



Florida Sunshine Chapter

Meeting Date:

May 12, 2011

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 12, 2011 from 4:00 to 5:00 PM ET.

Attendees

A total of 67 individuals attended the May chapter meeting via the on-line Live Meeting conference/call connection, as noted below:

| | |
|-----------------------|----------------------|
| Beal, Ann | Lidberg, Melissa |
| Beaulac, Maureen | Looker, Keri |
| Bengtsson, Nina | Mallek, Deborah |
| Blitstein, Ron | Marcoux, Nancy |
| Bowles, Sherry | Maurice, Tonya |
| Bowen, Marsha | McDonald, Gala |
| Brock, Jill | McKinlay, Ron |
| Brokeshoulder, Sherri | Mertz, Kimbra |
| Brown, Bob | Milton, Walter |
| Brown, Marcia | Minke, Marion |
| Cooper, Dawn | Minter, Charlie |
| Cruz, Phil | Moore, Judy |
| Dodds, Michael | Oliver, Alice |
| Edwards, Shirl | Ott, Beth |
| Favia, Sharon | Parker, Keith |
| Fleischmann, Lisa | Pauli, Ellen |
| Ford, Joan | Petruziello, Anthony |
| Galante, Christine | Redwine, Shannon |
| Gallagher, Katherine | Robbins, John |
| Goins, Rebeca | Sanford, Connie |
| Graumann, David | Shattuck, Sandra |
| Gushee, Celeste | Smilnak, Mike |
| Hair, Marino | Snodgrass, Rodney |
| Hales, Jack | Sparacio, Francesca |
| Hamilton, Bo | Stern, Mark |
| Heist, Paul | Summers, Mike |
| Hill, Maura | Taylor, Susanne |
| Holtzclaw, Maureen | Thomas, Brian |
| Hurrell, Lois | Thomas, Charlene |
| Jones, Lorrie | Toland, Bill |
| Keller, Chuck | Turkali, Jennifer |
| Kerns, Kathy | Turman, Ruth |
| Lewis, Meghann | Viera, Rosemary |

Speaker: Dr. Tom Sant, Hyde Park Partners

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 second 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 recommended that 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 five CEUs towards maintaining APMP accreditation.

Chartered with 38 members in September 2007, the FL Sunshine Chapter now boasts over 100 members.

Sherry introduced twelve new chapter members: Basil Chiasson, Erika Booker, Howard Miller, Jennifer Mauro, Joseph Cooper, Judy Shaw, Keri Bock, Linell Fromm, Philip Cruz, Scott Saunders, Terri Morris, and Thane Reitan.

Announcements

Sherry made the following announcements before the speaker's program:

- **Florida Sunshine Chapter Website:**
Sherry promoted our chapter's website and talked about the wealth of information available there, from job openings to chapter meeting minutes. She also talked about the opportunity for consultants, who are chapter members, to post information free of charge; consultants are advised to contact Chuck Keller for more information. Visit the chapter site at <http://apmpflorida.org>.
- **Newly Designed APMP Website:**
Sherry introduced the revamped APMP website and encouraged those who have not seen it to check it out.
- **22nd Annual APMP International Conference & Exhibits in Denver, CO:**
The theme is "The Art of Winning" and the conference dates are May 31-June 3. Sherry encouraged attendees to visit the APMP website for more information at www.apmp.org. She remarked that this is an outstanding conference each year and encouraged attendance.
- **Pre-conf. accreditation class:**
Reminder of \$50 rebate for members who successfully pass the Foundation level exam, up to 20 members.
- **Southern Proposal Accents Conference (SPAC) 2011:**
The 15th annual Southern Proposal Accents Conference (SPAC) will be held on Thursday, October 27 in Atlanta. This year's theme is: "Great Proposal Cookoff - Recipes for Winning". Volunteers are needed, in advance of the conference and onsite at the conference. Those interested in volunteering were encouraged to visit our website's "Conferences" tab for committee details at <http://apmpflorida.org/conferences>.

- **Special thanks and applause for Chuck Keller:**
Thanks to our chapter's Publicity/Promotions Chair, Chuck Keller, who created a LinkedIn group for our Florida APMP Chapter.

Kudos to Chuck for writing an article about proposal demons appearing in the latest online newsletter, "The Perspective".
- **Door Prizes:**
Today's meeting door prizes will be three books written by Dr. Tom Sant. The first drawing is for chapter members only.

Today's Program

Sherry introduced our speaker, Dr. Tom Sant, President of Hyde Park Partners (<http://www.hydeparkpartnerscal.com/index.htm>).

An internationally known expert in proposal writing, Dr. Sant has been called "America's Foremost Practitioner of Proposal Writing" by the American Management Association. Through his consulting firm, he provides thought leadership, consulting, and training programs focused on sales process improvement, creation of value propositions, and development of winning sales proposals. He has trained thousands of sales people, executives, and other professionals to write winning proposals, deliver effective presentations, and manage complex communication projects in a career that has spanned more than 25 years.

Dr. Sant will be a keynote speaker at this year's international APMP conference.

Presentation Topic: The Language of Success – Writing that Works

Key Concepts

- **Does Effective Writing Really Matter?**
 - *Our knowledge-based economy runs on words – approx. 65 billion e-mails daily*
 - *Four categories of bad writing: Fluff, Guff, Geek, and Weasel*
 - *Fluff: Zero content value, big grandiose claims and clichés but no evidence; can cause audience to distrust you.*
 - *Guff: Language designed to intimidate and typically used by lawyers, politicians, academics. Big words and excessive passive voice. Don't overload listener's working memory. Average sentence length should be 15-18 words to comfortably decode.*
 - *Geek: Language too technical for audience. Technical language is not familiar to audience. Overuse of jargon and acronyms. Focus on technical details vs. functions.*
 - *Weasel: Subjective not declarative statements, 'weasel' words, passive voice.*

- **Why Writing Sometimes Doesn't Work**
 - **Live by 1st Time Right Rule: Be clear**
 - **5 techniques to achieve clarity: Shorten and simplify sentences; use every day English; active voice; avoid long dependent clauses; readability score below 12; average sentence length 15-18 words, not higher than 20; below 5 characters per word relates to jargon and acronyms; acronyms slow down comprehension; limit use of passive to below 10%.**
 - **Passive voice: Describes relationship between subject and verb; we typically use active voice when we speak – 90% of time.**
 - **Readability scores. Dr. Sant feels that the Flesch Reading Ease score is counter-intuitive and he doesn't use. He focuses on the grade level score which informs you of the relative complexity of language based on a grade level equivalent. Examples: Einstein's paper on relativity – 11; New York Times & Wall Street Journal –10. Scientific American – 12.**
 - **Suited to Purpose: Communicate to share facts, opinions as an expert, or to motivate someone to make a decision or take action. Structure has an associated pattern.**
 - **Know your audience.**
- **Typical: Write within comfort zone and move to a persuasive presentation using simple language and the right structure. Don't overestimate the customer's level of understanding.**
- **Pattern for Informing: Start with most important fact, second most important, etc. Emphasize accuracy and constancy.**
- **Pattern for Evaluating: Opening/intro; meat in the middle; conclusion at end.**
- **Pattern for Persuading: Follow N O S E (Need - Restate customer's need/issue/opportunity; Outcomes – Show you're thinking in an outcome oriented way – will motivate reader to move forward; Solution – recommendation for outcome or service; Evidence). Use of NOSE model typically increases win rate 30 to 50%.**

Door Prize Drawings

Tonya Maurice and Sherry facilitated the door prize drawings and announced the following winners:

Door Prize 1: The Language of Success by Tom Sant

Winner: Kimbra Mertz

Door Prize 2: The Giants of Sales by Tom Sant

Winner: John Robbins

Door Prize 3: Persuasive Business Proposals by Tom Sant

Winner: David Graumann

2011 Meeting Schedule

3rd General Membership Meeting

| | |
|---------------------|--------------------------|
| Date: | TBD (August / September) |
| Program: | TBD |
| Door Prizes: | TBD |

Closing

Sherry thanked Dr. Sant 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.

She asked attendees for meeting suggestions or any ideas for improvement; use the feedback form on our website or the new LinkedIn group.

Sherry offered her congratulations to today's door prize winners and announced our next meeting will be held in late August or early September.

Lastly, Sherry shared some news from other chapters. On June 22, the Nor'easters will feature a program by Colleen Jolly, Principal at the 24 Hour Company, titled "The Curious Case of Desktop Publishing". And the National Capitol Area chapter is accepting applications for speakers for its Fall APMP-NCA Annual Conference.

The May chapter meeting adjourned at 5:00 PM ET.