



**Meeting Date:**  
**March 10, 2016**

**General Meeting Minutes Compiled by:**  
**Jennifer Siler, CP APMP, Secretary**

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## 1. Date and Time of Meeting

General Membership Meeting was held on:

**Date:** March 10, 2016

**Time:** From 4:00 PM to 5:00 PM ET

### Attendees:

Thirty (30) people, listed below, participated in the GoToWebinar.

Last Name	First Name
Barbour	Jeannie
Barrientos	Pearl
Blakney	Betsy
Bloom	Sarah
Bowles	Sherry
Cronin	George
DiSanza	Betsey
Edwards	Shirl
Evert	Dayna
Feliho	Alyssa
Galante	Christine
Gordon	Dawn
Hamilton	Johnny "Bo"
Hite	Lauren
Johnston	Kathy
Lewis	Meghann

Last Name	First Name
Luttrell	Sandy
Lyons	Dan
Mellquist	Jenny
Mertz	Kimbra
Mosier	Jennifer
Murillo	Katie
Oblak	Joe
Overmyer	Vincent
Padgett	Courtney
Siler	Jennifer
Smith	Cynthia
Stourac	Amy
Torley	Danielle
Trujillo	Christy
Turman	Ruth

## 2. Location

GoToWebinar

## 3. Call to Order

Chapter Chair, Meghann Lewis, welcomed Association of Proposal Management Professionals (APMP) Florida Sunshine Chapter members and visitors to the first General Chapter meeting of 2016.

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## 4. Announcements

1. Our meetings are held virtually, and anyone is welcome to attend. Membership attendance at chapter meetings counts for five (5) Continuing Education Units (CEUs) toward maintaining APMP accreditation.
2. At our Chapter meetings, we try to present information relevant to the Proposal Professional, expanding your tool kit, and sharing relevant experience from some of the leaders in the industry.
3. If you are not a member of APMP, we encourage you to join. If you already are an APMP member, but have not affiliated with a chapter or wish to affiliate with our chapter, we encourage you to let us know. We will forward your request to an APMP administrator who can help you with that request. If you have any questions on affiliation, contact any chapter officer. You can find our contact information on the Florida APMP website. At this time, we have approximately **175** registered members through APMP.
4. One of the benefits of being affiliated with the **Florida** chapter is eligibility for APMP Certification rebates. This rebate is designed to help offset our member's certification training expenses or the exam fee. Our chapter provides rebates for passing the following levels of certification:
  - o \$50 toward successful Foundation Level exam; maximum 5 members.
  - o \$150 toward successful Practitioner Level exam, maximum 8 members.
  - o \$200 toward successful Professional Level exam, maximum 4 members.If you are a Florida chapter member and pass your certification, be sure to apply to the Chapter Chair for your rebate. Simply email a copy of your certificate or the email confirming your passing. Once we verify that you were a member when you took the test, we will send you your rebate!
5. Meghann Lewis announced the three (3) door prizes to be awarded at the end of the webinar: One (1) Shipley Proposal Guide, one (1) Billion Dollar Graphics eBook (with 200 new graphics), and one (1) Registration for the national conference in May.

## 5. Presentation

Mike Parkinson from 24 Hour Company presented "This Old Proposal: A DIY Guide to Proposal Graphics".

**Highlights of Mike's presentation included:**

- The need to understand our customer's hopes, fears and biases – fear is a powerful motivator, much more powerful than gain or want
- Our audience wants to see themselves in our proposals. Human beings trust those that are familiar.

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- **Benefit** first, **how** last, add a proof point (numbers/data). Customers do not care about the **how** unless they get something from it. (e.g., Stop 65% of fraud before it happens using Eagle Solutions' 3 CleverKeys.)
  - Make sure there is a benefit for every proposal graphic. If the benefit is not directly stated, make sure it is very obvious.
  - Prove it! How do we explain or prove it? Answer the audience's question. WHAT are the 3 CleverKeys? HOW do they stop 65% of fraud before it happens?
  - ALL buying decisions are made emotionally.
  - Cool online tools and resources:
    - Andy Bounds, The Jelly Effect book – highly recommended. "Focus on the afters." What will the customer get AFTER they choose Kforce. "It's not what you want to say, it's what you want to cause."
    - Canva.com – free for basics, pay for more complex stuff (inexpensive)
    - Piktochart.com – similar to above
    - Infogr.am – similar to above
    - Getmygraphics.com
    - iStockPhoto.com
    - Fotolia.com
    - BillionDollarGraphics Book – includes 200 editable professional graphic

## 6. Prizes and Winners

1. Shipley Proposal Guide: Kimbra Mertz
2. Billion Dollar Graphics eBook: Alyssa Feliho
3. Conference Registration: Sherry Bowles

## 7. Closing Reminders

Slides from Mike's presentation will be posted on the APMP Florida Sunshine Chapter website. The meeting adjourned at 4:52 PM EST.