



Florida Sunshine Chapter

Meeting Date:
September 23, 2009

Meeting Minutes Compiled by:
Joan C. Ford, Secretary



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Date & Time of Meeting

The third virtual chapter meeting of the year was held on September 23, 2009 from 4:00 to 5:08 PM ET.

Attendees

A total of 81 individuals attended the September chapter meeting via the on-line Live Meeting conference/call connection, as noted below:

<i>Abiog, Rolly</i>	<i>Long, Dottye</i>
<i>Albin, Ginger</i>	<i>Longen, Jim</i>
<i>Beaulac, Maureen</i>	<i>Looman, Debbie</i>
<i>Bennes, Michelle</i>	<i>Maddox, Natallia</i>
<i>Bergweiler, Martha</i>	<i>Maurice, Tonya</i>
<i>Blitstein, Ron</i>	<i>Merwin, Ken</i>
<i>Blocker, Nicole</i>	<i>Miller, Heather</i>
<i>Bock, Keri</i>	<i>Milton, Walter</i>
<i>Bowles, Sherry</i>	<i>Minke, Marion</i>
<i>Brokeshoulder, Sherri</i>	<i>Mino, Gary</i>
<i>Campbell, Bill</i>	<i>Molz, Katherine</i>
<i>Campbell, Myrna</i>	<i>Moore, Greg</i>
<i>Cantrell, Gretchen</i>	<i>Moore, Judy</i>
<i>Carr, Brenda</i>	<i>Morris, Charles</i>
<i>Cleveland, Patricia</i>	<i>Newton, Margaret</i>
<i>Cook, Steve</i>	<i>Oliver, Alice</i>
<i>Cooper, Dawn</i>	<i>Oumedian, Suzanne</i>
<i>Day, Susan</i>	<i>Patterson, Janel</i>
<i>Edwards, Shirl</i>	<i>Roark, Tonia</i>
<i>Fellhoelter, Beth</i>	<i>Robbins, John</i>
<i>Ford, Joan</i>	<i>Rogers, Bill</i>
<i>Fowler, Debra</i>	<i>Saalman, Beth</i>
<i>Goins, Rebeca</i>	<i>Sanford, Connie</i>
<i>Gorman, Clare</i>	<i>Seybold, Thanh</i>
<i>Graumann, David</i>	<i>Sheehan, Doris</i>
<i>Hair, Marino</i>	<i>Shreckengost, Jill</i>
<i>Hales, Jack</i>	<i>Smilnak, Mike</i>
<i>Hamilton, Bo</i>	<i>Sparacio, Francesca</i>
<i>Hendrix, Laura</i>	<i>Stachowski, Robert</i>
<i>Holtzclaw, Maureen</i>	<i>Stern, Mark</i>
<i>Hopson, Cynthia</i>	<i>Stourac, Amy</i>
<i>Hornsby, Mari</i>	<i>Taylor, Lisa</i>
<i>Howard, Tom</i>	<i>Thierry, Cindy</i>
<i>Hurrell, Lois</i>	<i>Toland, Bill</i>
<i>Hyde, Jennifer</i>	<i>Tough, Michelle</i>
<i>Jones, Lorrie</i>	<i>Venryan, Sandy</i>
<i>Keck, Sharon</i>	<i>Veshosky, Geri</i>
<i>Keller, Chuck</i>	<i>Viera, Rosemary</i>
<i>Kennedy, Marie</i>	<i>Woodward, Michelle</i>
<i>Kozikowski, Mike</i>	<i>Yaras, Rainney</i>

Note: One 'piggy backer' (telephone only) attended the meeting.

Speaker: Smotrova-Taylor, Olessia - President/CEO, OST Global Solutions, Inc.

Location

Virtual via Webinar (Live Meeting) and conference call line.

Call to Order

Chuck Keller, Chapter Chair, called the meeting to order and welcomed new and returning meeting attendees to our third virtual general membership meeting of 2009.

Chuck encouraged non-APMP members to join APMP and to affiliate with our Florida chapter. Go to www.apmp.org to learn more and join online. Go to the FL chapter website at: www.apmpflorida.org

Chapter Announcements

Chuck explained that the scope of our Florida chapter is not confined to Florida; it extends to neighboring states (excluding GA). Chuck reinforced that our meetings are open to all, APMP members and non-members.

Background: Our chapter was chartered in September 2007 with 38 members; we have nearly tripled in size to 98 members. We encourage chapter membership from those in-state, out of state, and nearby states who don't have own chapters. Chuck explained that we hold four general membership meetings annually (March, June, September, and December).

Chuck encouraged those who are sharing computers or piggybacking to email Sherry Bowles w/ their attendee information, to help us track attendance properly. Give Sherry your location to help ensure accurate attendance numbers.

We are sponsoring SPAC in October with the GA and Carolina chapters.

Jack Hales, Chapter Co-Chair discussed upcoming chapter elections. Officer terms will run from January to December 2010. If you are considering running for office, or nominating a peer, contact Jack via email at jack.hales@halesassociates.com

Nominations are due by November 10. Results will be announced at our December general chapter meeting. Chuck mentioned that serving as a chapter officer is an excellent way to earn CEU credits (per APMP accreditation program).

Chapter Meeting Program

Chuck introduced our speaker, Olessia Smotrova-Taylor, President/CEO of OST Global Solutions, Inc. (www.OSTglobalsolutions.com)

The president of OST Global Solutions, Olessia Smotrova-Taylor, has 14 years of experience in business development, communications, and marketing, including 9 years in capture and proposal management. She serves as a board member for the Association of Proposal Management Professionals - National Capital Area Chapter (APMP-NCA) and is the APMP-NCA [Executive Summary Newsletter](#) Chair.

Topic: Learn How to Get Proposal Contributions from Non-Professional Writers

Synopsis:

Most proposal professionals struggle with getting quality input from non-professional writers, and many end up rewriting themselves. This leads to high stress, sleepless nights, and constantly deteriorating health while companies fail to deliver proposals that encapsulate full brain power and potential of their technical staff. It is imperative that 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 will reveal 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/ techniques, help teams with overcoming writer's block, and automate editing process.

Key Concepts

- **Difficulties with Non-Professional Writers (complaints, lack of understanding, reliance on boilerplate)**
- **Usual "Bag of Tricks" (storyboards, threats, interviewing SMEs)**
- **Tri-fold Methodology:**
 1. **Change the Psychology / Writer's Beliefs during Kickoff (discuss what parts writers hate about writing, how well they organize ideas, etc.)**
 2. **Overcome Initial Blocks (dispel myths, negative self-talk, time management)**
 3. **Teach Correct Writing Process (research, write, edit; 40-20-40 rule)**

December Meeting

Date: December 2

Topic: Member Appreciation

Special door prizes and program information will be announced on our website.

Today's Door Prize

Amy Stourac announced the following conference registration door prize:

- **Registration to the Southern Proposal Accents Conference (SPAC). The conference will be sponsored by GA, NC, and FL chapters.**
- **For more details about SPAC, go to www.apmp-spac.com**

Winner: Heather Miller, SRI International

2009 General Membership Meeting Schedule

General Membership Meetings

Next meeting: December 2, 2009

Program: Member Appreciation

Closing

Chuck thanked our speaker, Olessia Smotrova-Taylor, for a terrific program and our participants for their attendance. We will post Olessia's presentation on our website.

The September chapter meeting adjourned at 5:08 PM ET.