session will include a basic framework for developing a personal development plan, as well as guide the attendees through using the spreadsheets I have developed to facilitate prioritizing goals at each step of the process.</p>
<p>Kristin Dufrene</p>	<p><b>Business Sustainability: Win Re-competes by Reusing, Recycling, Renewing</b> One of the buzz words when we talk about "Green Initiatives" is sustainability. Mediaenvironment.org defines sustainability as: using only what you need, think critically about changes you can make, and be conscious about how your choices will affect the future. How perfectly fitting to describe re-competes in these terms!</p>



	<p>Re-competes need to be captured as aggressively as new business, but they have pitfalls that are often more difficult to overcome than a new competitor faces. Business sustainment has become more competitive in this era of shrinking budgets, low price/technically acceptable source selection, and a marked increase in protests. Using case studies, this presentation addresses the reuse of proposal material, but recycling it in a way to create a renewed excitement for current customers. We provide tips that capture/proposal professionals can use to make an impact, and explain how an early start, critical change, and conscious choices lead to proposal wins.</p>
Briana Coleman	<p><b>Survival of the Fittest: How to Adapt Your Leadership Style in New Corporate Jungles</b></p> <p>Have you ever looked around your war room and thought, "I'm working with a bunch of animals?" Even the best-organized proposals can bring out the animal instinct in all of us! Yet, our distant relatives in the animal kingdom also provide great inspiration for effective group leadership. The best proposal leaders understand their teams' dynamics and adapt to their needs.</p> <p>By exploring animal case studies, this interactive and lively presentation draws parallels between animal group dynamics and proposal teams. Participants will identify the animal species that typifies their companies and explore the leadership style that is most effective in those settings. After mastering the different leadership styles, participants will learn to quickly recognize and adapt to the animal style of their proposal teams quickly.</p>