



Memorandum

Date: 03/13/08
 From: Paul Heintel
 Subject: APMP Nor'easters, Chapter Meeting Minutes
 Distribution: Keith Cromack, Beth Goonan, David Hawkins, Paul Heintel, Gregg Kulichik, Jon Myerov, Tim Nason, and Lisa Payne
 CC:

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Minutes from March 13, 2009 Webinar meeting: 6:00 – 9:00pm

1. Attendees

Board of Directors in attendance: Keith Cromack, Beth Goonan, David Hawkins, Paul Heintel, Gregg Kulichik, Jon Myerov, Tim Nason. Lisa Payne was absent.

In all, 25 chapter members and APMP members from other chapters were in attendance:

Attendance List			
Name	Company	Name	Company
Bill Hatch	XRSolutions	Bruce Cultrera	Mountain View Consulting
Daniel Barrett	Parexel	Dawn Porterhouse	NERI
Beth Goonan	SalesEdge	Ernie Jones	Hewlett-Packard
Gregg Kulichik	ENSR	Jay Herther	BAE
Jeanne Schulze	SalesEdge	Jon Myerov	Dextrys
Keith Cromack	Raytheon	Leslie Talbot	G2G Sales
Marie Benoit	Hewlett-Packard	Maura Harrington	Boston Medical Center
Michael Kozikowski	General Dynamics	Neal Macarchuck	SimplexGrinnell
Paul Heintel	ENSR	Peter Thigpen	Hewlett-Packard
Rick Dickson	Hewlett-Packard	Rob Demichele	SimplexGrinnell
Scott Leaver	Cognos	Tim Nason	SimplexGrinnell
Tracy Warren	McKesson	Steve Coles	RSA
David Hawkins	RSA		



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2. Presentations

Jon Myerov – Chapter President Jon Myerov kicked off our first chapter meeting to be held at the Regency Westford by welcoming our attendees and presenting a brief status report on the Chapter and encouraging the everyone to complete the Attendee Survey Form so that the Board of Directors can better determine what the Chapter needs to do to meet the expectations of the membership.

Board of Directors – Members of the Board of Directors provided a brief overview of their respective areas of responsibility. Each BOD member stressed the need for the membership to keep in touch with BOD and let their voices be heard.

Leslie Talbot – Our guest presenter and fellow Nor'easters member from G2G Sales Communications described how to produce Executive Summaries and Customer Success Stories that will make a difference. Leslie guided the attendees through examples of effective sales content and provided real-world context to the often puzzling world of effective proposal writing.

3. Meeting Raffle

Rick Dickson of Hewlett-Packard was the winner of the \$50 gift card offered by XRSolutions.

4. Meeting Venue

A special acknowledgement should go the Westford Regency. The hotel continued the fine food and service it provided at our Fall Symposium.