

APMP Pacific Northwest Board of Directors Planning Meeting Minutes



Date: November 2, 2019

Time | Location: 8:00 AM – 3:30 PM | Blue Origin, Kent, WA

Facilitator: Sheri Waldbauer

Attendance:

Position	Name	Present	Position	Name	Present
Chair	Sheri Waldbauer	Yes	Communication	Meg Whitehouse	Yes
Co-Chair	Edgardo Berrios	Yes	Marketing	Leigh Ann Newman	Yes
Treasurer	Dawn Joao	Yes	Events	Roger Campbell	Yes
Membership	Amber McGlothlin	Yes	Secretary	Shirlyn Betts	Yes

8:00 Welcome!

Review of mission, vision, roles, and responsibilities:

- Reviewed as a team and made live edits
- No changes to the mission or vision
- Gmail
 - Update who is checking the Gmail account – Sheri, Meg, Amber
 - **Action: Edgardo** to transfer over ownership of Gmail over to Sheri
 - Gmail vs another email to help our messages not go into junk or get blocked
 - Can we fit it into the budget to get a more corporate email
- BoD responsibilities
 - Review each BoD responsibilities and update each according
- Gentle Giant Certification Scholarship for this year pushed into next year
- **Action: Amber and Leigh Ann** to coordinate on reaching out to the new members both through email and through LinkedIn
 - Amber to ensure Leigh Ann receives the information regarding all new members
- Understand our membership needs and investigate why members don't renew
- Discussion of Corporate membership vs Individual membership
 - What benefits are there as a Corporate Membership for the team
 - Benefit/drawbacks for PNW Chapter on the Corporate Membership
 - Cost differences
- Monthly call/Newsletters
 - **Action: Meg:** investigate what newsletters/surveys get more attention/clicks
- Website
 - Management of website transferring from Vice Chair to Marketing
 - **Action: Edgardo:** train Leigh Ann on website maintaining

Review and/or approve changes to Chapter Bylaws:

- Bylaws
 - No concerns received from the chapter members – all BoD recommended the changes are now approved
 - **Action: Sheri:** update final and we will post

APMP Pacific Northwest Board of Directors Planning Meeting Minutes



Nomination update:

- One each self-nomination for Communications and Marketing
- Two nominated for Vice Chair
 - Possible “Member at Large” or “Training/Scholarship” BoD position and then the one Chair
- **Action: Sheri:** contact both nominated to Vice Chair to discuss their interest/time commitments and the additional BoD positions

9:27 Self-assessment:

- Accomplishments in 2019
 - Two new BoD
 - 29 new members for 2019
 - Lunch and Learn attendance is up
 - Social media activity
- Where can we improve?
 - Growth of 25% next year
 - Actual membership – 2019 is 125 members, 2020 goal is 156 members
 - Attendance/engagement of members
 - Lunch and Learns – 2019 is 35 attendees, 2020 goal is 44 attendees
 - Coffee Talks – goal to revamp our process/timing
 - Traffic on the website – establish a baseline
 - Engagement on social media
 - Facebook – 2019 is 20 reaches, 2020 goal is 25 reaches
 - LinkedIn – establish a baseline
 - **Action: Leigh Ann:** send an email to BoD about PNW postings
 - The BoD will re-share to get more activity
 - Newsletter open rate – 2019 is 30%, 2020 goal is 38%
 - More analytics on activity (Gmail website, other opportunities)
 - **Action: Sheri:** Create a 2020 goals document
 - Lunch and Learns
 - Change how participation is recognized. All registrants are attendees. Recording/Surveys needs to go out to all registered
 - **Action: Meg:** Attendees vs who registered for the event

9:48 Break

APMP Pacific Northwest Board of Directors Planning Meeting Minutes



10:00 Planning:

- Where do we want to be in the next 2 years and how are we going to get there: 2-year goals: what, how, project timeline, delegation.
 - 2-year goal – win Chapter of the Year
 - Membership growth
 - Engagement of membership
 - Training
 - Create a mock application to learn on requirements and reach out to other chapters that have won to learn their story
 - April nominations
 - Regional Ambassadors – 2021 goal total 8 ambassadors, 4+ in 2020
 - Scholarship to Training day
 - Raising our engagement as a chapter by 25%
 - Info graphic on Membership Profile – January posting
 - Certifications
 - Regions
 - Metrics
 - BoD certifications and membership
 - **Action: Sheri and Amber:** to work on graphic
 - Revisit Mentorship on the Certifications – PNW mentorship / coordination with Regional
 - **Action: Shirlyn:** newsletter article on experience with mentorship
 - Revisit Certification prep/training (Foundation Level)

10:34 Initiative – Membership Retention and Growth:

- Regional Ambassadors (see below)
- Corporate membership
 - What are the benefits of corporate membership
 - Incentives – PNW pitch in one membership fee as an incentive
 - Reach out to national to find out who in the PNW has a corporate membership
 - **Action: Amber:** run analysis on 6 member or more per company
 - **Action: Sheri:** Reach out to Rick Harris – bring back Bronze level – 6 people
- Call for presenters – send out to members
 - Lunch and learn/coffee talks
 - Training – local presenters
 - CEU benefit
- Other Membership Associations – organizations chapter could team with or reach out to for additional member benefit
 - Identify existing orgs in the area that are related to proposals
 - Pacific Northwest Defense Coalition
 - Society of technical communication
 - Society of competitive intelligence professionals
 - Washington Boeing association
 - Society for American Military
 - Professional Pricing Society

APMP Pacific Northwest Board of Directors Planning Meeting Minutes



- Survey to membership on the other organizations they are associated with to get synergy and potential training back and forth
- Member highlight back in the newsletter
 - New members
 - Certifications
 - **Action: Sheri:** Can we get notified by National on PNW certifications
 - Gift to individual
 - Letter to employer
- PNW swag – Post-it notes or coasters instead of calendars
 - **Action: Dawn:** look into options and pricing

11:30 Lunch

12:30 Initiative – 2020 Events and Training Day:

- Calendar
 - Roger recommended dates for Face to Face and other events
 - Ideas – board games, escape rooms, scavenger hunts, picnics, zoo
- Estimate 20 – goal 30 people
- Need 3 locations to discuss
 - **Action: Roger** to investigate locations and reach out to Diane about committee
- Est \$100-\$150 cost each
 - Possible scholarship
- Other chapters
 - When and what they are charging
 - Look at other chapters and their training days
- Presenters – free admission fee, possible stipend
 - Meg or Leigh Ann possible presenters for BoD
- Topics
 - Government vs Commercial
 - Capture session / sales
 - Graphics / proposal management
 - Capture / Processes / leadership professions development / tools and tech
 - LinkedIn training
 - Family Feud - Trivia in the industry / Foundation prep
 - Interactive sessions (PB&J)
- Keynote Speaker/Ice Breaker
 - Welcome
 - BoD introductions
- Door prizes / gifts
 - Gift bags to include SWAG from chapter, sponsors, and BoD businesses
- Exhibitors/sponsors – local businesses (RFPIO, SM&A)
 - Need structure of expectations from and for exhibitors
- November 6th is the 2020 target date
 - Look at before Bid and Proposal Con for 2021
- Survey
 - **Action: Meg:** send out previous survey to BoD to review for the next one

APMP Pacific Northwest Board of Directors Planning Meeting Minutes



- Contact members – call/email personally
- Roger to chair a 4-5 person committee to plan and execute the event
 - Leigh Ann and Amber from BoD
 - Diane Harris will be invited to the committee
 - Edgardo as backup as needed

1:25 Break

1:35 Initiative – Regional Ambassadors:

- Reviewed and edited the description mocked up by Meg and Amber
- Identify the first individuals to reach out to
 - South Seattle – Maren Stark – **Leigh Ann**
 - British Columbia – Heather Naicker – **Amber**
 - Redmond – Diane Harris – **Roger**
 - Hood River – Jack Kaady – **Shirlyn**
 - Portland – Mike Hurst – **Sheri**
 - Anchorage – Rachel Thompson – **Amber**
 - Interim: Tacoma – Meg interim/ Tri-Cities – Sheri interim
- Reach out by November 23rd and invite them December 6th Board meeting
- Headshots / bio are needed for the website and newsletter
- Incentives – 5 CEUs for “Contributing Content”

2:18 Budget Review:

- Reviewed the new Finance Records
- Reviewed and edited the 2020 Budget
- BoD agreed to accept the budget with changes we made in the meeting
 - **Action: Dawn:** to provide final for record as Appendix to these meeting minutes

3:00 Group Picture:

- Note for next year, try to do this earlier in the day to accommodate travel arrangements

3:05 Review Action Items and Close:

Next Meeting:

December 6th | Noon | Virtual

Close:

3:17 PM PST

APMP Pacific Northwest Board of Directors Planning Meeting Minutes



Appendix: Approved 2020 Budget:

	2020				
2020 Budget	Q1	Q2	Q3	Q4	2020 Totals
\$ -					\$0.00
\$ 125.00				\$125.00	\$125.00
\$ 200.00				\$200.00	\$200.00
\$ 32.00	\$8.00	\$8.00	\$8.00	\$8.00	\$32.00
\$ 10.00	\$10.00				\$10.00
\$ 900.00	\$225.00	\$225.00	\$225.00	\$225.00	\$900.00
\$ 400.00		\$400.00			\$400.00
\$ 2,000.00			\$300.00	\$1,700.00	\$2,000.00
\$ 150.00	\$50.00	\$25.00	\$50.00	\$25.00	\$150.00
\$ 60.00	\$20.00	\$10.00	\$20.00	\$10.00	\$60.00
\$ 3,000.00			\$1,000.00	\$2,000.00	\$3,000.00
\$ 1,000.00	\$1,000.00				\$1,000.00
\$ 850.00	\$850.00				\$850.00
\$ 400.00	\$400.00				\$400.00
\$ 100.00		\$50.00		\$50.00	\$100.00
\$ 50.00			\$50.00		\$50.00
\$ 40.00	\$40.00				\$40.00
\$ 9,317.00	\$ 2,603.00	\$ 718.00	\$ 1,653.00	\$ 4,343.00	\$ 9,317.00
2020 Budget	Q1	Q2	Q3	Q4	2020 Totals
\$ 3,660.00	\$ 915.00	\$ 915.00	\$ 915.00	\$ 915.00	\$ 3,660.00
\$ 2,125.00			\$ 2,125.00		\$ 2,125.00
\$ 5,785.00	\$ 915.00	\$ 915.00	\$ 3,040.00	\$ 915.00	\$ 5,785.00
\$(3,532.00)	-\$1,688.00	\$197.00	\$1,387.00	-\$3,428.00	\$(3,532.00)