



Florida Sunshine Chapter

Meeting Date:

March 16, 2011

Meeting Minutes Compiled by:

Joan C. Ford, Secretary



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Date & Time of Meeting

The year's first virtual chapter meeting of the FL Sunshine Chapter was held on March 16, 2011 from 4:00 to 4:55 PM ET.

Attendees

A total of 65 individuals attended the March chapter meeting via the on-line Live Meeting conference/call connection, as noted below:

Ansel, Kathy	Kerns, Kathy
Beasley, Monalisa	Lewis, Meghann
Bergweiler, Martha	Marcoux, Nancy
Blitstein, Ron	Maurice, Tonya
Boggs, Bill	McDonald, Gala
Bowles, Sherry	McGinley, Patrick
Brock, Jill	McKinlay, Ron
Brokeshoulder, Sherri	Mertz, Kimbra
Clayton, Sean	Milliron, Laurie
Clayton, Terry	Minke, Marion
Cooper, Dawn	Mino, Gary
Day, Susan	Molinari, Carolina
Dodds, Michael	Moore, Judy
Edwards, Shirl	Morgan, John
Favia, Sharon	Oblak, Joe
Fleischmann, Lisa	Oliver, Alice
Flink, Ellis	Parks, Michelle
Ford, Joan	Pinney, Teri
Galante, Christine	Robbins, John
Gallagher, Katherine	Salyers, Vivian
Goins, Rebeca	San, Susy
Graumann, David	Sanford, Connie
Griffey, Beth Ann	Shattuck, Sandra
Hair, Marino	Smilnak, Mike
Hales, Jack	Snodgrass, Rodney
Hamilton, Bo	Stern, Mark
Heist, Paul	Stourac, Amy
Hurrell, Lois	Stringer, Laura
Izarra, Angela	Thomas, Brian
Jablonski, Joseph	Toland, Bill
Jacobs, Paul	Turkali, Jennifer
Jones, Lorrie	Yukman, Elizabeth
Keller, Chuck	

Speaker: Mike Gonsalves, President and Founder of StrategicFusion, Inc.

Location

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

Call to Order

Sherry Bowles, 2011 Chapter Chair, called the meeting to order and welcomed new and returning attendees to the first virtual general membership meeting of 2011. She reminded attendees that the FL Sunshine Chapter is a virtual chapter and all are encouraged to attend. Sherry encouraged all non-members to join; and those who've not yet affiliated to do so.

Because we report our meeting attendance via the Live Meeting roster, Sherry advised phone attendees and piggy backers to notify her of their participation by emailing her at sherryb@tybrin.com

Sherry reminded attendees that meeting attendance counts as CEUs towards maintaining APMP accreditation.

Chartered with 38 members, the FL Sunshine Chapter now boasts 130 members. Sherry thanked Jack Hales (2010 Chapter Chair) and the other 2010 officers for their contributions last year.

Sherry introduced new members: Jennifer Ferdine from West Palm Beach, FL; Ashley Renee Honnold from Jacksonville, FL; Megan Armstrong also from Jacksonville, FL; and Robert Garceau from Melbourne, FL.

Announcements

Sherry made the following announcements prior to the speaker's program:

- **Membership pins** have been mailed to all FL Chapter members. However, a few were returned due to incorrect addresses. Members who have not yet received a pin were advised to contact Sherry.
- **22nd Annual APMP International Conference & Exhibits in Denver, CO this year:** Theme is The Art of Winning, May 31-June 3. Information can be found on the APMP website at www.apmp.org. Early bird registration ends on March 31, after which the registration fee increases \$80. Great conference! Encouraged all to attend.
- **Conference registration prize:** It's not too late to win a registration to the international APMP conference. Complete a membership survey on the APMP website at www.apmp.org. The deadline to complete the APMP 2011 Membership Survey is COB on March 25. Contact rick.harris@apmp.org if you have questions.
- **Conference accreditation class:** There will be a Foundation level accreditation class at the international conference on May 31. The FL Chapter will pay a \$50 rebate to affiliated members, up to a maximum of 20 members, who pass the Foundation level exam in 2011. The rebate is offered to offset the member's accreditation training and exam fees.
- **Special thanks to Chuck Keller:** Thanks to our chapter's Publicity/Promotions Chair, Chuck Keller, who nominated us for this year's Chapter Communications Award. Also, watch for an article about our chapter in the next issue of the "Perspective".
- **Technology Committee:** APMP has announced a new technology committee; if you are interested, contact Betsy Blakney.
- **NCA Chapter:** The APMP National Capital Area is holding a one-day Proposal Basics Boot Camp (April 11 in Virginia). They are also taking applications for speakers at their 2011 Annual Conference, scheduled for Oct 11 in Washington, DC. Contact Sherry for details.
- **Today's Door Prizes:** Today's meeting door prizes will be books by Mike Parkinson and William Pfeiffer and Chuck Keller, and a \$200 registration rebate to this year's international APMP conference. The books will be available to any meeting attendee, while the registration discount will be available to meeting attendees who are Florida APMP chapter members.

Today's Program

Sherry introduced our speaker, Mike Gonsalves, President and Founder of StrategicFusion, Inc. (<http://www.sf-it.com/>), an IT solution provider in Alpharetta, Georgia. In business for more than 30 years, Mike promised that his presentation would be relevant to anyone in business world, and that he would also share information that would benefit attendees' personal lives.

Presentation Topic: Data Protection & Disaster Recovery

Key Concepts

- **Preface:** In a perfect world disaster recovery should not have to happen. Data information is very ethereal. Will discuss cost of lost data, types of disasters, types of data protection, social engineering, and backup solutions.
- **Cost of lost data formula** (frequency x duration x hourly cost = lost revenue)
- **Types of disasters based on Iron Mountain study; top five cited were:**
 - Data security
 - Telecom failure
 - Power outage
 - Data center hardware/software failure
 - Internal structural fire
- **Data protection**, starting with redundancy for all systems
- **Social engineering** – authenticate everyone and everything
- **Backup solutions** – 3 levels: local redundancy; all in one place; secure offsite

Door Prize Drawings

Kathy Ansel facilitated the door prize drawings and announced the following winners:

Door Prize 1: Do-It Yourself Billion Dollar Graphics by Mike Parkinson **Winner:** Ron McKinlay

Door Prize 2: Proposal Writing: The Art of Friendly and Winning Persuasion by William Pfeiffer and Charles Keller **Winner:** Marion Minke

Door Prize 3: \$200 international APMP conference registration rebate **Winner:** Michelle Parks



2011 Meeting Schedule

2nd Board Meeting

Date:	April 28, 2011
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2nd General Membership Meeting

Date:	May 12, 2011 (determined post-meeting)
Program:	The Language of Success: Writing that Works presented by Dr. Tom Sant of Hyde Park Partners
Door Prizes:	TBD

Closing

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

Sherry reminded participants to notify her via email if they piggybacked (shared a computer) while attending the meeting, so that we can obtain an accurate attendance count.

Sherry asked attendees for meeting suggestions or any ideas for improvement; use the feedback form on our website.

Sherry offered her congratulations to today's door prize winners and announced our next meeting will be held in May.

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