



Florida Sunshine Chapter

Meeting Date:
May 5, 2010

Meeting Minutes Compiled by:
Joan C. Ford, Secretary



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Date & Time of Meeting

The year's second virtual chapter meeting of the FL Sunshine chapter was held on May 5, 2010 from 4:00 to 4:55 PM ET.

Attendees

A total of 75 individuals attended the May chapter meeting via the on-line Live Meeting conference/call connection, as noted below:

Ansel, Kathy	Kerns, Kathy
Beaulac, Maureen	Maurice, Tonya
Bennes, Michelle	McGinley, Patrick
Beining, Lisa	McKinlay, Ron
Blitstein, Ron	McLean, Margaret
Blocker, Nicole	Mertz, Kimbra
Bowles, Sherry	Miller, Althea
Brokeshoulder, Sherri	Minke, Marion
Brown, Jan	Mino, Gary
Brown, Marcia	Moore, David
Cantu, Roger	Morris, Charles
Clayton, Sean	Morgan, Bruce
Clayton, Terry	Oliver, Alice
Cleveland, Patricia	Otero, Andrew
Cooper, Dawn	Parker, Keith
Desilet, Crystal	Rashovsky, Yulia
Favia, Sharon	Redwine, Shannon
Fleischmann, Lisa	Reynolds, Bob
Floyd, Anita	Roark, Tonia
Ford, Joan	Rogers, Angela
Gallagher, Katherine	Sanford, Connie
Gardner, Susan	Sheehan, Doris
Goins, Rebeca	Shetley, Al
Graumann, David	Shipp, Kevin
Griffey, Beth Ann	Smilnak, Mike
Gushee, Celeste	Snodgrass, Rodney
Hair, Marino	Sparacio, Francesca
Hales, Jack	Stourac, Amy
Hamilton, Bo	Strelka, Jennifer
Hersh, Wendy	Taylor, Lisa
Hill, Maura	Thomas, Charlene
Holtzclaw, Maureen	Toland, Bill
Howard, Tom	Unger, Elizabeth
Hurrell, Lois	Veshosky, Geri
Jablonski, Joe	Williamson, Cynthia
Jacobs, Paul	Winnubst, Cristina
Jones, Lorrie	
Keane, Diane	
Keller, Chuck	

Speaker: Colleen Jolly of 24 Hour Company

Location

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

Call to Order

Jack Hales, Chapter Chair, called the meeting to order and welcomed new and returning meeting attendees to the second virtual general membership meeting of 2010.

Jack invited participants to learn about the International APMP Conference via the APMP website and to attend the conference. He announced that 14 volunteers will help with registration and other duties; additional volunteers are needed to assist with sessions.

Members were encouraged to contact Chuck Keller re: conference volunteering.

Jack also invited meeting participants to attend the October 29 SPAC; volunteers are needed to help organize the event. Contact Jack if you are interested in volunteering for SPAC.

Lastly, Jack announced our chapter's two new assistant chairs:

- Kathy Ansel Assistant Programs*
- Marion Minke Assistant Membership*

Welcome to New Members

Four members affiliated with the chapter in April 2010. New chapter members are:

- David Talley – Franklin, TN*
- Kevin Shipp – Tampa, FL*
- Francesco Anderson – Jacksonville, FL*
- Sara Lain, Tampa, FL*

Chuck Keller reported our membership now stands at 117 members.

Today's Door Prizes

Amy Stourac facilitated the door prize drawings and announced the following winners:

- 1. \$100 credit for use at the APMP conference bookstore in June. Chuck Keller will coordinate distribution of the credit.
Winner: Celeste Gushee with L-3 Com.*
- 2. Shipley Proposal Guide for Business Development & Sales Professional; Amy will ship the guide to the winner.
Winner: Wendy Hersh with Willis Re.*

Today's Program

Jack introduced our speaker, Colleen Jolly. Colleen is a Principal with 24 Hour Company and Managing Director of 24 Hour Company UK. 24 Hour Company has a global proposal production company with an outstanding reputation for quality and inventiveness of work.

Colleen is a graduate of Georgetown University and a regular contributor to The Journal of the Association of Proposal Management Professionals.

Topic: Top 10 Tips for Creating Great Documents

Synopsis: How to develop outstanding proposal documents using desktop publishing tips and techniques.

Key Concepts

- **Be compliant!** Particularly key in Federal bids. Be responsive to true client needs based on capture analysis process.
- **Be consistent.** Use templates to ensure consistency among writers/contributors.
- **Do Not Use Auto-Numbering.** Too risky especially when finalizing a bid and time is running short.
- **Do Not Modify Graphics in Word.** Modify graphics in their native format.
- **Be Speedy!** Use shortcut keys, quick keys, macros, and tool bars to increase efficiency.
- **Use Uniquely Named Styles.** Create standards specific to a customer.
- **Save & Save Often.** Be firm about 'pens down'. Word 2007 will attempt to fix corrupted files in earlier versions of Word (i.e., Word 2003).
- **Double Check your work.** Check for hidden, non-printing characters; double check work.
- **Over Estimate!** Allow an average 8 pages/hour to format; 4 hours/graphic; 1 page/minute for full color printing.
- **Everything that Can Go Wrong Will Go Wrong.** Try to prepare team for those inevitable Murphy's Law scenarios.

2010 General Membership Meeting Schedule

3rd General Membership Meeting

Next meeting: August or September 2010

Program: TBD

Door prize: TBD

Closing

Jack thanked our speaker for a terrific program and our participants for their attendance. The presentation will be posted to our chapter website after the June conference; the handouts have already been posted to: <http://apmpflorida.org/aboutus>

Chuck reminded participants to email him if they either piggybacked or shared a computer, so that we can obtain accurate attendee information.

The May chapter meeting adjourned at 4:55 PM ET.