



Memorandum

Date: 03/09/07
To: Jon Myerov
From: Gregg Kulichik (for Paul Heintel)
Subject: APMP Nor'easters, Chapter Meeting Minutes

Distribution: Paul Ainsworth, Beth Goonan, Paula Grey, Paul Heintel, Mike McKenzie, Tim Nason, Lisa Payne
CC: Gary Crosby

Message

Minutes from March 8, 2007 meeting: 6:00 – 8:30pm at HP in Marlborough, MA

1. Attendees

23 participants (the greatest number so far for the reactivated Chapter); sign-in sheet collected by Gregg Kulichik for Paul Heintel (ENSR/Chapter Secretary) in absentia.

Board of Directors in attendance: Beth Goonan, Paula Grey, Gregg Kulichik, Jon Myerov, Mike McKenzie, and Lisa Payne. Paul Ainsworth, Paul Heintel and Tim Nason were absent.

Chapter Members in attendance: Chris Cadman*, Kim Cassidy, Steve Costello*, Rob DeMichele, Rick Dickson, Bob Evans, Bill Hatch, David Hawkins*, Jay Herther, Scott Leaver*, BJ Lownie, Neal Macarchuk, Stephen Malone*, Rebecca Morris*#, Joe O'Neill*, Jeanne Schulze, Tracy Warren.

* = first-time attendee

= non-member

2. Presentations

BJ Lownie, Director of Strategic Proposals, presented *What's Your Win Rate? Goals, Objectives and Measurements for the Proposal Function*. BJ's 30-minute presentation was very well received, and sparked numerous questions from attendees.

Lisa Payne (XRSolutions) presented a detailed slideshow on the results of the chapter's first member survey. Covered topics: goals of the survey; participants' demographic data, meeting preferences, topics of interest and suggestions; and survey conclusions. It was recommended that the Suggestions slide(s) be distributed to all members to rank items in order of preference.

3. Sponsors

HP hosted the event; Strategic Proposals sponsored the meeting and refreshments (XRSolutions selected and transported the food and drinks); Proposal Software provided a \$50 raffle prize for new members/members bringing guests. The Nor'easters also raffled a \$50 Amazon gift card for survey respondents who provided referrals – won by Suzanne Kissane (Philips Medical Systems; not in attendance).



4. Chapter Business

A. Board Member Reports:

- President – Jon Myerov (DarwinSuzoft) welcomed attendees and specially thanked new members, first-time attendees, meeting speaker (BJ Lownie), meeting sponsors (Strategic Proposals, Proposal Software, XRSolutions, HP) and Board members. Jon gave a quick overview of recent BOD activities/initiatives – Fall event/conference, web forum, corporate sponsor packages, the member survey, and virtual meetings – and said the chapter was getting good press at the National level. He also mentioned an upcoming Shipley workshop in Woburn, the possibility of a 2009 Boston APMP annual conference, and urged attendees to continue to stay involved and act as chapter ambassadors.
- Treasurer –Paula Grey (Northrup Grumman) reported on the solvency of the chapter and the number of corporate partners who have provided sponsorship funds to date.
- Web/Publicity – Gregg Kulichik (ENSR) reiterated that the Nor'easters web site is online, and that the chapter's URL is now included on the APMP.org chapter page. Other items: the Nor'easters survey results are posted in the Member Library area of the web site; the Board is looking at adding a member forum to the site; and a Nor'easters article will be included in the next issue of APMP's *The Perspective*. He asked attendees to provide feedback on whether members receive too much, too little, or just enough electronic communications from the Board.
- Membership –Lisa Payne (XRSolutions) stated that Membership is working on accurately tracking APMP members in the Northeast; 35 new names have been added (via corrections and referrals) to the Nor'easters members list since last meeting, for a total of 123 tracked members. Lisa also discussed the chapter's February 2007 member survey results.
- Programs – Mike McKenzie (Proposal Software) and Beth Goonan (Pragmatech) asked for volunteers to present at/host a Nor'easters meeting. Mike announced the \$50 raffle for new members and those who brought guests, and mentioned that Programs will be investigating central meeting locations (hotels, restaurants, etc.) as attendance grows.

B. Next meeting – May 10. Jay Herther (BAE Systems) offered to host and present (and possibly supply refreshments) at BAE Systems in Lexington, MA. Jay will "dry run" his *Campaign to Win!* slideshow in advance of his APMP Annual Conference presentation in May in Savannah, GA.

C. Future Meetings – Jon Myerov stated that the BOD is starting to plan for the Fall (Sept.) event; the results of the member survey, member feedback, and the web forum will help guide event content. The idea of jointly hosting the Fall event with the new NY Metro chapter was raised. David Hawkins (RSA Security) mentioned BPMA (Boston Product Management Association), a local professional association that holds monthly BD/product management meetings in Burlington, MA which address proposal development/content management; he felt we might be able to approach them re: using their meeting space, or holding joint meetings.

D. Other Discussion Items:

- Professional Accreditation – Mike McKenzie reported that the Atlanta chapter has taken the foundation-level test as practice, and found it to be quite difficult. BJ Lownie stated that the test is available in print and online versions, and requires extensive study/training/coaching to pass; cost is ~\$500 for one day of training, and \$500 to take the exam. Forty-two correct answers out of 75 multiple choice questions are required to pass. Rick Dickson (HP) stated

APMP Nor'easters
Keeping New England Proposal Efforts on a Winning Course



that 5 CEUs (out of 20 annual CEUs required to maintain accreditation) can come from attending chapter meetings.

- APMP National Conference – The idea of a Nor'easters party/get together in Savannah was suggested. BJ Lownie agreed to support it if it happened. David Hawkins agreed to take the lead in organizing the party; he will provide Gregg Kulichik with details on his progress prior to the May 10 meeting. David also raised the idea of printing chapter business cards for members.

5. Action Items

- A. BOD to discuss the September event at its next conference call (3/15).
- B. Lisa Payne to get the name of the Burlington group from David Hawkins so we can approach them about sharing meeting space and/or meeting jointly.
- C. Gregg Kulichik to get details from David Hawkins re: Nor'easters gathering in Savannah prior to next chapter meeting (May 10).
- D. Jon Myerov to provide Gregg Kulichik with the Nor'easters chapter by-laws for posting on the web site.
- E. Mike McKenzie to confirm May 10 meeting location and refreshments sponsorship with Jay Herther.
- F. Lisa Payne/Tim Nason to distribute survey Suggestions slide(s) to membership to rank items in order of importance.
- G. Beth Goonan to draft an event planning matrix/checklist – the activities and timeframes involved in putting together an event (and specifically the Fall event).
- H. Gregg Kulichik to ask BJ Lownie to provide an electronic copy of his *What's Your Win Rate?* presentation, post it to the Member Library, and update the upcoming events, past events, and What's New areas of the site.
- I. Programs Co-chairs to investigate central meeting locations as meeting attendance climbs, and approach NY Metro chapter about co-hosting the Fall event.