



## Memorandum

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Date: 05/07/07  
From: Paul Heintel  
Subject: APMP Nor'easters, Chapter Meeting Minutes  
Distribution: Paul Ainsworth, Beth Goonan, Paula Grey, Paul Heintel, Gregg Kulichik, Mike McKenzie, Tim Nason, Lisa Payne  
CC: Gary Crosby

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Message

### Minutes from May 3, 2007 meeting: 6:00 – 8:30pm at BAE in Lexington, MA

#### 1. Attendees

24 participants; sign-in sheet collected by Paul Heintel (ENSR/Chapter Secretary).

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

Chapter Members in attendance: Kent Bartlett\*, Jason Farrell#, Art Bass, Anne Clauss\*, Mike Currie#, Nancy Daimont#, Paul Gardner\*, Kevin Geralish#, Ron Harrison#, Bill Hatch, Jay Herther, Maryjane Hoover\*, Diane Loudenback\*, BJ Lownie, Joe O'Neil, Harry Purkhiser#, Fran Sansalone, Barbara Simundza\*, and Ron Whitten#.

\* = first-time attendee  
# = non-member

#### 2. Presentations

Jay Herther, Director, Micro IR®, Commercial Products, BAE Systems, presented *Campaign to Win*. The presentation compared the techniques used to win (or lose) election campaigns with the techniques used to win (or lose) proposal opportunities. They have more in common than you might think. Jay's 75-minute presentation was also a dry run for the presentation he will give at the APMP National Conference this June in Savannah, Georgia. If tonight's presentation is any gauge, the APMP Annual Conference attendees can expect an informative and entertaining description of the similarities between election campaigns and proposals.

Joe O'Neil of BAE Systems' proposal group in Nashua, New Hampshire preceded Jay and provided a 30-minute overview of BAE Systems organization and business areas. Joe also described BAE Systems' general approach to proposal development, including the various reviews used throughout a proposal effort.

#### 3. Sponsors

BAE Systems hosted the event and provided refreshments, including a very delicious pad thai.

#### 4. Chapter Business

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



A. Board Member Reports:

- President - Jon Myerov (DarwinSuzoft) welcomed attendees and specially thanked new members, first-time attendees, meeting speaker (Jay Herther), meeting sponsor (BAE Systems) and Board members. Jon gave a quick overview of recent BOD activities/initiatives with a special emphasis on the Nor'easters Fall event/conference (Getting to First Place). Jon also encouraged members to attend the APMP National Conference in June.
- Other Board Member Reports – Because of the length of the presentations, no other board member reports were presented.