



Meeting Date:
February 14, 2018

Board Meeting Minutes Compiled by:
Martha Bergweiler, CF APMP, Secretary

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1. Date and Time of Meeting

Date: February 14, 2018

Time: 12:00 to 12:58 PM EST

2. Attendees and Welcome

The following individuals will have attended the January Board meeting:

Name	Title	Yes/No
Meghann Lewis	Chapter Chair	Yes
Amy Stourac	Chapter Co-Chair	No
Alyssa Simpson Feliho	Membership Chair	No
Bethany Burton	Assistant Membership chair	Yes
Michelle Parks	Programs Chair	Yes
Danielle Torley	Assistant Programs Chair	Yes
Jennifer Mosier	Publicity Chair	Yes
Ruth Turman	Promotions Chair	Yes
Martha Bergweiler	Secretary	Yes
Sherry Bowles	Treasurer	No

A quorum was present and the meeting was convened.

3. Location

Teleconference.

4. Programs

Michelle Parks presented programs for the year (see Appendix A).

The board tabled the vote until presenters could be confirmed.

Michelle and Danielee will finalize presenters, photos and summaries to add to webinars.

5. Treasury Report

Sherry Bowles electronically reported an account balance of \$17,599.78 as of 31 January 2018.

The Board will consider avenues to spend funds on members, see Sections 6 through 10, below.

6. Publicity

Jen Mosier to present 2018 trends. FB is going strong and has 164 followers on Twitter. You-tube video will be sent to board prior to release.

For 2018 Jen plans: 2017 video will go out this month.

Thinking of doing a live video on social media platforms of the newsletter rather than sending it out through email links.

Jen is considering maybe doing blog and live videos of SPAC and B&P content. Jen would like to use our new website adding articles and asking the chapter to participate and contribute VLOGs.

7. Promotions

Ruth Turman presented and reminded the board about chapter award nominations that we want to pursue this year, and who will prepare the nomination forms.

Bid & Proposal Con activities confirmed were:

- Continuing member ribbons
- Continuing card exchange and giving out a prize at the end of the conference
- Chapter Banner (ribbons for our certifications, our chapter awards, fellows, anything we want to advertise etc.) Ruth owns this action item.

Chapter Honors Program

- Revamp nomination process. Ruth owns this action item.
- Advertise with every chapter communication that goes out. Publicity Chair will own this action item

8. Membership

Florida Sunshine Chapter membership total is 199 as of February 13, 2018.

9. Accreditation Rebate is an unresolved issue.

Unresolved agenda item [undiscussed left as placeholders]:

Chapter Chair noted that the rebate is designed to help offset the members' accreditation training expense or exam fee. The Board will discuss and vote with regard to maintaining the wording as follows:

Current Version

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 2018. In addition, 2 rebates have been allocated for Professional Level accreditation for the amount of \$200.

10. Upcoming 2018 Meetings

Programs and doors prizes to be settled [old prize data left as placeholders]

See Appendix A.

1st Quarter General Membership Meeting (Where do we want to insert the fifth meeting?)

Date:	March 08, 2018 from Noon to 1:00 PM EST
Program:	
Door Prizes:	Members and non-members: (1) Shipley Proposal Guide Members only: (1) Registration for Bid & Proposal Con 2018

2nd Quarter Board Meeting

Date:	May 10, 2018 from Noon to 1:00 PM EDT
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2nd Quarter General Membership Meeting

Date:	June 07, 2018 from Noon to 1:00 PM EDT
Program:	
Door Prizes:	Members and non-members: (1) Shipley Proposal Guide Members only: (1) SPAC registration Non-members: (1) SPAC registration Suggestions from Presenter:???

3rd Quarter Board Meeting

Date:	August 09, 2018 from Noon to 1:00 PM EDT
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3rd Quarter General Membership Meeting

Date:	September 06, 2018 from Noon to 1:00 PM EDT
Program:	
Door Prizes:	Members and non-members: (1) Shipley Proposal Guide, (1) graphics book, and (1) capture guide;

4th Quarter Board Meeting

Date:	November 01, 2018 from Noon to 1:00 PM EST
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5th General Membership Meeting

Date:	November 08, 2018 from Noon to 1:00 PM EST
Program:	
Door Prizes:	<p>Open to members and non-members: (1) Shipley Proposal Guide</p> <p>Members only: (1) Membership renewal; Capability Maturity Model for Business Development latest version</p> <p>Non-members: (1) New membership (if no new members in attendance, one additional renewal)</p>

4th Quarter General Membership Meeting

Date:	December 06, 2018 from Noon to 1:00 PM EST
Program:	
Door Prizes:	<p>Open to members and non-members: (1) Shipley Proposal Guide</p> <p>Members only: (1) Membership renewal; Capability Maturity Model for Business Development latest version</p> <p>Non-members: (1) New membership (if no new members in attendance, one additional renewal)</p>

Meghann recommended the Board reconvene to determine door prizes.

11. Conferences

The Southern Proposal Accents Conference (SPAC) will be held in Thursday, March 22, 2018, Cobb Energy Performance Arts Center (CEPAC), Atlanta.

Bid & Proposal Con—will be in San Diego, CA in 2018. It will be held on June 15-18 (Tuesday – Friday) at the Sheraton San Diego Hotel & Marina.

12. Closing

Thank the board members - meeting adjourned at 12:58 pm EST.

- Unresolved issues remaining:
 - Budget spending for 2018



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- *Door prizes for general membership meeting*
 - *Accreditation rebate*

Appendix A

2018 Chapter Presentation Options

Speaker	Topic
Kevin Jans, Skyway Acquisition Solutions	<p>TBD</p> <p>He agreed to do a webinar and have us suggest some topics.</p> <p>Some ideas:</p> <ul style="list-style-type: none"> • FAR 16: explaining it, following it, and more • Changes in small business requirements and increasing numbers of set-asides (even when it seems highly inappropriate) • Figuring out communication preferences and what is acceptable among different government agencies
Madeline Szwed	<p>Social Media Value to Your Company</p> <p>Does your company understand how valuable social media is to the company's reputation and helping to meet marketing goals? Madeline can present and share her knowledge of how to apply best practices, analytics, metrics, and explain that there is more to Twitter, Instagram, Facebook, LinkedIn, etc. than sharing recipes, political views, wedding videos and photos. Social media is a tool companies can use to make a bigger footprint in the markets they serve and she explains how to do it.</p>
Bethany Burton	<p>Competitive Intelligence and Intelligent Pricing</p> <p>(abstract not available)</p>
Bruce Morton	<p>The Art of Winning A Best Value Competition"</p> <p>The topic addresses the art of strategizing, bidding and winning Best Value competitions, including developing a successful Win Strategy. Best Value competitions require additional strategic steps in order to achieve a high probability of win. The presentation will address the keys to achieving a high probability of win using real life examples to demonstrate various aspects. The discussion will encompass the perspectives of large, medium, and small size businesses, and audience participation will be encouraged. The presentation will also include the impact on best value competitions of the new DoD Source Selection Procedures that were issued on March 31, 2016 and apply to all source selection plans over \$10 Million approved after May 1, 2016. The impact and features of the new required evaluation methodology called Value Adjusted Total Evaluated Price (VATEP) and its significant impact on best value competitions (and its anticipated impact on other federal agency procurements) will be discussed.</p>

<p>Javier Suarez</p>	<p>“Explain that to me like I’m a five year old...”</p> <p>“Generally speaking, architects, engineers, and scientists are confident that they can work on any project out there. They can get so wrapped up in their view of “the solution” that they seem incapable of taking a couple of steps back to define what that solution is and how to achieve it. ...”</p>
<p>Marina Goren (2nd topic below)</p>	<p>Defensive Tactics: Art & Science of Wining the Re-competes</p> <p>Being an incumbent used to give you an immediate advantage over the rest of the competition. After all, no one knows this work as well as you do and no one has the same level of customer relationships and trust. However, in today’s world of tremendous budget pressures, more and more government clients opt for a lower price solution over what the incumbent has to offer. This required companies to step up their game to win their own work back. Smart BD Consulting has been instrumental in helping our clients with strategies such as: providing independent customer surveys, assessment and recommendations of how to improve the contract performance prior to the re-compete; solutions for innovative and believable cost savings measures; and effective proposal design and development methodology based on a Subject Matter Expert(s) interview model. Mrs. Goren will share these and other techniques with the audience during this informative presentation to help fight “incumbinitis” and attain 100% of re-compete capture.</p>
<p>Marina Goren</p>	<p>The Power of Women in the Industry.</p>
<p>Louise Pulini,</p>	<p>Survivor-Proposal Island: Navigating Mergers and Acquisitions and Staying Afloat</p> <p>This presentation will focus on living through the complex world of company mergers and acquisitions. In recent years, there has been a growing trend for companies to either merge with other companies or be acquired (or acquire other companies) in order to succeed in the marketplace. Proposal teams are particularly affected by this process, as they figure out how to grow and prosper in new climates, learn many new processes, work with new colleagues and SMEs, and not suffer through survivors’ guilt. Interactive dialogue and discussion will be a key part of this presentation, as we will share our own stories of living through these company changes and how we can share lessons learned and best practices.</p>

Charlie
Divine

APMP Certification – Make it Work for You

APMP Certification is the global standard for demonstrating your proposal management competency. This presentation will provide members with an overview of the certification program, the benefits they can expect to receive and an introduction to three levels of certification – Foundation, Practitioner and Professional. We will cover the requirements for each level and provide tips on how to approach the requirements. The presentation will calm the fear of failing and provide a boost to those that are stuck. Participants will come away understanding how Certification will help them achieve their career goals and improve the capabilities of their organization. The presentation can be customized for the needs of the chapter.

Appendix B

Date	Income/Expense Type	Amount	
	Membership Rebate Checks		
Jan	Rebate - Q4/2017 - 174 members	1,312.50	
Apr	Deposit - Q1/2018 - 200 members	1,500.00	
Jul	Deposit - Q2/2018 - 200 members	1,500.00	
Oct	Deposit - Q3/2018 - 200 members	1,500.00	5,812.50
	SPAC		
May	SPAC 2018 participation (\$2198 in 2017)	2,200.00	2,200.00
	Total Income		8,012.50
Date	Income/Expense Type	Amount	
	Scholarships/grants		
	SPAC Cost share (\$2000 in 2017)	\$2,000.00	
	SPAC registration (chapter chair & co-chair)	360.00	
Mar	National conference registration (chapter chair)	875.00	
	Accreditation rebate (5 foundation) \$75.00	375.00	
	Accreditation rebate (8 practitioner) \$150.00	1,200.00	
	Accreditation rebate (2 professional) \$200.00	400.00	5,210.00
	Misc Chapter Expenses		
Jan	Website	925.00	
Mar	FL Dept. of State - Anl Filing	70.00	
	Postage Expenses	100.00	
	Networking Luncheons X 4 (\$500 ea)	2000.00	
	Awards & Trophies: 3 for 2018, plus 3 from 2017	750.00	
	Advertising materials - banners, etc.	150.00	
			\$3,995.00
	Door Prizes		
1st qtr	National conference registration door prize	875.00	
Dec	SPAC registration	180.00	
Qtrly	Membership renewal X 4 (\$155 ea)	620.00	
Jun/Dec	New Membership X 2 (\$155 ea)	310.00	
Qtrly	Amazon Gift Card X 4 (\$30 ea)	120.00	
Qtrly	Shipley Proposal Mgmt Playbook X 4 (\$129)	516.00	\$2621.00
	Total Expenses		11,826.00
	Anticipated deficit		-\$3813.50