



**Meeting Dates:**

**February 9, 2017 – Part 1**

**February 16, 2017 – Part 2**

**General Meeting Minutes Compiled by:**

**Jennifer Siler, CP APMP, Secretary**

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# Contents

1.	Date and Time of Meetings.....	2
2.	Attendees and Welcome.....	2
3.	Location .....	2
4.	Programs.....	3
5.	Treasury Report.....	3
6.	Publicity .....	3
7.	Promotions .....	3
8.	Membership .....	4
9.	Accreditation Rebate .....	4
10.	Upcoming 2017 Meetings .....	5
11.	Conferences.....	7
12.	Closing .....	7
	Appendix A .....	8

## 1. Date and Time of Meetings

### Part 1

**Date:** February 9, 2017  
**Time:** 12:00 to 1:00 PM ET

### Part 2

**Date:** February 16, 2017  
**Time:** 12:00 to 1:00 PM ET

## 2. Attendees and Welcome

The following individuals attended the February 9, 2017 Board meeting:

<b>Name</b>	<b>Title</b>	<b>Yes/No</b>
<i>Meghann Lewis</i>	<i>Chapter Chair</i>	<i>Yes</i>
<i>Amy Stourac</i>	<i>Chapter Co-Chair</i>	<i>Yes</i>
<i>Alyssa Simpson Feliho</i>	<i>Membership Chair</i>	<i>Yes</i>
<i>Danielle Torley</i>	<i>Programs Chair</i>	<i>Yes</i>
<i>Michelle Parks</i>	<i>Assistant Programs Chair</i>	<i>Yes</i>
<i>Jennifer Siler</i>	<i>Secretary</i>	<i>Yes</i>
<i>Martha Bergweiler</i>	<i>Treasurer</i>	<i>Yes</i>
<i>Jennifer Mosier</i>	<i>Publicity Chair</i>	<i>Yes</i>
<i>Ruth Turman</i>	<i>Promotions Chair</i>	<i>Yes</i>

The following individuals attended the February 16, 2017 Board meeting:

<b>Name</b>	<b>Title</b>	<b>Yes/No</b>
<i>Meghann Lewis</i>	<i>Chapter Chair</i>	<i>Yes</i>
<i>Amy Stourac</i>	<i>Chapter Co-Chair</i>	<i>Yes</i>
<i>Alyssa Simpson Feliho</i>	<i>Membership Chair</i>	<i>Yes</i>
<i>Danielle Torley</i>	<i>Programs Chair</i>	<i>No</i>
<i>Michelle Parks</i>	<i>Assistant Programs Chair</i>	<i>Yes</i>
<i>Jennifer Siler</i>	<i>Secretary</i>	<i>Yes</i>
<i>Martha Bergweiler</i>	<i>Treasurer</i>	<i>Yes</i>
<i>Jennifer Mosier</i>	<i>Publicity Chair</i>	<i>Yes</i>
<i>Ruth Turman</i>	<i>Promotions Chair</i>	<i>Yes</i>

Chapter Chair, Meghann Lewis welcomed officers to the first board meeting of 2017.

## 3. Location

Teleconference.

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## 4. Programs

*Danielle Torley presented programs for the year. See section 10 and Appendix for finalized list.*

## 5. Treasury Report

*Martha Bergweiler listed current balance of \$13,398.54*

*The Board considered avenues to spend funds on members, see sections below.*

*February 16, 2017*

*Four Proposals for Dummies books were purchased as meeting door prizes from Amazon since the APMP Store was sold out.*

*It was noted that the chapter website has rebate information but does not say how many we give away, we just tell them what the rebate amount is.*

*Chapter treasurer confirmed the redemption of the following rebates for 2016: One (1) Foundation, two (2) Professional and two (2) Practitioner. The Board has budgeted for 15 rebate redemptions for 2017.*

## 6. Publicity

*Publicity Chair, Jen Mosier presented on Board Meeting part 2 on February 16, 2017.*

*The video on You Tube is ready for 10-Year Anniversary. You Tube video is ready to roll out, it will go out before the end of the month.*

*The chapter has its own You Tube page and Google+ page (different from Google Docs page). In 2017, we added two more social media channels.*

*The new 10-year logo is ready to release; however, the Board decided to distribute rollouts to maximize the impact of each campaign. The new logo is already showing in our social media channels.*

## 7. Promotions

*Promotions Chair, Ruth Turman confirmed that we still have ribbons in stock, so we do not expect additional cost for Bid & Proposal Con.*

*Ruth suggested continuing the Walking Ambassador campaign this year. She also suggested balloons with our logo and 10-year anniversary.*

*All Board members attending Bid and Proposal Con 2017 agreed to play the gift card/business card exchange program game to increase visibility of the Florida Sunshine chapter.*

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***Ruth is obtaining dessert pricing with our 10<sup>th</sup> anniversary logo at the Bid and Proposal Con 2017 dinner in lieu of the scheduled dessert by coordinating with Rick Harris. Rick suggested that the Chapter have a small event surrounding it. Board wants to get pictures of Meghann blowing out a birthday candle and ceremoniously cutting the dessert. Once pricing is obtained and the board approves the “gesture,” permission to proceed with this activity would need to be approved by the APMP ExCom.***

***Ruth wants to nominate our chapter for the annual award. Our chapter honors program is something to mention in our nomination, we are supporting the certification program, and we sent letters to supervisors, or C-level who won those awards.***

***Seven (7) more members are needed to reach a 50% mark of certification in the chapter, Board members are encouraged to recruit members and promote certification.***

## **8. Membership**

***Alyssa Simpson Feliho, Membership Chair to confirm that the Florida Sunshine Chapter membership total is 174 as of February 9, 2017.***

## **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 to increase the Foundation rebate from \$50 to \$75 and reduce the number of Professional rebates from 5 to 2. The new language is:***

***The Florida Sunshine Chapter continues to sponsor this effort. The chapter will pay a \$75 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 2017. In addition, 2 rebates have been allocated for Professional Level accreditation for the amount of \$200.***

## 10. Upcoming 2017 Meetings

Note to Danielle: Barbara still needs to be confirmed.

### 1st General Membership Meeting

<b>Date:</b>	March 09, 2017 from Noon to 1:00 PM EST
<b>Program:</b>	Vincent Thomas, Awesome PowerPoint Tricks for Effective Presentations
<b>Door Prizes:</b>	<p>FL Sunshine Chapter Members only:</p> <p>(1) Billion Dollar Graphics eBook with Graphics</p> <p>(1) Registration for Bid &amp; Proposal Con</p> <p>(1) Foundation Test Fee (\$400)</p> <p>(1) PowerPoint Tool Kit (donated by speaker)</p>

### 2nd Quarter Board Meeting

<b>Date:</b>	May 11, 2017 from Noon to 1:00 PM EDT
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### 2nd General Membership Meeting

<b>Date:</b>	June 08, 2017 from 4:00 to 5:00 PM EDT
<b>Program:</b>	Marsha Lindquist, Five Reasons Why You Should Embrace Your Competition
<b>Door Prizes:</b>	<p>FL Sunshine Chapter Members Only:</p> <p>(1) Book from APMP Store (\$40 limit)</p> <p>(1) Shipley Proposal Guide</p>

### 3rd Quarter Board Meeting

<b>Date:</b>	August 10, 2017 from Noon to 1:00 PM EDT
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### 3rd General Membership Meeting

<b>Date:</b>	September 07, 2017 from 4:00 to 5:00 PM EDT
<b>Program:</b>	Robert Frey, <i>Important Paradigm Shifts in Proposal Development—2016 and Beyond</i>
<b>Door Prizes:</b>	<p><i>FL Sunshine Chapter Members Only:</i></p> <p>(1) SPAC Registration</p> <p>(1) <i>Proposal for Dummies Book</i></p> <p>(1) <i>Successful Proposal Strategies for Small Businesses (Boston and London: Artech House, Inc.) book written by Dr. Robert Frey (donated by speaker)</i></p>

### 4th Quarter Board Meeting

<b>Date:</b>	November 09, 2017 from Noon to 1:00 PM EST
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### 4th General Membership Meeting

<b>Date:</b>	November 02, 2017 from 4:00 to 5:00 PM EST
<b>Program:</b>	Barbara Stiles, <i>Networking for Introverts</i>
<b>Door Prizes:</b>	<p><i>FL Sunshine Chapter Members Only:</i></p> <p>(1) SPAC Registration</p> <p>(1) <i>Proposal for Dummies Book</i></p>

### 5th General Membership Meeting

<b>Date:</b>	December 07, 2017 from 4:00 to 5:00 PM EST
<b>Program:</b>	Ruth Turman, <i>Proposal Management Survival Tool Kit</i>
<b>Door Prizes:</b>	<p><i>FL Sunshine Chapter Members Only:</i></p> <p>(1) <i>Proposal Managers Survival Kit (Ruth will assemble)</i></p> <p>(1) SPAC Registration</p> <p>(1) <i>Membership Renewal</i></p> <p><i>Non-members:</i></p> <p>(1) <i>New Membership Registration</i></p>

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## 10 Months of Giveaways

***Any member active on the list is eligible. The Board will use an online tool to randomize the winners out of the active members on the current member list. No repeat winners permitted.***

***Martha will coordinate and send out the cards. Jen Mosier will promote via social media channels.***

- ***March – Amazon Credit \$25***
- ***April – Amazon Credit \$25***
- ***May – Amazon Credit \$25***
- ***June – Amazon Credit \$25***
- ***July – Amazon Credit \$25***
- ***August – Amazon Credit \$25***
- ***September – Amazon Credit \$25***
- ***October – Amazon Credit \$25***
- ***November – Amazon Credit \$25***
- ***December – Amazon Credit \$25***

## 11. Conferences

***The Southern Proposal Accents Conference (SPAC) will be held Thursday, March 23, 2017 at the Cobb Energy Performance Arts Center (CEPAC) in Atlanta.***

***Bid & Proposal Con will be in New Orleans, LA in 2017. It will be held Tuesday June 13 through Thursday June 15 at the New Orleans Marriott Hotel.***

## 12. Closing

***Thanks to all board members.***

***Meeting adjourned at 1:00 PM ET on February 9, 2017.***

***Meeting adjourned at 12:48 PM ET on February 16, 2017.***



## Appendix A

### 2017 Chapter Presentation Decisions

Speaker/ Date/Time	Program Title and Abstract
<p><b>Vincent Thompson</b></p> <p><b>March 9</b></p> <p><b>12:00 PM ET</b></p>	<p><b>Awesome PowerPoint Tricks for Effective Presentations</b></p> <p>PowerPoint is the basis for much of the training material you use, and yet it's text-heavy, dull and boring. See how to revolutionize your presentations and other training material using visuals, diagrams, and animated sequences, with some helpful how-to guides, and a collection of awesome PowerPoint tricks, plus a free PowerPoint toolkit to kick start your efforts for everyone that attends.</p>
<p><b>Marsha Lindquist</b></p> <p><b>June 8</b></p> <p><b>4:00 PM ET</b></p>	<p><b>Five Reasons Why You Should Embrace Your Competition</b></p> <p>Business leaders are often trained never to trust their competition. They see business as a win-lose game, where if they associate with their competitors they'll get beat. But this isn't always the best approach to dealing with the other team.</p> <p>No two companies are created exactly the same, even if they are perceived as competitors. While any two competitors may share some similarities, the majority of their functions are completely different. And even if you do all the exact same things as another company, you have different people and systems in your organization that make you unique.</p> <p>This concept is important to realize because once you get past the fear of your competition, you can actually build mutually beneficial relationships and grow your business. Forging relationships with companies within your industry can allow you both to achieve greater levels of success.</p>
<p><b>Robert Frey</b></p> <p><b>September 7</b></p> <p><b>4:00 PM ET</b></p>	<p><b>Important Paradigm Shifts in Proposal Development—2016 and Beyond</b></p> <p>Three notable ways in which proposal development practices have changed among forward-leaning and highly successful international organizations:</p> <ol style="list-style-type: none"> <li>1. In a manner similar to Agile software development, migration towards a Successive Approximation Model (SAM) of proposal development in which there is a Proposal Preparation Phase, Iterative Proposal Design Phase, and Iterative Development Phase. Rapid development, interactive review and ongoing enhancement are critical, as opposed to traditional color review milestones.</li> <li>2. Comparatively, Blue Team early in the proposal development lifecycle is far more important than Red Team later in the process. The focus is shifting towards vetting proposal readiness work products across technical,</li> </ol>

	<p>management, staffing, phase-in, and past performance before the full-scale writing begins, as well as receiving executive buy-in for investments in people, facilities, training and other resources for the Operations phase of the program after the award. Engaged Blue Teams with the right people there promote “skin in the game” enterprise-wide.</p> <p>3. Movement away from attempting to make technical and programmatic Subject Matter Experts into effective proposal writers, who can help to articulate value-added STRENGTHs that the organization or Team will provide to the customer set in alignment with the evaluation factors in RFPs and Tenders. The transition is towards upfront and planned interviewing that enables efficient knowledge sharing across technical and proposal/capture teams.</p>
<p><b>Barbara Stiles</b>  <b>November 2</b>  <b>4:00 PM ET</b></p>	<p><b>Networking for Introverts</b></p> <p>You don’t have to be an extrovert to be a great networker and how to take the training back to your office to train your staff.</p>
<p><b>Ruth Turman</b>  <b>December 7</b>  <b>4:00 PM ET</b></p>	<p><b>Proposal Management Survival Tool Kit</b></p> <p>Ruth Turman, CP APMP Fellow, aka “The Accidental Proposal Manager” introduces the idea of the “Proposal Management Survival Tool Kit,” a light-hearted (yet serious) approach to some of the more common pitfalls that frequently plague the human element of proposal teams and a fun means of keeping teams aware, proactive as opposed to reactive, and one way to bring a healthy dose of levity into an otherwise stressful time.</p>