



Florida Sunshine Chapter

Meeting Date:
September 1, 2010

Meeting Minutes Compiled by:
Joan C. Ford, Secretary



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Date & Time of Meeting

The year's third virtual chapter meeting of the FL Sunshine chapter was held on September 1, 2010 from 4:00 to 5:14 PM ET.

Attendees

A total of 68 individuals attended the September chapter meeting via the on-line Live Meeting conference/call connection, as noted below:

Albin, Ginger	Kozikowski, Mike
Ansel, Kathy	Lawal, Pam
Barton, Susan	Martin, Julie
Bastin, Matt	Maurice, Tonya
Beal, Ann	McGinley, Patrick
Beaulac, Maureen	McKinlay, Ron
Bennes, Michelle	Mertz, Kimbra
Bergweiler, Martha	Minke, Marion
Blackburn, Marsha	Mino, Gary
Blitstein, Ron	Moore, David
Bowles, Sherry	Morris, Charles
Brock, Jill	Nole, Joe
Brokesoulder, Sherri	Oliver, Alice
Clayton, Terry	Otero, Andrew
Cooper, Dawn	Oumedian, Suzanne
Edwards, Shirl	Proctor, Melissa
Desilet, Crystal	Paula, Maria
Favia, Sharon	Rankin, Amber
Fleischmann, Lisa	Redwine, Shannon
Ford, Joan	Reynolds, Bob
Gorman, Clare	Robbins, John
Graumann, David	Scheliga, Britt
Gushee, Celeste	Sheehan, Doris
Hair, Marino	Smilnak, Mike
Hales, Jack	Smith, Cary
Hamilton, Bo	Snodgrass, Rodney
Heist, Paul	Stern, Mark
Hill, Maura	Stourac, Amy
Holtzclaw, Maureen	Taylor, Lisa
Hornsby, Mari	Toland, Bill
Jacobs, Paul	Viera, Rosemary
Johnston, Susan	Welton, Brigitte
Jones, Lorrie	
Keck, Sharon	
Keifer, Jim	
Keller, Chuck	

Speaker: Jenny Schmitt, President and Director of Client Strategy at CloudSpark

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 third virtual general membership meeting of 2010. He reminded attendees that the FL Sunshine chapter is a virtual chapter and all are encouraged to attend.

Jack announced the FL chapter now has 115 affiliated APMP members.

Jack publicized today's door prize –a paid registration to the 14th Southern Proposal Accents Conference (SPAC), sponsored by the FL, GA, and Carolinas APMP chapters. The door prize is valued at \$180.

Jack also invited meeting participants to attend the SPAC being held on October 29. Volunteers are needed to help organize the event; contact Jack if you are interested in volunteering for SPAC.

2011 Chapter Officers Announcement

Sherry Bowles announced that it is time once again to begin considering the slate of candidates for next year's FL chapter officers. She encouraged members to submit nominations (self or others) and reminded attendees of officer criteria, including:

- APMP member in good standing
- Affiliated with the FL APMP chapter
- Agree to serve a one-year term (January 1 – December 31)
- Chair nominees have at least one year of service on the FL APMP Chapter Board

Sherry identified the chapter's existing officers (2010) and thanked current board members for their service this year.

For more details about chapter nominations, Sherry referred attendees to our chapter's by-laws on our website at <http://apmpflorida.org/files>

Prospective officers or members with questions about the election process were directed to email Sherry at sherry.bowles@tybrin.com. Nominations are needed by October 1. Once nominations are in, Sherry will confirm with nominees their willingness to serve; then forward the slate of names to board members at the November board meeting.

Election results will be shared with the chapter membership at the December general membership chapter meeting.

Southern Proposal Accents Conference

The following information was shared about the October SPAC:

1. The SPAC will be held at Cobb Galleria in Atlanta on October 29. A wide variety of presentations will be given; the conference theme is: Proposal Jukebox: Don't Just Spin It, Rock It! For more details go to SPAC website at: <http://www.acteva.com/booking.cfm?bevaid=205551>

2. Two pre-SPAC workshops will be held and both are full day sessions. The first is a Foundation Level Accreditation session with BJ Lownie; the second is Million Dollar Proposal Graphics, by Mike Parkinson with 24 Hour Company.

The FL chapter will provide a \$50 rebate to each of the first ten FL chapter members who register for the pre-SPAC accreditation session.

Today's Door Prize

Amy Stourac facilitated the door prize drawing and announced the following winner:

Door Prize: Paid registration to Oct. 29 Southern Proposal Accents Conference.

Prize: Ron McKinlay with Avaya

Today's Program

Jack introduced our speaker, Jenny Schmitt. Jenny is the President and Director of Client Strategy at CloudSpark, an award-winning communications strategic communications and social media company. CloudSpark specializes in helping new and emerging companies to answer questions such as "What now?" and "What next?".

Jenny regularly contributes to social media and public relations blogs and has been quoted in USA Today, BrandWeek, Nielsen's Small Business, etc. Last year CloudSpark was recognized as one of the top 10 agencies as experts in social media.

Topic: Social Media 101: A Primer for Today's Proposal Manager

Synopsis: How to gain a more complete understanding of social media with tips for proposal managers who wish to use social media channels (e.g., Facebook, Flickr, LinkedIn, Twitter, and YouTube) to their advantage.

Key Concepts

- **Definition:** Social media is content and conversations shared through online channels (e.g., offline channel is known as networking). Online channels are accessible through smart phones, blackberries, etc.
- **How to Use successfully as a Proposal Manager:**
 - Be present
 - Be persistent
 - Be consistent
- **Requires a blend of personal, promotional, and conversational (akin to a good 1st date!).** Point is to blend the three to be engaging. Listening within a community is critical. The blend depends on your company and personality.
- **Conversational:** Social media is not a trend.
- **Social Mention Website:** Blogs, bookmarks, twitter, audio, video, strengths. As a PM, type in key words or companies for insights, trends, etc.
- **Google.com/trends:** Compare key words and site will search trends, then go to region or state, search by time frame, etc. Trends indicate web chatter which could help in proposals in terms of value props.
- **After Listen, then Engage, and Respond (if you choose to).** Be firm about 'pens down'. Word 2007 will attempt to fix corrupted files in earlier versions of Word (i.e., Word 2003).
- **Top 5 Social Media Sites or Channels:**
 - **LinkedIn:** Competitive intelligence, research, 70M members in 200 countries with 70% outside U.S. Highest income level of any social platform (consider business relationship and focus). Members skewed to males and 80% are college educated. Among info available is information about decision makers in various companies.
 - **Twitter:** Influence has reached beyond Facebook, LinkedIn, etc. Defined as tool which brings together geographically diverse people from diverse areas with common interests sharing what has their attention in 140 characters or less. 106M users, adding 300K daily, 54% female; 18-24 year olds

- **- Facebook:** 73% female; 111M users; float between personal and professional; 130 av. Friends, 115M businesses use Facebook to showcase expertise
- **- Flickr:** Photo sharing website; graphics in proposals; allows you to tell a visual story; 4 Billion photos that are geotagged (location specific). Helpful for pitching business outside of own region. 55% users are female. Also: flickrstorm; openstockphoto.com;
- **- YouTube:** #2 search engine on Web (after Google); 80% are professionally produced; title matters when searching; some companies have branded YouTube channels like IBM;
- **Takeaways:**
 - Social Media can give you a competitive advantage (e.g., real-time research; pulse)
 - Chase customers, not technology (have a purpose for any social media)
 - Present, persistent, consistent

2010 General Membership Meeting Schedule

4th General Membership Meeting

Next meeting: December 1, 2010

Note: This is a new date which was decided after the September chapter meeting.

Program: Overview presentation about the APMP accreditation program

Door prizes: One paid new APMP membership, one paid membership renewal, and a copy of The Proposal Guide by Shipley Associates

Note: These prizes were selected after the September chapter meeting.

Closing

Jack thanked our speaker for a terrific program and our participants for their attendance. The presentation and handouts will be posted to our chapter website: <http://apmpflorida.org>

Jack reminded participants to email if they piggybacked (shared a computer) attending the meeting, so that we can obtain accurate attendee information. Notify Sherry Bowles of your attendance via email.

The September chapter meeting adjourned at 5:13 PM ET.