



Florida Sunshine Chapter

Meeting Date:
September 10, 2008

Meeting Minutes Compiled by:
Joan C. Ford, Secretary



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Date & Time of Meeting

September 10, 2008

4:00 to 5:07 PM EDT

Attendees

A total of 39 individuals attended the September Chapter meeting via the on-line Live Meeting conference/call connection, as noted below:

Albin, Ginger
Beaulac, Maureen
Bergweiler, Martha
Blitstein, Ron
Bowles, Sherry
Claudin, Shelley
Davenport, Don
Diven, Lindsay
Donaghue, Marie-Annette
Ellis, Robert
Edwards, Shirl
Favia, Sharon
Floyd, Anita
Ford, Joan
Garland, Susan
Gillis, Kathy
Gushee, Celeste
Hair, Marino
Hales, Jack
Hammond, Ken

Hill, Maura
Hodgson, Andrew
Keller, Chuck
Mahnke, Linda
Minke, Marion
Peterson, Charles
Rogers, Bill
Roberts, Kevin
Robbins, John
Scaletti, Dean
Sheehan, Doris
Smilnak, Mike
Stern, Mark
Stourac, Amy
Swann, Jennifer
Toland, Bill
Thompson, Tahara
Veshosky, Gerard
Wells, Melissa

Speaker: Alexander, Ed

Location

Virtual via Webinar (Live Meeting) and conference call line

Call to Order

Chuck Keller, Chapter Chair, called the meeting to order and welcomed the new and returning meeting attendees to our third chapter meeting of 2008.

Chuck encouraged non-APMP members to join APMP and affiliate with our Florida chapter. Go to www.apmp.org

Upcoming Election & New Member Recruitment

We will have chapter officer elections in December. We anticipate that some of the current officers will wish to retain their roles for another one-year term.

Jack Hales encouraged all interested parties to take an active role in the chapter. Send an email to Jack.Hales@halesassociates.com if you are interested.

Existing chapter officers were also advised to contact Jack regarding their desire to retain their existing role or perhaps move into a new officer role.

Per recruitment of new members, we are trying to win an APMP membership award for greatest chapter growth. We've had very professionally rewarding virtual meetings. We would like to identify individuals throughout the state to help promote our chapter (e.g., share links to FL Chapter site and national APMP site, share contacts list, affiliate w/ our chapter, or attend meetings)

We are seeking Panhandle, South Florida, and Jacksonville area coordinators. Interested parties were asked to contact Jack Hales. Attendees were also asked to share with Jack names of individuals who might be interested in affiliating with our chapter or attending chapter meetings.

Go to www.apmpfl.org for a list of chapter officers.

Southern Proposal Accents Conference (SPAC)

The Southern Proposal & Accents Conference (SPAC) is scheduled for Friday, November 7, 2008. We are co-sponsoring SPAC with the GA and Carolina APMP chapters. Terry Clayton is our SPAC representative.

SPAC will be held in Atlanta, GA and is a one-day conference. Early bird registration has been extended to Sept. 13.

On Thursday, November 6, attendees will be able to spend the day preparing for the Foundation level APMP accreditation exam and then take the exam and become certified.

Chuck encouraged folks to register and also volunteer at the conference.

Door Prize: Shipleys Capture Guide by Mary Ann Anelli. This book, courtesy of Shipleys Associates, provides guidelines and best practices for capturing strategic business in a competitive environment.

Winner: Tahara Thompson

Chapter Meeting Presentation

Ed Alexander is Vice President of Training at Shipleys & Associates. He is certified in all of Shipleys' focus areas: training, capture/proposal consulting, and process consulting.

A retired Army Colonel/paratrooper/pilot, he was the first in the United States to be certified by the APMP as a Certified Proposal Professional. Ed has authored many Shipleys courses and is certified to teach every Shipleys course. He has presented at several APMP conferences and provided APMP Foundation-Level coaching sessions.

Today's program is an encore from the national APMP conference in May.

Ed spoke about deploying and managing an effective, efficient capture process to consistently develop winning proposals with an acceptable investment. To win, you must understand the customers' buying problems, analyze their environment, assess competitive positions with the customer, build strategies that maximize win probability, and turn strategies into actions that drive the win.



2008 General Membership Meeting Schedule

Remaining General Membership Meeting

Next meeting: December 2008. Date & Program TBD.

Board Meetings

2008 board meetings will be held one month before each membership meeting.

Closing

Chuck encouraged all attendees to support our membership drive. He also encouraged non-chapter members to join the FL chapter.

The September chapter meeting adjourned at 5:07 PM EDT.